

OCALA

style

Celebrating 25 Years of
Real People. Real Stories. Real Ocala.



2024 MEDIA KIT

OCALA LIFESTYLE

We strive to share an authentic representation of Ocala, the city we love and call home. From our thriving downtown to our famous equine farms, we celebrate our diverse community, its unique styles and all we share in common.



FOOD



COMMUNITY



FASHION



ARTS & ENTERTAINMENT



RECREATION & TRAVEL



EVENTS & WEDDINGS

2024 EDITORIAL CALENDAR

JANUARY - HEALTH & WELLNESS FOR YOUR BEST LIFE

Special Advertising Section Hometown Health

Advertorials for providers from all disciplines, from medical practices to gyms to promote new and existing services, leadership and specialist/staff changes, promotions, etc.

Special Advertising Section Who's Who In Healthcare

Advertorials in which organizations or individuals can recognize leaders in the community. For example, new organization staffers or board members.

FEBRUARY - THE ANNIVERSARY ISSUE

Special Advertising Section Business Anniversaries

Advertorials highlighting local business anniversaries.

MARCH - THE HOME ISSUE

Special Advertising Section Who's Who In Home

Advertorials highlighting contractors, patio and pool companies, fencing companies, landscapers, painting and home accent companies, interior designers, home stores, etc.

APRIL - ADVENTURE ISSUE

Special Advertising Section Who's Who In Adventure

Advertorials highlighting tour operators, ziplining, gyms, boat excursions, ATV adventures, horseback riding, rustic lodging, and outdoor equipment, climbing, fishing and cycling businesses.

MAY - THE WOMEN'S ISSUE

Special Advertising Section Who's Who: Women Of Style

In our 25th year we are bringing back Women of Style, recognizing new and established tastemakers and leading women.

Special Advertising Section She Means Business

Business spotlights on female businesswomen.

JUNE - THE TRAVEL + SUMMER FUN ISSUE

Special Advertising Section Who's Who In Fun

Advertorials highlighting local attractions from go-kart races and axe throwing to bounce house vendors and costume character party talent, etc.

Special Advertising Section Great Getaways

Destination-based advertorials, near and far.

JULY - OUR BETTER NATURE ISSUE

Special Advertising Section Who's Who In Wellness

Advertorials on health and life coaches, wellness services, organic foods and products, beauty treatments, yoga and meditation classes and natural health practitioners (massage, acupuncture, reiki).

Special Advertising Section Leading Realtors

AUGUST - THE FOOD + DRINK ISSUE

Special Advertising Section Who's Who In F&B

Advertorials highlighting restaurants, lounges, bakeries and specialty food purveyors, breweries, coffee shops, caterers, gourmet markets, etc.

Special Ad Section The Flavor Guide

Ad section designed to mirror our former restaurant guide, but with an opportunity for advertorial features for restaurants and food festivals.

SEPTEMBER - GIVING BACK-OUR ANNUAL CHARITY GUIDE

Special Advertising Section Who's Who In Community Action

Advertorials in which organizations can highlight their mission, initiatives, success stories and volunteers.

Special Advertising Section Saluting Our Advocates

Advertorials to recognize those who lead through community action, change people's lives, embody the spirit of hope and make Ocala/Marion a better place to live.

OCTOBER - FALL FESTIVITIES + ART & CULTURE

Special Advertising Section The Gallery Guide

Ad section designed to highlight all the local art galleries and event venues, but with the opportunity for advertorial features.

Special Advertising Section Creative Escapes

Advertorials targeted at destinations near and far with art/music/craft festivals or known for their arts scene, as well as upcoming museum exhibits, etc.

NOVEMBER - THE CELEBRATION ISSUE

Special Advertising Section Who's Who In Party Planning

Advertorials highlighting party planners, venues, florists, photographers, deejays, officiants, caterers, hair and makeup artists.

DECEMBER - THE HOLIDAY ISSUE

Special Advertising Section Bring in the cheer

The special advertising section allows the public to share their business or family's holiday message.



DISTRIBUTION

Nearly 1 in 3 Ocala residents read *Ocala Style's* print or digital issue every month.

PRINT

Ocala Style is distributed to rack locations in retail venues, medical and professional offices, specialty shops and area businesses across Ocala and The Villages.

DIGITAL

Ocala Style's social platforms and email newsletter drive traffic to the digital issue.

9,508+

Average Digital Reads/Month

11,324+

Average Digital Impressions/Month

MONTHLY DIGEST

To promote the new magazine *Ocala Style* releases a monthly email newsletter to our subscribers called *Monthly Digest*.

19%

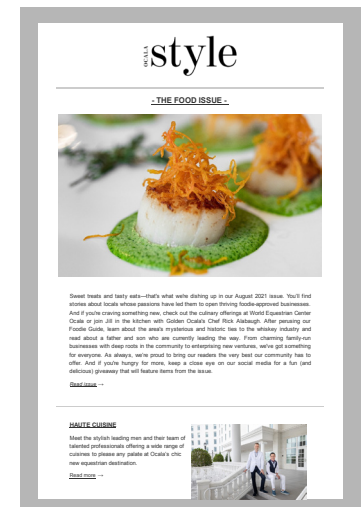
Open Rate

30.1%

Click-to-Open Rate

2,700+

Subscribers



Source: Issuu Analytics 2023

Ocala Style 2024 Media Kit

PRINT ADVERTISING

SIZE	12X	6X	1X
Full Page	\$1,395	\$1,495	\$1595
2/3 Page	\$900	\$950	\$1,000
1/2 Page Horizontal	\$700	\$750	\$800
1/2 Page Vertical	\$700	\$750	\$800
1/3 Page Vertical	\$420	\$450	\$500
1/4 Page	\$350	\$450	\$550
1/8 Page	\$150	\$160	\$170



**Prices are for ad placement at the publisher's discretion. Premium positions come at an additional cost.*

MEASUREMENTS

Full Page With Bleed – 8.375" W x 10.875" H
(Please add .125" bleed on 4 sides)

Full Page (no bleed) – 7.25" W x 9.875" H

1/2 Vertical – 3.5" W x 9.875" H

1/2 Horizontal – 7.25" W x 4.8125" H

1/3 Page Vertical – 2.33" W x 9.875" H

1/4 Page – 3.5" W x 4.8125" H

1/8 Page – 3.5" W x 2.28" H

More ad specifications can be found online at: ocalastyle.com/submit-artwork



ADVERTORIALS

MORE THAN AN AD. TELL YOUR STORY.

Advertorials are one of the most effective ways to promote a business to our local market. The advertorial package includes:

- An assigned professional writer and photographer to create a sponsored feature article and tell *Ocala Style* readers the story of your business.
- Published in *Ocala Style* Magazine and on *ocalastyle.com*
- Two posts on *Ocala Style's* Facebook, Instagram & Twitter promoting the advertorial. 6 posts total
- A social ad running for 1 month promoting the advertorial through *Ocala Style's* FB & IG targeting Ocala +50 miles

1 Page	\$2,695
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2 Page	\$3,595
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3 Page	\$4,495
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4 Page	\$5,395
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AVERAGE ADVERTORIAL SOCIAL AD RESULTS

Link Clicks	2,400+
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Reach	24,600+
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Impressions	43,200+
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Before Mozart
Bruce Mozart is certainly the most famous and accomplished photographer in the...



Brotherly Bond
Despite years of obstacles, including an earthquake, fate and determination bring two...

Ocala Style Features



Well Read
Marion County is blessed with an abundance of talented creators...



True Romance-Giselle and Erik
Meet the talented musical duo who have been enchanting Ocala...



Before Mozart
Bruce Mozart is certainly the most famous and accomplished photographer...



Season of Change
The Ocala Symphony Orchestra will return for an eagerly awaited...

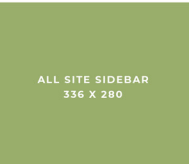


Foodie Guide: JMarie Brands
For the last few years, the baked goods offered by...



Farm Fresh
An enterprising family with deep roots in the community is...

→ More Style Features



Never miss an issue of Ocala Style! Sign up for our free digital issue to be delivered each month to your inbox!

Email

* = required field

OCALASTYLE.COM

The *Ocala Style* website is the place for all the magazine content we know and love plus bonus content exclusively available online.

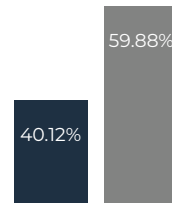
20,000+
Average Page Views/Month

13,430+
Average Monthly Visitors

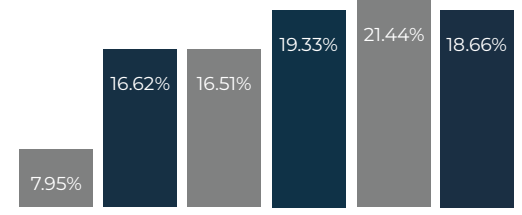
3:22
Average Onsite Time

TOP LOCATIONS

- 1. Ocala
- 2. Orlando
- 3. Miami
- 4. The Villages



GENDER



AGE

	SIZE	1 Month
All Site Sidebar	336 x 280	\$400
Homepage Header	268 x 312	\$280
Homepage Banner	768 x 90	\$235

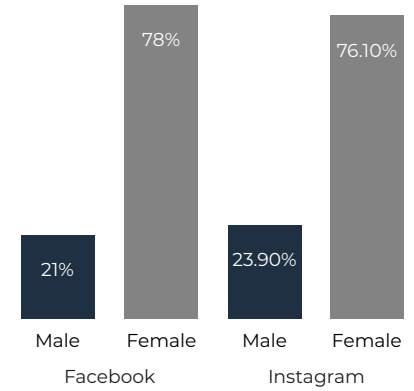
SOCIAL MEDIA

Ocala Style's active social media platforms help it stay connected to the community

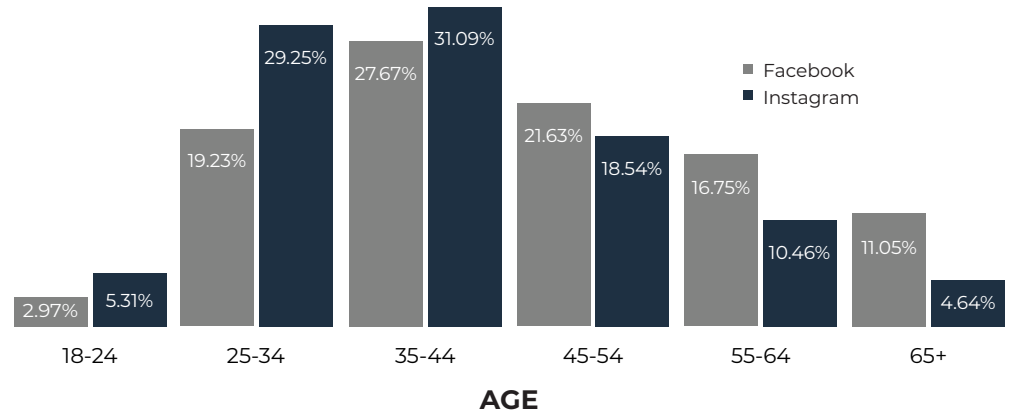
35,975+
Facebook Fans

4,847+
Instagram Followers

2,889+
Twitter Followers



GENDER



AGE

PROMOTED POST

Starting at \$200

Not just a post, but a collaboration. Written and produced by the Ocala Style social media team, the sponsored social media posts are dedicated to an advertiser and its current brand efforts.

