

ALABAMA coasting presents:

DISCOVER

Coastal Alabama

MAGAZINE

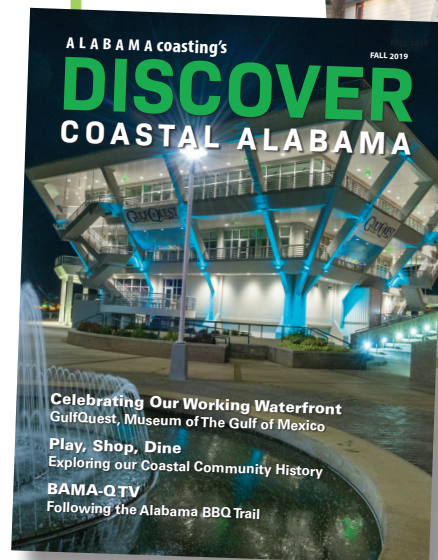
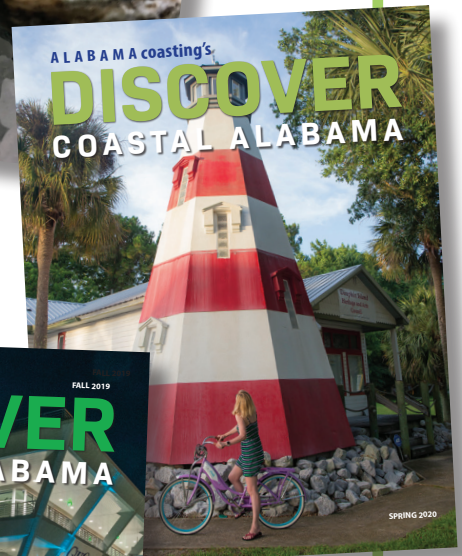
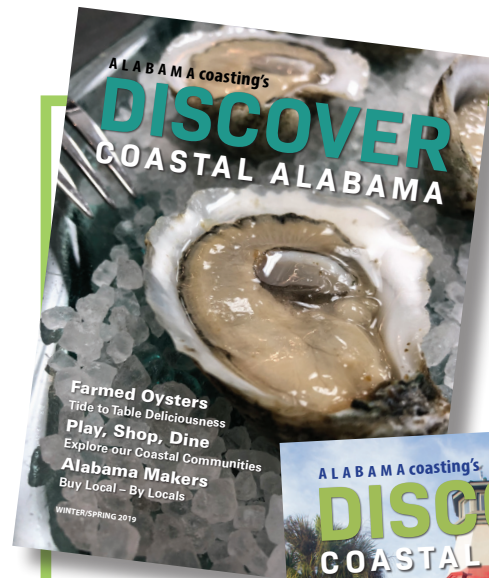
Media Kit

**MOBILE • GULF SHORES & ORANGE BEACH • THE EASTERN SHORE
FOLEY • NORTH BALDWIN • SOUTH MOBILE • NORTH MOBILE**

Since its inception, ALABAMA COASTING has been a recognized community resource for businesses, organizations and local governments – helping them reach visitors and active locals. As publishers of Alabama Coasting Magazine since 2010, we have proudly served as ambassadors for our home-town and our local communities by telling the stories of the people, places and businesses that make this area so special.

In 2019, we introduced DISCOVER COASTAL ALABAMA Magazine in concert with the Coastal Alabama Partnership. This new publication replaced Alabama Coasting Magazine as the area's premier quarterly visitor's guide and regional resource. With the shutdown caused by Covid-19 pandemic, the print version of DCA magazine has been sidelined since March. And like the rest of this community, Alabama Coasting has been actively pivoting as we look to be positively positioned in the post-Covid world. One of the truths we realized is that while telling the Coastal Alabama story to visitors continues to have a strong value, our local folks also need to know more about this great place we call home.

We are excited to announce the relaunch of DISCOVER COASTAL ALABAMA Magazine! Our new mission is to become the premier arts & entertainment magazine for Mobile and Baldwin Counties. Yes, we'll continue to be a guide for visitors with strong, select hotel and tourism distribution, but we're adding a robust local outreach to get Discover Coastal Alabama into the hands of more of our friends and neighbors.



DIGITAL AND SOCIAL: ALABAMACOASTING.COM



DISCOVER COASTAL ALABAMA Magazine has prominent positioning on the site as a full digital publication – as well as on VISITCOASTALALABAMA.ORG, the primary digital platform for the communities of COASTAL ALABAMA.

Discover Coastal Alabama Magazine and all of our publications are produced in a fully mobilized digital edition with hyperlinks imbedded throughout.



In addition to our own Facebook, Instagram, and Twitter platforms, Alabama Coasting has partnered with local digital marketing firms to enhance our ability to deliver a full menu of services to our advertising partners.

Their capabilities include website design, SEO, social media marketing and video production.

We also offer a white-label online ticketing platform and a portfolio of digital promotion tools that can be customized for each partner.

DISTRIBUTION, MARKET AND READERSHIP

Discover Coastal Alabama Magazine is produced 4 times a year with 10,000 copies distributed as follows:

Approximately 50% of the magazines is distributed in the visitor/tourist markets of Mobile and Baldwin Counties – such as hotels, condos, tourist information centers, and the Alabama Welcome Centers.

An additional 35% of the magazines reach active locals in the community through local Chambers of Commerce, select venues and high-traffic area businesses.

Distribution for the remaining 15% focuses on targeted regional initiatives – direct mail to community leaders, legislators, and government officials throughout the Alabama – as well as in conjunction with Alabama Coasting produced events across the region

Discover Coastal Alabama Magazine helps you reach:

The 10 million-plus visitors that come to Mobile and Baldwin Counties each year. In 2019, visitors to Gulf Coast Alabama spent over \$6.6 BILLION on dining, entertainment, and retail.*

Through our targeted distribution and multi-media platforms, the active locals among the more than 600,000 that call Coastal Alabama home.

Monthly visitor readership exceeds 75,000 while local readership is an additional 22,000.

The age range of our readers is 34-55 and is slightly more male than female.

*Source: Alabama Bureau of Tourism. Smith Travel Research.

AMPLIFY YOUR BRAND • ENGAGE YOUR MARKET • PROMOTE YOUR BUSINESS

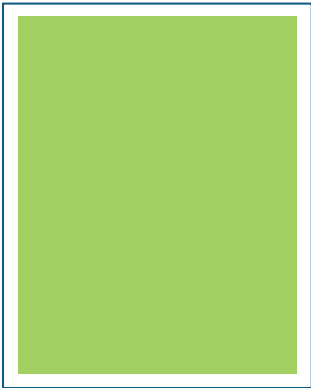
This Branding Bundle is designed to create maximum visibility for your business, reaching visitors and active locals throughout the Alabama Coast. It makes use of all our print, digital, and social media channels and communities to help you connect to your market.

INCLUDES:

- Full color ad in both the print and digital issues of Discover Coastal Alabama Magazine
- Inclusion in our digital communities
- Enhanced business listing in the magazine
- Hotlinks to your website within the digital issue and from our digital platform
- Promotion as part of our topical E-Blast and through our social media networks.

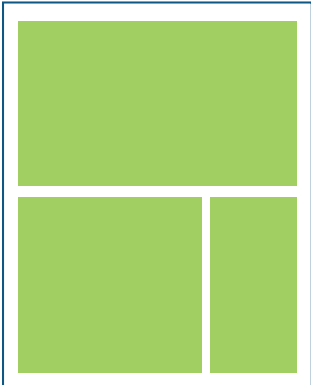
AD SIZE	ANNUAL (4X)	6 MONTH (2X)	3 MONTH (1X)
FULL PAGE	\$7,200	\$4,800\$	3,000
Rate per issue	\$1,800	\$2,400	
HALF PAGE.....	\$5,600	\$3,800.....	\$2,400
Rate per issue	\$1,400	\$1,900	
THIRD PAGE	\$4,400	\$2,900.....	\$1,900
Rate per issue	\$1,100	\$1,450	
SIXTH PAGE	\$3,200	\$2,200.....	\$1,400
Rate per issue	\$800	\$1,100	
DIRECTORY LISTING	\$1,400	\$1,000.....	N/A
Up to 35 words including address info			
OUTSIDE BACK COVER – plus 30% • INSIDE COVERS – plus 20%			

PRINT ADVERTISING REQUIREMENTS



Full Page Ad - No Bleed:
7.625" x 10.125"

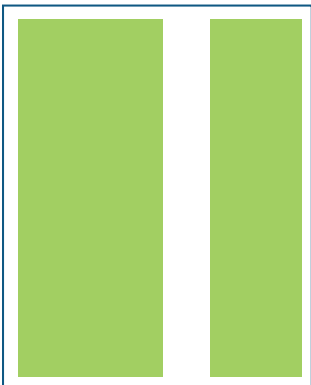
Full Page Ad With Bleed:
9.375" x 11.875
Trim Size: 8.375" x 10.875"
Live Area Size: 7.625" x 10.125"



Half Page Horizontal:
7.625" x 4.9375"

Third Page Square:
5" x 5"

Sixth Page Vertical:
2.375" x 5"



Half Page Vertical:
3.6875" x 10.125"

Third Page Vertical:
2.375" x 10.125"

ADDITIONAL PRODUCTS & SERVICES

CUSTOMIZED DIGITAL MARKETING SERVICES INCLUDING:

- SOCIAL MEDIA MARKETING
- DIGITAL DISPLAY ADS
- SPECIALTY ADVERTISING CHANNELS
- SEO AND WEBSITE DEVELOPMENT AND MANAGEMENT
- REPUTATION AND LISTING MANAGEMENT

EVENT AND MARKETING SERVICES INCLUDING:

- CONCEPT DEVELOPMENT, EVENT PROMOTION AND PRODUCTION
- MARKETING AND BUSINESS DEVELOPMENT STRATEGIES
- GRAPHIC DESIGN AND PRODUCTION
- VIDEO AND PODCAST PRODUCTION

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ALABAMA
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PRINT MEDIA MATTERS

Print media is not going away anytime soon. Sure news and daily headlines have, for the most part, gone digital, but people still read magazines. Yes, people still read magazines. In fact, most people who read online also read magazines in print, and those could end up being some of your best customers. Of the three categories of readers—those who read in print and online, those who read only in print and those who read only online—print-digital readers have the highest average income, followed by print-only. Online-only readers have the lowest average income of the group.

But – why print?

Print is a better experience

Grab a magazine and flip through its pages. Can't you feel the sensation created when your fingers touch the images... when your eyes catch sight of the vibrant coastal scene or delicious plate of food. Print is beautiful. Readers want to touch and feel your message. No electronic media can offer the tangible and tactile dimension that print provides. The Internet is noisy. Any given page may have dozens of links, ads, calls to action, and choices competing for your attention. Content in magazines like Discover Coastal Alabama is constructed intentionally to support its theme and ads are part of that because they align with the rest of the content. They add to the magazine's value rather than serve as an interruption. (You finish reading a story about Alabama Seafood and turn the page to see a restaurant ad featuring grilled oysters.)

Print Offers Better Engagement

Unlike ads on Facebook or Google, print ads don't disappear the minute you click to a new screen. People hold on to magazines and share them. In hotels and waiting rooms, multiple readers enjoy the same content (and your ad) over weeks and months. The American Marketing Association says that print ads have more value because of print's longer shelf life and higher potential for reverberations beyond the initial reader.

The way someone consumes print is different than the way it works in digital. One of the biggest differences is that print ads become part of the reader experience, rather than serving someone with an intrusive pop-up ad. Print readers also don't typically multi-task, like they do when they're quickly surfing the web or checking their social media accounts. As a result, they're much more engaged and receptive to a print ad.

Print is a trusted medium

Consumers trust print media above all other types of media, including digital news outlets and social media platforms. Print also has a strong credibility factor: consumers trust print ads in much larger numbers (71 percent) than they trust TV (41 percent) or online advertising (just 25 percent).

The staying power of print gives print advertisers an aura of strength and solidity. People view print advertisers as more trustworthy than those in digital formats, who seem fleeting.

Print and digital advertising each bring value to a marketing campaign. However, we believe that our multimedia approach helps our partners maximize results.

Increased brand awareness – Through including both types in your marketing campaign, you're augmenting your channels and differentiating the ways to reach specific audiences with your key messages—which lead to increased brand awareness.

Broader audience reach – Expanding your advertising efforts beyond only print or only digital gives you a broader audience reach. Each medium has its own distinct audience profile. It's no surprise that digital channels capture a younger audience, while print appeals to an older demographic.

Amplified calls to action – Print ads can drive digital marketing efforts, by including calls to action such as website addresses, social media URL, QR codes and hashtags. Using this approach, you can easily track the results of your print ad campaigns. You also will be extending your audience reach and exposure to your digital marketing channels.

People are 70 percent more likely to recall your brand after seeing it in a print ad than a digital ad.

Consumers trust print ads 34% more than they trust search engine ads.