condo owner

the magazine for resort condo owners & buyers on the northern gulf coast

2016-2017 MEDIA KIT

Delivering the gulf coast's most lucrative, hard-to-reach audience

In Print, Online & Face-To-Face

www.Condo-Owner.com

Distribution

Condo Owner is mailed quarterly throughout the U.S. to the primary home addresses of 11,500 owners of resort condominiums located across the Northwest Florida and Alabama Gulf Coast. 2,000 additional copies are available at gulf coast area businesses catering to the resort condominium market. *Condo Owner* is also produced in an interactive digital format which is emailed quarterly to 3,500 condo owners and board members.

Editorial Content

Condo Owner is the ultimate resource for information pertaining to the business and pleasure of resort condominium ownership--information that condo owners can't get anywhere else. Print and online topics relate to buying and selling resort properties, community association matters, interior design trends, rental management issues, tax and insurance updates, legal and financial matters and other items of importance to the condominium industry.

Audience & Demographics

In print, online & face-to-face, *Condo Owner* is expressly targeted to an affluent, out-of-town audience that is vitally interested in owning and acquiring resort condominiums across the gulf coast. Readers top the scale in expenditures for real estate, home furnishings and other products and services that enhance their ownership experience. Readers also include association board members and property managers who oversee multi-million dollar reserve funds and large scale maintenance projects.

average household income*	
condo owner	$169,000
veranda	$149,000
elle décor	$135,766
town & country	$127,825
architectural digest	$93,931
coastal living	$93,745
traditional home	$80,308
metropolitan home	$78,926
house beautiful	$58,511

*based on published media information

73% of condo owners surveyed plan to remodel their gulf coast condominium within the next 24 months

70% of current condo owners plan to buy, sell or trade a gulf coast condominium within the next 3 years

Average number of days condo owners spend visiting the gulf coast each year: **65**

Condo Owner readers' average net worth **$2.2 million**

On average, condo owners spend **$33,750** furnishing or refurbishing their condos

Total printed copies: **13,500**

Total readership: **41,850***

*Based on average pass-along rate of 3.1 readers per copy.

Condo Owner Magazine

Condo Owner magazine is mailed quarterly to the primary home addresses of 13,500 owners of resort condominiums located across the Alabama & Northwest Florida gulf coast. 5,000 additional copies are distributed at Books-A-Million locations throughout the Southeast, as well as gulf coast businesses catering to the resort condominium market.

Full Color, Display Advertising Rates

	1-issue	2-issues	4-issues	
1/3 page	995	955	925	per issue
1/2 page	1,320	1,250	1,175	per issue
2/3 page	1,610	1,520	1,430	per issue
full page	$1,955	$1,835	$1,725	per issue

Premium positions such as covers, inserts and 2-page spreads available upon request.
black & white rates: subtract $250 from four-color rates above

2016-2017 DEADLINES

	space	materials	issuance
Summer 2016	6/10	6/17	7/10
Fall 2016	8/26	9/2	9/30
Winter 2017	11/30	12/7	1/16
Spring 2017	2/10	2/17	3/17

Service Directory Ad + Listing

- **Business Card Size Ad + Text Listing**: Full color, business card-size ad and text listing in Service Directory section of printed magazine PLUS 12-month online listing at Condo-Owner.com linked directly to your website. Listing includes company name, address, phone number and website. ***$425 per quarter or $1,495 annually (best value!)***
- **LIsting Only:** (in-print and online) ***$125 per quarter or $450 annually (best value!)***
- **Listing *FREE* for Display Advertisers!** Includes **BOLD** company name and "see ad on page..." for more info.

Condo-Owner.com

Our new and improved website, Condo-Owner.com, offers condo owners and advertisers more online marketing options than ever before! Advertisers can create a high-impact presence on our homepage where condo owners have 24/7 access to news from across the gulf coast, special reports, industry blogs, events, "hot deals" from our sponsors and more. Regional pages offer a more targeted approach with news and information specific to the Alabama Gulf Coast or Northwest Florida. Exclusive sponsorships are also available on web pages dedicated to specific industry topics such as real estate, banking, interiors, rental management, legal issues, etc...

Ad Unit	size (pixels)	3-5 months	6-11 months	12 months
Homepage Banner	960 x 90	$195/mo	$175/mo	$155/mo
Homepage Rectangle (large)	300 x 250	$155/mo	$135/mo	$120/mo
Homepage Rectangle (small)	300 x 125	$85/mo	$70/mo	$55/mo
Regional Banner	960 x 90	$105/mo	$95/mo	$80/mo
Regional Rectangle (large)	300 x 250	$85/mo	$75/mo	$65/mo
Regional Rectangle (small)	300 x 125	$70/mo	$60/mo	$50/mo
Topic Page Sponsor: (Association; Banking; Buying/Selling; Calendar; Insurance; Interiors; Legal;	***EXCLUSIVE* SPONSORSHIP** of the topic page specific to your industry. Specify Alabama Gulf Coast market, Northwest Florida market or both. (Based on availability)		$395/mo (1-market) $650/mo (2-markets)	$325/mo (1-market) $615/mo (2-markets)

E-Newsletter

Condo Owner's monthly e-newsletter is emailed to 3,500+ condo owners and suppliers offering news and information in between quarterly issues of *Condo Owner* magazine. This valuable online resource offers affordable advertising opportunities and includes monthly "hot deals" provided by our advertising partners!

ad unit	size (pixels)	1-2 months	3-5 months	6-11 months	12 months
Adlet	144 x 200	$125 / month	$105 / month	$85 / month	$60 / month
E-vertorial	75 words + logo	$75 / month	$60 / month	$50 / month	$40 / month

E-Blast

Put your business front and center! Let us email a custom message to 3,500+ condo owners and suppliers—exclusive from your business!

ad unit	size (pixels)	1-time	3-times	6-times	12-times
E-Blast	*Up to 900 pixels wide (no length limit)*	$495	$425 each	$355 each	$305 each

Digital E-Publication

A super-cool, interactive digital version of *Condo Owner's* print magazine emailed to 3,500+ condo owners and suppliers each quarter

- FREE to display advertisers in *Condo Owner's* quarterly print magazine
- Ads link directly to advertisers' websites
- Archived online at Condo-Owner.com for a full year
- Compatible with mobile devices including tablets and smart phones
- Embed a video on top of your digital display ad for $125 per year!
- Additional sponsorships available. Call for details!

Social Media

Having a big sale this weekend or launching a new product line? When news and information can't wait, *Condo Owner* utilizes social media networks such as Facebook, Twitter and YouTube to post and share comments—including information from our advertisers!

Face-To-Face: Condo Owner Educational Symposium & Trade Show

In 2016, condo owners and suppliers will come together for the Condo Owner Educational Symposium where more than 150 condominium owners and board members will have access to educational sessions led by condo industry experts, as well as designated one-on-one time with sponsors and exhibitors during tradeshow hours and networking events. Call or email coconnor@coveypubs.com for event date, location and more details!

Sponsorship Opportunities	
Exhibitor	$ 595
Gold Sponsor	5,000
Silver Sponsor	3,500
Bronze Sponsor	2,500
Breakfast Sponsor	1,500
Break Sponsor	750

info

Editorial & Advertising
For more information about advertising or to submit editorial suggestions, contact Dana Pagador at dana@condo-owner.com or (251) 978-1348

ship

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mail

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Gulf Shores, AL 36547

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ALL INCLUSIVE, YEAR-ROUND MARKETING PACKAGES

Our revolutionary multi-media marketing approach is all about connecting you with condo owners by consistently sharing your story across a wide variety of platforms ALL YEAR LONG - not just in the issues you advertise in.

1/3 Page Multi-Media Package

- 1/3 page, full color display ad in 4 issues of *Condo Owner's* quarterly print magazine--mailed to 13,500 condo owners
- 1/3 page, full color digital display ad in *Condo Owner's* quarterly digital e-publication--emailed to 3,500 condo owners and archived at condo-owner.com for 12 months. Digital ad also links directly to your website
- Year-long company listing with website hyperlink in online "Service Directory" at condo-owner.com
- At least (1) post per quarter about your company on *Condo Owner's* social media networks including Facebook and Twitter
- The opportunity to Blog once per quarter on Condo-Owner.com (will also appear in *Condo Owner's e-newsletter)*
- (2) complimentary e-vertorials (75 words + logo + website link) on *Condo Owner's* monthly e-newsletter
- The opportunity to promote special offers or "hot deals" just for condo owners in our monthly newsletter and on the homepage at condo-owner.com
- Go-to contact for story ideas and inclusion in relevant editorial topics
- **PACKAGE PRICE: $1,125.00 per issue (a $1,560.00 value) - 4 issue minimum**

1/2 Page Multi-Media Package

- 1/2 page, full color display ad in (4) issues of *Condo Owner's* quarterly print magazine--mailed to 13,500 condo owners
- 1/2 page, full color digital display ad in *Condo Owner's* quarterly digital e-publication--emailed to 3,500 condo owners and archived at condo-owner.com for 12 months. Digital ad also links directly to your website
- Year-long company listing with website hyperlink in online "Service Directory" at condo-owner.com
- At least (2) posts per quarter about your company on *Condo Owner's* social media networks including Facebook and Twitter
- The opportunity to Blog twice per quarter on Condo-Owner.com (will also appear in *Condo Owner's e-newsletter)*
- One custom e-blast sent on your behalf to 3,500 condo owners during 12-month period
- The opportunity to promote special offers or "hot deals" just for condo owners in our monthly newsletter and the homepage at condo-owner.com
- Go-to contact for story ideas and inclusion in relevant editorial topics
- **PACKAGE PRICE: $1,410.00 per issue (a $2,500.00 value) - 4 issue minimum**

Full Page Multi-Media Package

- Full page, full color display ad in (4) issues of *Condo Owner's* print magazine--mailed quarterly to 13,500 condo owners
- Full page, full color digital display d in *Condo Owner's* digital e-publication--emailed quarterly to 3,500 condo owners and archived at condo-owner.com for 12 months. Digital ad also links directly to your website
- Year-long company listing with website hyperlink in online "Service Directory" at condo-owner.com
- At least (3) posts per quarter about your company on *Condo Owner's* social media sites including Facebook and Twitter
- The opportunity to Blog three times per quarter on Condo-Owner.com (will also appear in *Condo Owner's e-newsletter)*
- Two custom e-blasts sent on your behalf to 3,500 condo owners during 12-month period
- Optional video embedded in Digital e-publication on top of your ad
- The opportunity to promote special offers or "hot deals" just for condo owners in our monthly newsletter and the homepage at condo-owner.com
- Go-to contact for story ideas and inclusion in relevant editorial topics
- **PACKAGE PRICE: $2,050.00 per issue (a $3,800.00 value) - 4 issue minimum**

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ADVERTISING SPECIFICATIONS

Print Ad Dimensions

in inches	width		height
2-Page Spread Non-Bleed	17 1/4	x	10
2-Page Spread Bleed	18 1/4	x	11 1/8
2-Page Spread Trim Size	18	x	10 7/8
Full Page Non-Bleed	8 1/8	x	10
Full Page Bleed	9 1/4	x	11 1/8
Full Page Trim Size	9	x	10 7/8
2/3 Page	5 1/4	x	10
1/2 Page Vertical	4	x	10
1/2 Page Horizontal	8 1/8	x	5
1/3 Page Vertical	2 3/4	x	10
1/3 Page Horizontal	5 1/4"	x	5"

For bleeds, allow 1/2" in from all sides of the trim size.

Ad Design

Our design team will gladly provide help designing your ad under the following terms and conditions:

- One copy of your ad that follows your instructions will be provided as a free service, along with one additional version incorporating your changes. Additional changes and versions will be charged at a mechanical production rate of $55 per hour.
- Photography or any other "out-of-pocket" expenses will be charged to the advertiser at cost, as approved in advance.

Print Ad Submission

Ads submitted to *Condo Owner* need to be sized properly and in one of the following formats:

- High resolution (300 dpi) PDF (pdfs produced using Quark 6 distilling software cannot be accepted. If the ad was produced in any version of Quark 6, please *create a post-script and distill directly out of Acrobat)*
- High resolution jpeg, tiff or EPS files with fonts embedded
- QuarkXPress, Adobe Photoshop or Adobe In-Design documents *(with all art and fonts collected)*

General Digital Ad Submission

- RGB format
- 72 dpi "saved for web"
- JPEGs or GIFs.
- Recommended max file size for all online ads is 50 kb
- Animated GIFs are supported and have a recommended animation length of 15 seconds
- Make sure to specify the URL you want your ad to "click-through" to. Currently only 1 web address (URL/link) is supported per ad unit
- Video files must be MPEG4, MOV, AVI, WMV, FLV or a link may be provided (ie: YouTube link) to embed into the desired web page

If you have problems saving your ad in one of these formats, please let us know before you send the ad in order to alleviate any problems prior to deadline.

Print Advertising Insertion Order

Please reserve space in the following issues *(please circle all that apply)*:

Summer 2016 **(deadline: 6/10)** Fall 2016 **(deadline: 9/2)** Winter 2017 **(deadline: 11/30)** Spring 2017 **(deadline: 2/10)**

Ad Size Reserved _____ **Color Preference (circle):** Full Color Black & White

Rate is the current rate based on a 4x 2x 1x - time insertion rate. **Net Rate Billed Per Insertion $** _____

Ad will be: ____print ready ____need design help (up to two proofs provided free of charge, after which charges of $50 per hour will apply...)

Special Position Requested _____

Business Name _____ **Address** _____

City _____ **State** _____ **Zip** _____

Signed _____ **Date** _____

Print Your Name _____ **Telephone** _____ _____

Email _____

contact information:

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