OCALA
style
2022 MEDIA KIT
REAL PEOPLE | REAL STORIES | REAL OCALA

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

2022 EDITORIAL CALENDAR

JANUARY
YOUR BEST LIFE

FEBRUARY
THE HOME ISSUE

MARCH
OUTDOORS +
ADVENTURE

APRIL
TRAVEL

MAY
THE WOMEN'S ISSUE

JUNE
THE MEN'S ISSUE

JULY
SUMMER FUN

AUGUST
THE FOOD +
DRINK ISSUE

SEPTEMBER
THE FALL ISSUE

OCTOBER
THE ART +
CULTURE ISSUE

NOVEMBER
THE ENTERTAINING ISSUE

DECEMBER
HOLIDAY

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

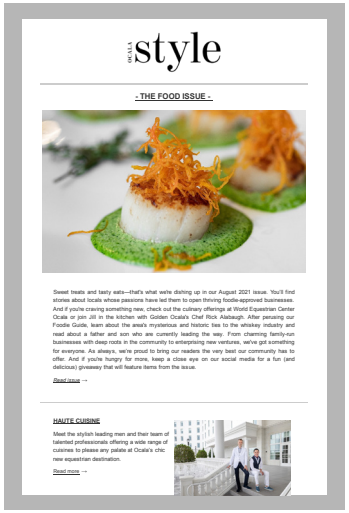
MONTHLY DIGEST

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 2020

PRINT ADVERTISING

SIZE	12X	6X	1X
Full Page	$1,995		$2,395
2/3 Page	$1,595		
1/2 Page Horizontal	$1,195	$1,295	$1,395
1/2 Page Vertical	$1,195	$1,295	$1,395
1/3 Page Vertical	$995		
1/4 Page	$595	$695	$795
1/8 Page	$295	$365	$495

ADVERTORIALS	
1 Page	$2,695
2 Page	$3,595
3 Page	$4,495
4 Page	$5,395

PREMIUM ADD ONS

Premium Positions	$2,195+	Barn Door Cover w/ Magazine Wrap	$13,000
Front Z Cover	$6,995	Belly Band	$4,500
Back Cover	$2,595	Belly Band w/ full page ad	$5,700
Back Cover 3 pg fold out	$2,595	Blow In Card	$3,300
Barn Door Cover	$9,000	Bind In Card	$3,500

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

ADVERTORIALS

MORE THAN AN AD. TELL YOUR STORY.

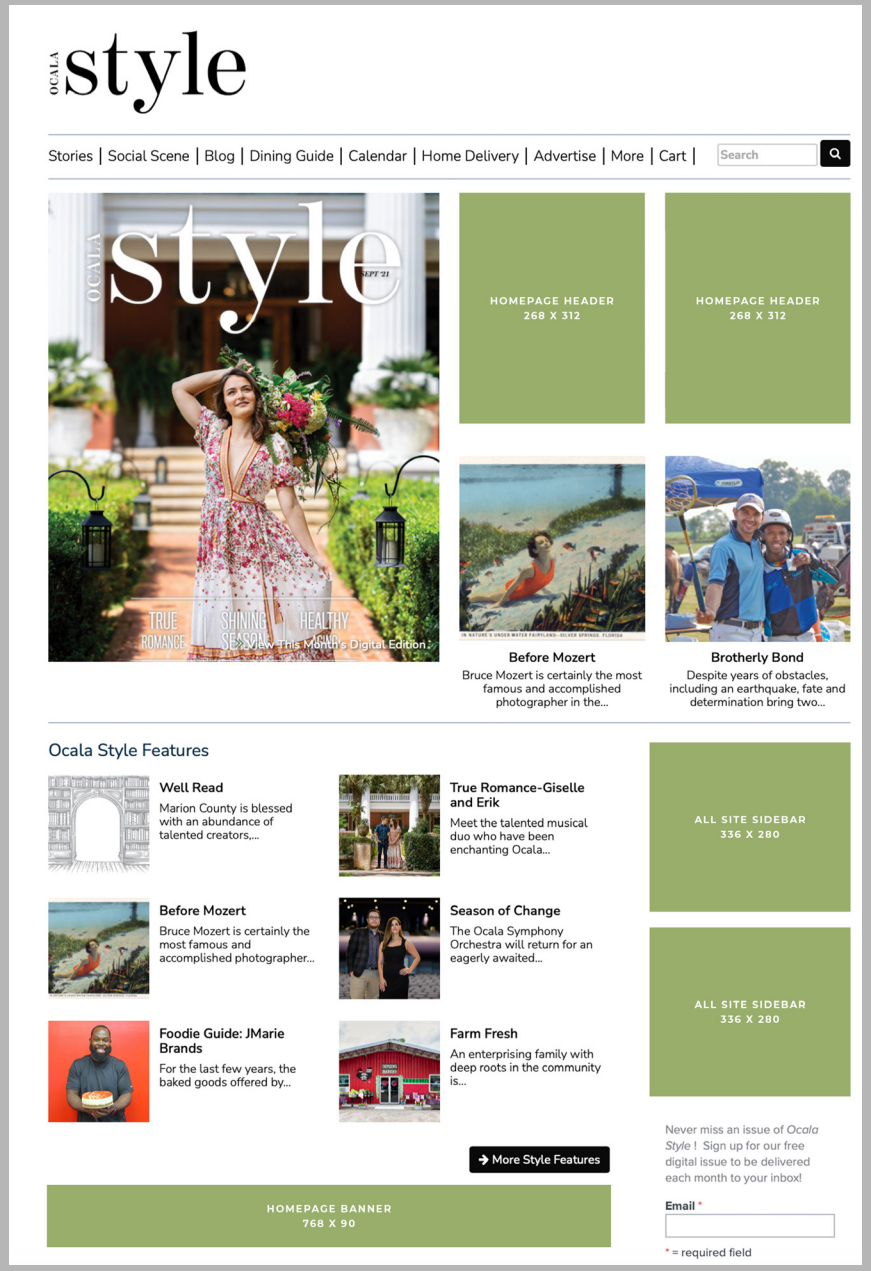
Advertorials are one of the most effective ways to promote a business to our local market. The advertorial package includes:

- 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
2 Page	$3,595
3 Page	$4,495
4 Page	$5,395

AVERAGE ADVERTORIAL SOCIAL AD RESULTS

Link Clicks	2,400+
Reach	24,600+
Impressions	43,200+



OCALASTYLE.COM

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

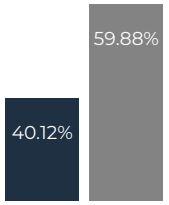
20,000+
Average Page Views/Month

13,430+
Average Monthly Visitors

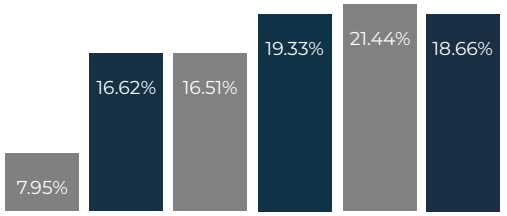
3:22
Average Onsite Time

TOP LOCATIONS

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



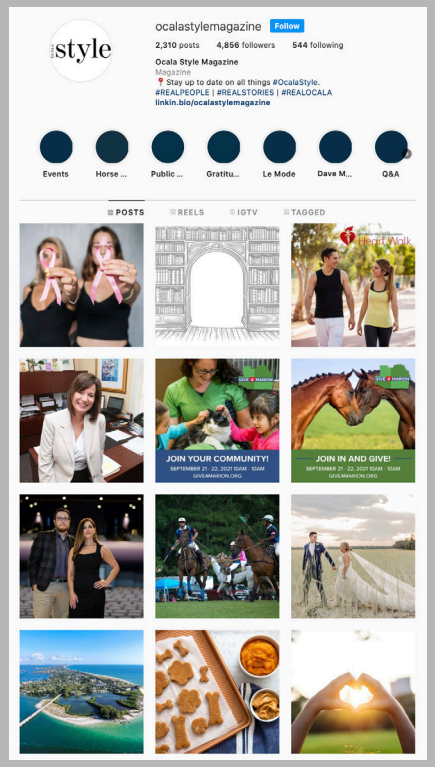
GENDER

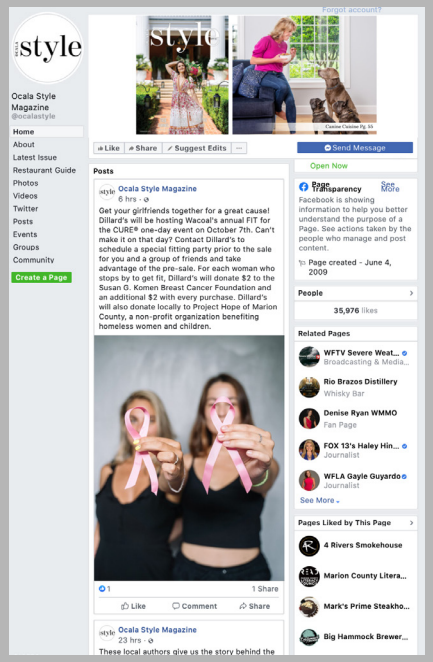


AGE

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

Source: Google Analytics
August 2020 - August 2021





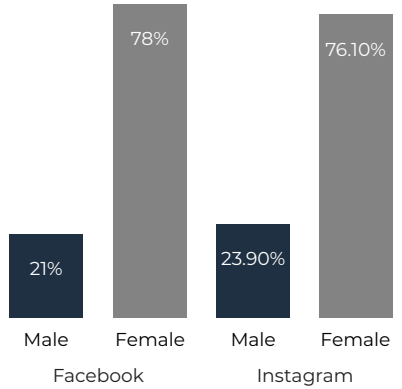
SOCIAL MEDIA

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



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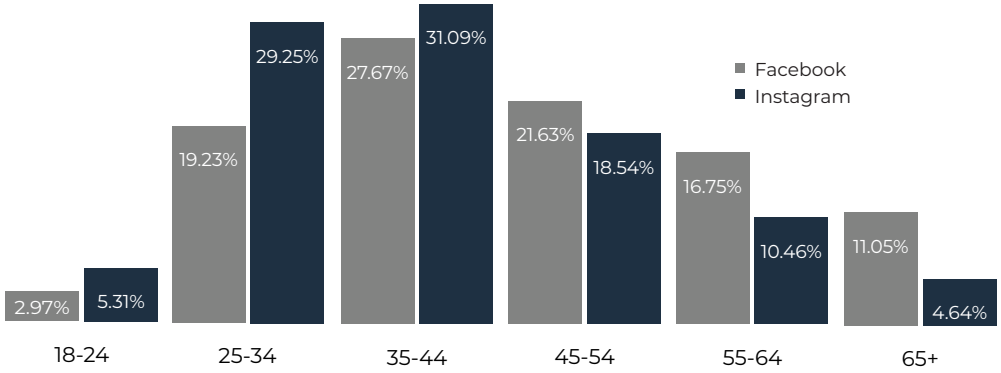

AGE

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.