

A black and white horse with a flowing mane is looking over a wooden fence in a wooded area. The horse's head is the central focus, with its white blaze and dark face clearly visible. The background is a soft-focus forest with green trees and a wooden fence line.

# OCALA style

2023 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





# 2023 EDITORIAL CALENDAR

**JANUARY**  
YOUR BEST LIFE

**FEBRUARY**  
THE HOME ISSUE

**MARCH**  
THE OUTDOORS +  
ADVENTURE ISSUE

**APRIL**  
THE ANIMAL ISSUE

**MAY**  
THE WOMEN'S ISSUE

**JUNE**  
THE MEN'S ISSUE

**JULY**  
THE TRAVEL +  
SUMMER FUN ISSUE

**AUGUST**  
THE FOOD +  
DRINK ISSUE

**SEPTEMBER**  
THE FALL ISSUE

**OCTOBER**  
THE ART +  
CULTURE ISSUE

**NOVEMBER**  
THE ENTERTAINING ISSUE

**DECEMBER**  
THE HOLIDAY ISSUE





## 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%

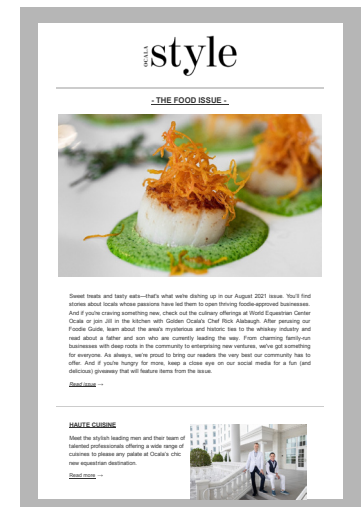
Open Rate

30.1%

Click-to-Open Rate

2,700+

Subscribers



Source: Issuu Analytics 2022

**Ocala Style** 2023 Media Kit



# PRINT ADVERTISING

SIZE	12X	6X	1X	ADVERTORIALS	
Full Page	\$1,995		\$2,395	1 Page	\$2,695
2/3 Page	\$1,595			2 Page	\$3,595
1/2 Page Horizontal	\$1,195	\$1,295	\$1,395	3 Page	\$4,495
1/2 Page Vertical	\$1,195	\$1,295	\$1,395	4 Page	\$5,395
1/3 Page Vertical	\$995				
1/4 Page	\$595	\$695	\$795		
1/8 Page	\$295	\$365	\$495		

## 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" @ x 4.8125" H

1/3 Page Vertical – 4.375" 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: [www.ocalastyle.com/submit-artwork](http://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:

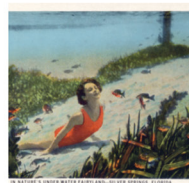
- An assigned professional writer and photographer to create a sponsored feature article and tell Ocala Style readers the story of your business.
- Published in Ocala Style Magazine and on ocalastyle.com
- Two posts on Ocala Style's Facebook, Instagram & Twitter promoting the advertorial. 6 posts total
- 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+





**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+

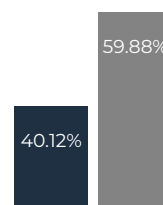
Average Monthly Visitors

3:22

Average Onsite Time

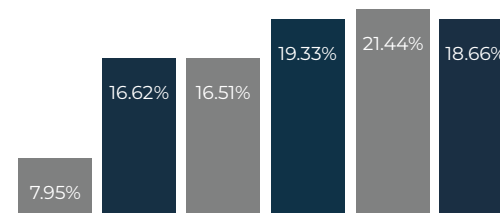
#### TOP LOCATIONS

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



Male Female

#### GENDER



18-24 25-34 35-44 45-54 55-64 65+

#### AGE

#### SIZE

#### 1 Month

All Site Sidebar

336 x 280

\$400

Homepage Header

268 x 312

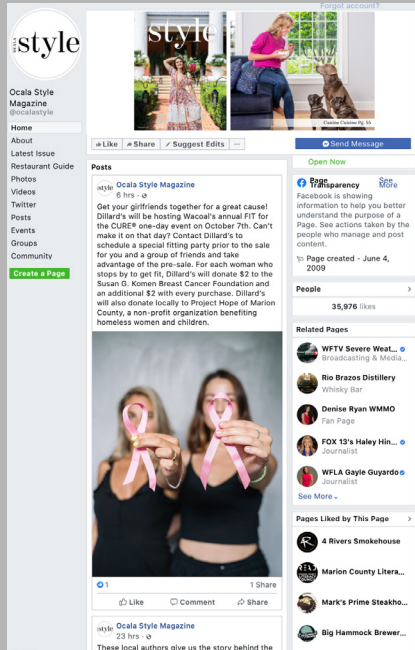
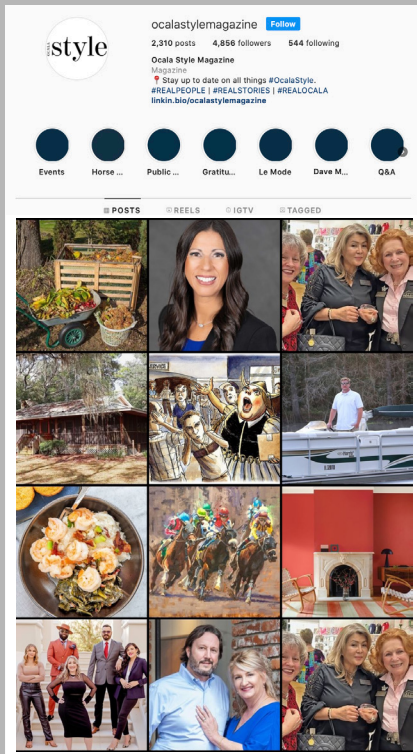
\$280

Homepage Banner

768 x 90

\$235





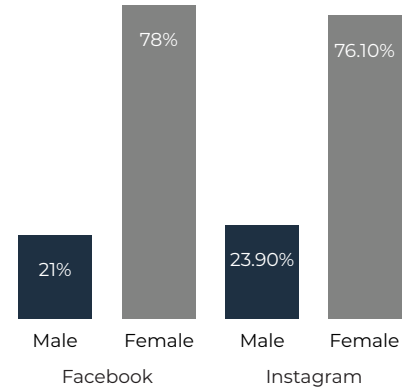
# SOCIAL MEDIA

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

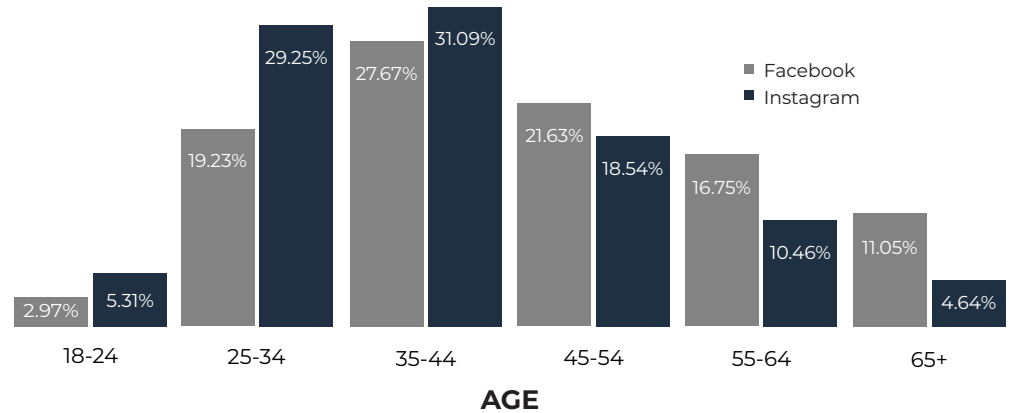
35,975+  
Facebook Fans

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.