



*Ocala***style**

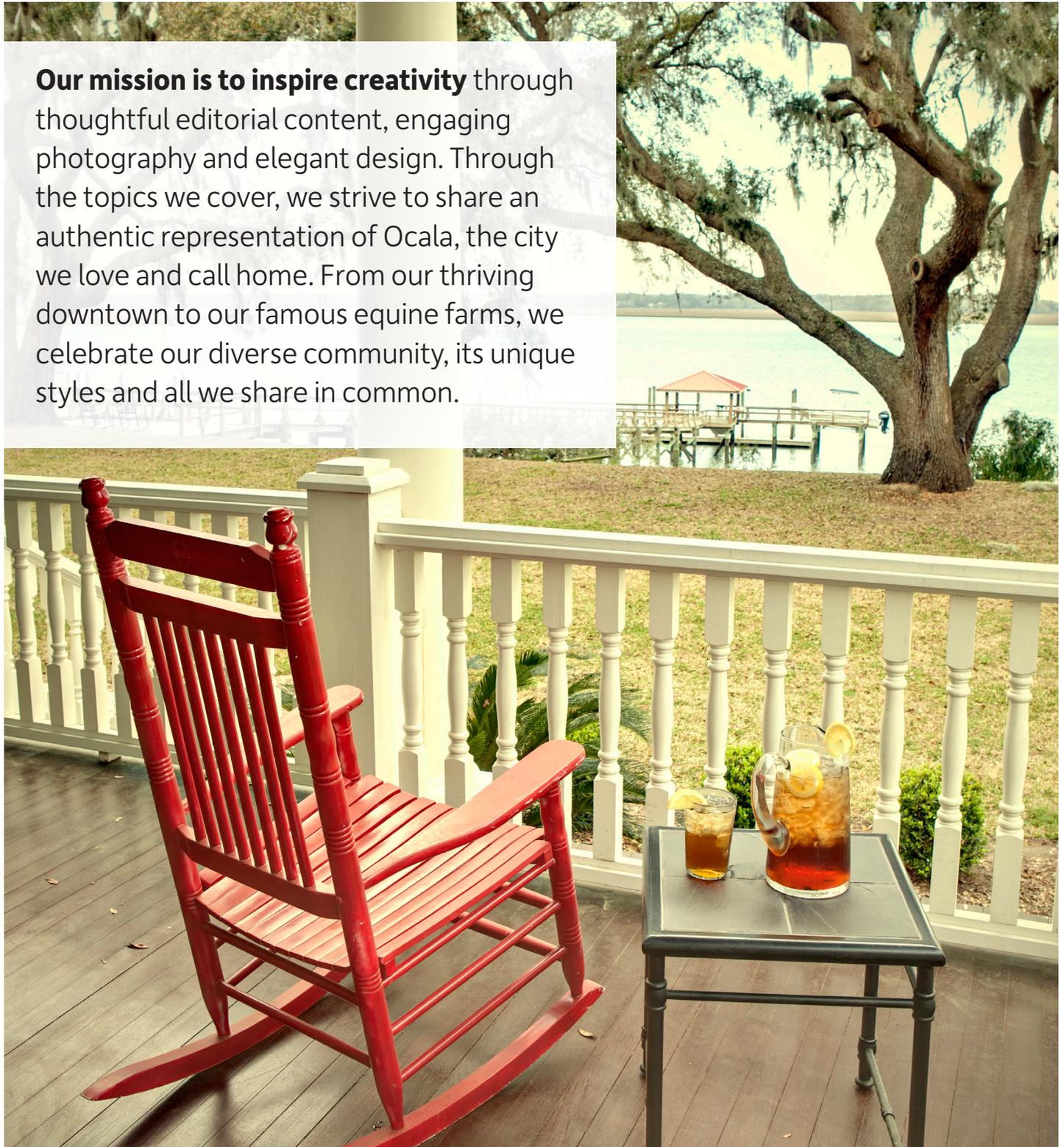
Media Kit 2018



*Ocala***style**

Mission Statement

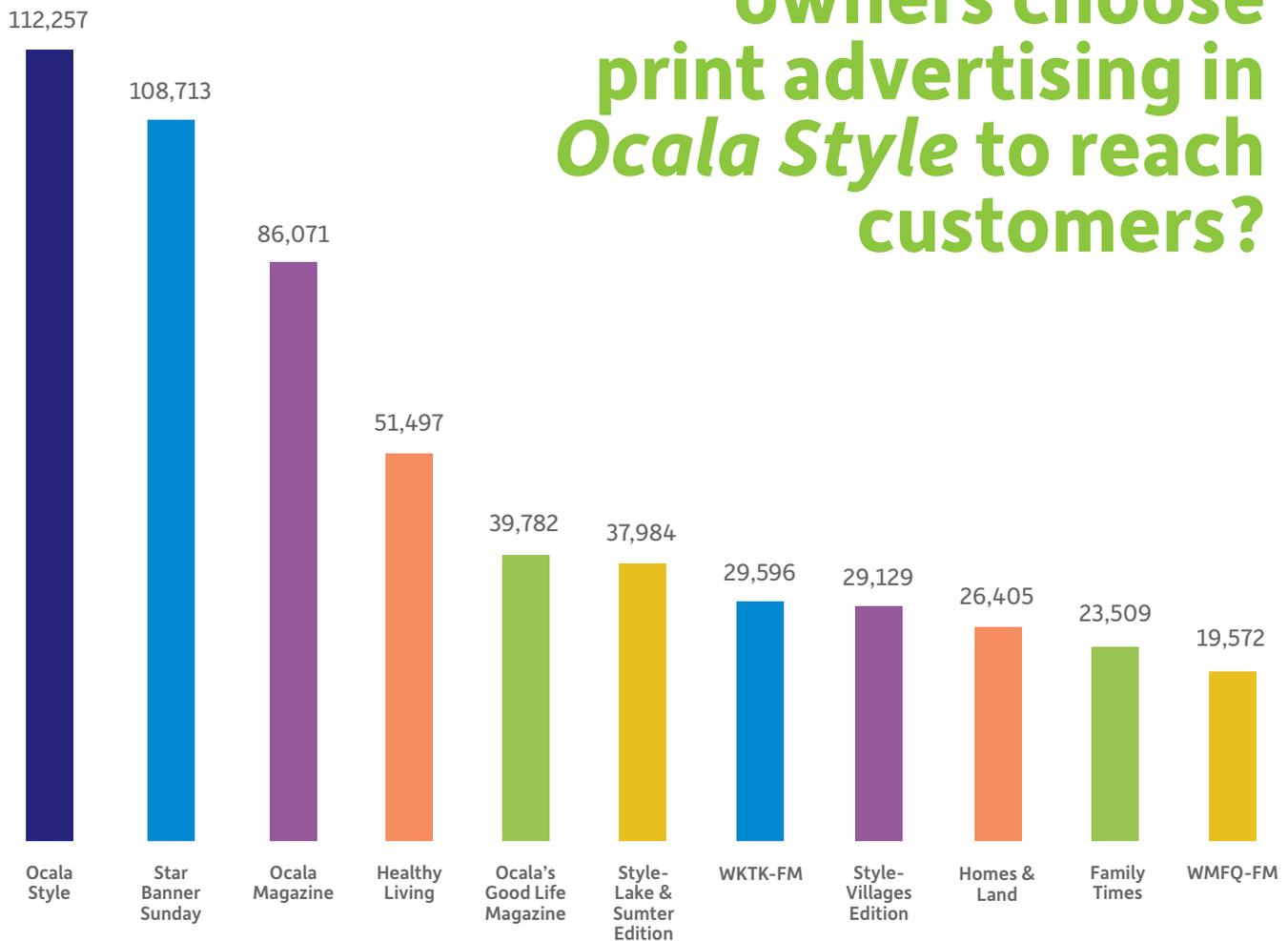
Our mission is to inspire creativity through thoughtful editorial content, engaging photography and elegant design. Through the topics we cover, we strive to share an authentic representation of Ocala, the city we love and call home. From our thriving downtown to our famous equine farms, we celebrate our diverse community, its unique styles and all we share in common.





The Strength of Magazine Advertising

Why should business owners choose print advertising in *Ocala Style* to reach customers?



(Source The Media Audit, 2018)

Ocala Style delivers a larger audience than any other local newspaper, magazine or radio station.

Ocala*style* | Editorial

Ocala Style Magazine
explores the best
of living in Ocala —
covering food, home,
style, travel and its robust
arts and social scene.



Ocala*style* | Editorial | Departments

TOWN

City events, personal stories and newsworthy happenings, we explore the city of Ocala.

COUNTRY

Country living is more than a state of mind. It's a way of life. From equine endeavors to life on the farm, the country is calling.

TABLE

Food, wine, spirits and entertaining, the Table will inspire your next memorable meal.

STYLE

From fashion and beauty to home and garden, Ocala has style. Our local trend experts tell you what to buy and where to get it.

ROAD

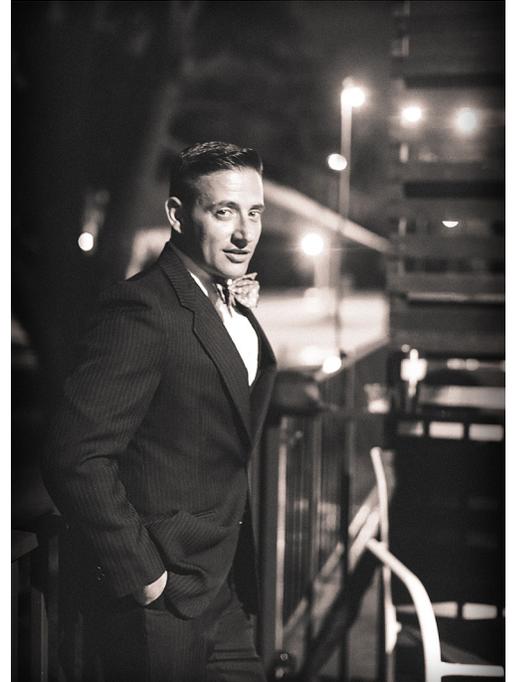
The road is all about the journey. It's about traveling with family and friends, exploring new destinations and making memories. Of course, half the fun is how you get there.

ART

Whether on stage or on display, we're covering Ocala's growing art scene and introducing you to the community's up-and-coming artists.

ARCHIVES

A look back at the images and events that have helped shape Marion County into the community it is today.



JANUARY

2019 Home Trends

FEBRUARY

20-Year Anniversary

MARCH

Spring Issue
Ocala Culinary Festival

APRIL

Outdoors

MAY

Women's Issue

JUNE

Men's Issue

JULY

Home Makeover Issue
Legal Digest

AUGUST

Sporting Issue
Back to School

SEPTEMBER

Fall Issue
Fashion & Home

OCTOBER

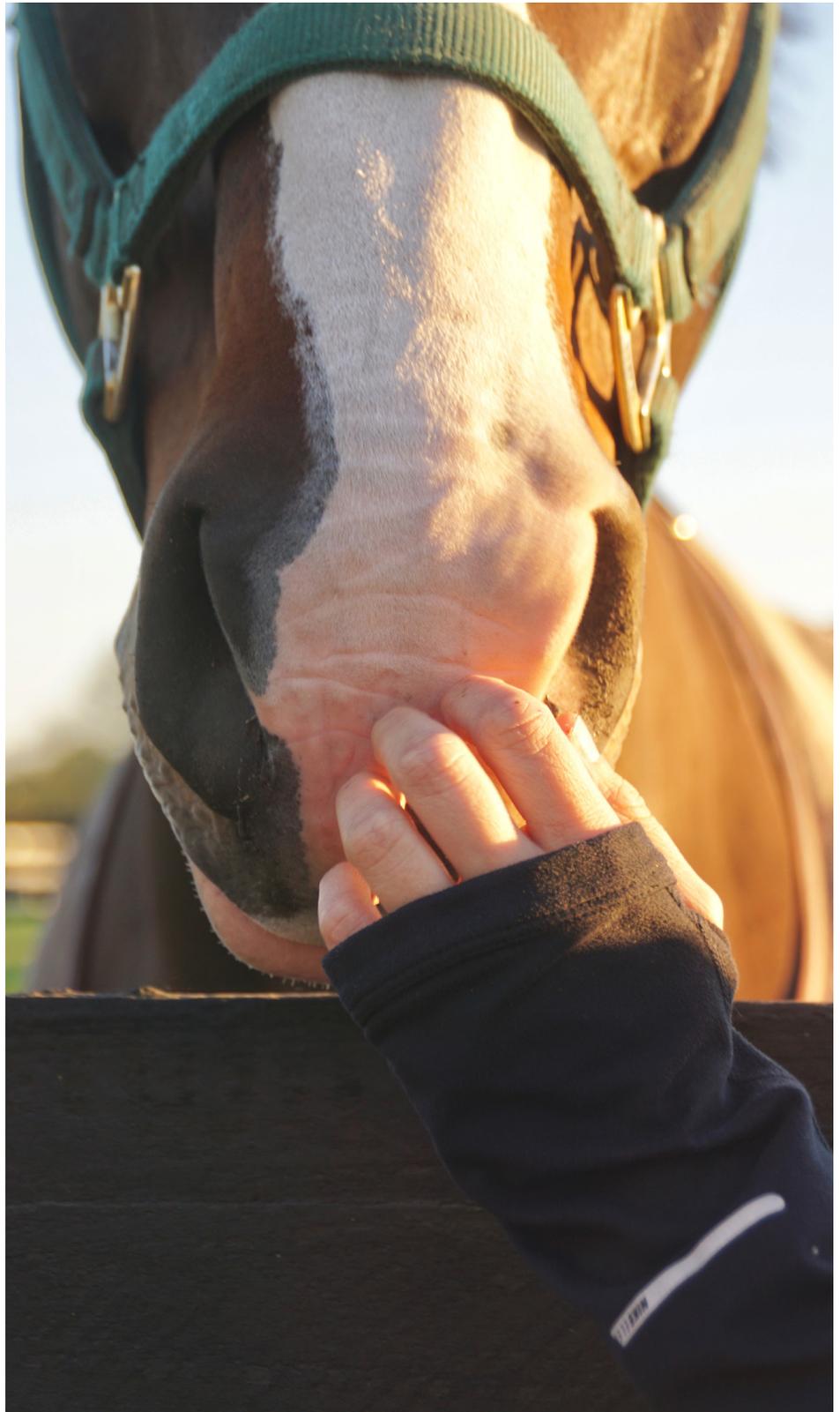
The Arts Issue

NOVEMBER

Entertaining

DECEMBER

2019 Review
Holiday



Ocala*style* | Audience



Ocala Style Magazine reaches 130,000 people each month through its printed/digital magazines.

In addition, Ocala Style Magazine organizes events that provide unique opportunities for sponsors and vendors to connect with targeted audiences.

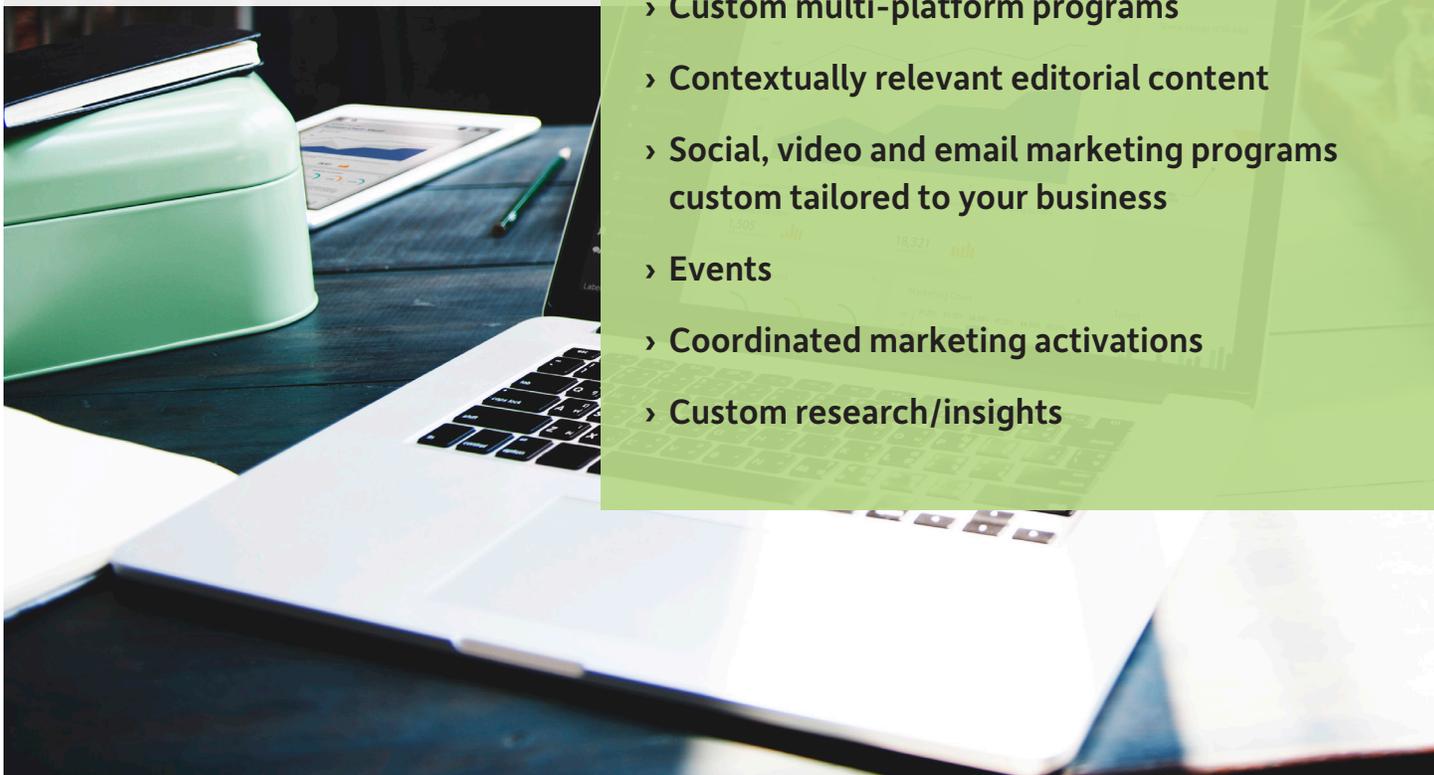
M/F **45/55**

We reach more than 40,000 engaged followers across multiple social media platforms, including Facebook, Instagram and Twitter.

Ocala**style** | Marketing



Ocala Style Magazine offers **multi-platform solutions** that showcase advertisers and create engaging experiences for our consumers.



- › Custom multi-platform programs
- › Contextually relevant editorial content
- › Social, video and email marketing programs custom tailored to your business
- › Events
- › Coordinated marketing activations
- › Custom research/insights

Relevant, engaging, community-driven

best describe Ocala and The Villages favorite lifestyle publication, **Ocala Style Magazine**.

- › **Ocala Style** is the undisputed leader, consistently delivering the highest circulation numbers in our area, reaching more than 120,000 readers monthly. With more than a thousand distribution locations in Marion County and in Florida's fastest growing market, The Villages, **Ocala Style** is everywhere you need us to be. Plus, a digital version is available at ocalastyle.com, and on Facebook.
- › **Ocala Style** contains departments that cover both in-town and country lifestyles, cuisine, fashion, art and culture.
- › **Award-Winning**
Our highly recognized publication has been honored with dozens of 'First Place' and 'Best Of' awards from the Florida Magazine Association's 'Charlie' Awards, American Ad Federation, Florida Society of Professional Journalists, Professionalism Awards and many other associations.
- › Our media experts are with you every step of the way, at no additional cost, from design and layout, to copywriting and result-driven ads that work.
- › **Ocala Style** reaches more people for less money.
- › **Ocala Style** offers social media marketing, including a digital issue; Twitter, Instagram, Facebook postings; Facebook Live; Broadcasts, giveaways, and a monthly email newsletter — each custom tailored to the advertisers unique needs.



Ocala Style Magazine has a greater audience than any other local magazine, radio or newspaper.

Distribution locations include:

Medical and professional offices, restaurants, retail shops, hotels, entertainment venues, government buildings, libraries, and Chambers of Commerce.



OcalaStyle | Ad Spec Sheet

Production

Ocala Style will produce a professional-looking ad for no initial charge. The artwork is for use in Ocala Style only and may not be reproduced without permission. Redesigns, new photography, or substantial changes are allowed once per quarter at no charge. Additional changes will be billed at \$125 per hour.

Deadlines

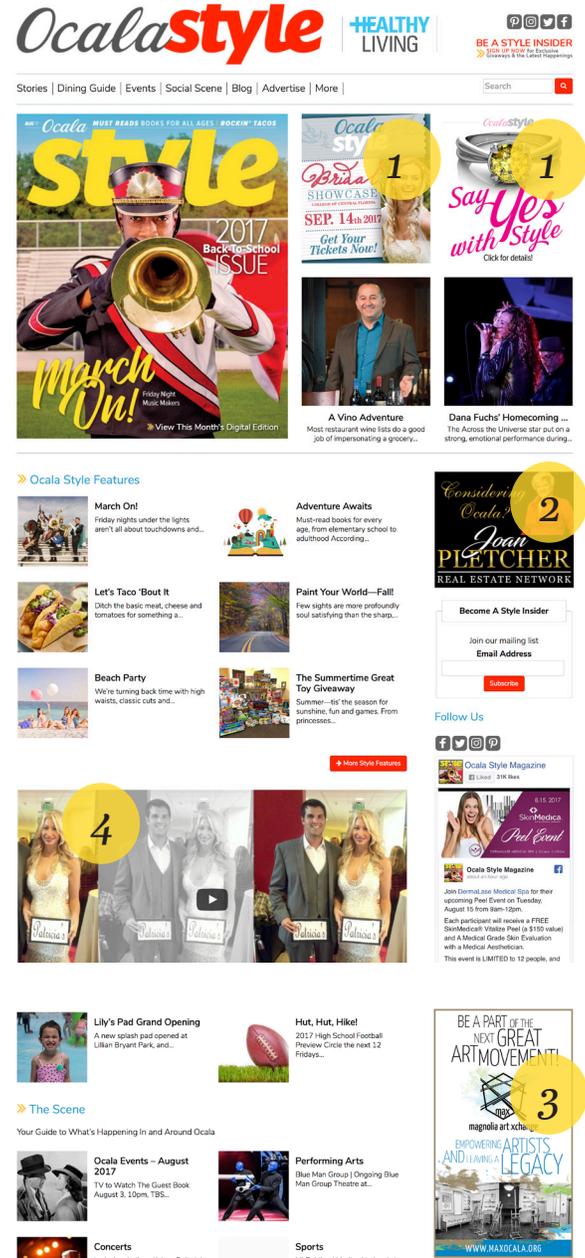
Closing date for reserving space is the 5th of the month preceding the issue date. Formatted ad must be submitted by the 10th of the month.

File Submission

Files must be produced at a resolution of 300dpi. Acceptable formats are PDF, JPG, TIF, PSD, AI, EPS, or InDesign. Ads may be emailed to your account rep, sent via our "Submit Artwork" link on our website, or supplied via disc.

AD SIZES W" X H"	
Full	9" X 10.875" **
Half V	3.875" X 9.875"
Half H	8" X 4.8125"
Quarter	3.875" X 4.8125"
Eighth	3.875" X 2.28"

**Please include .125" bleed on all sides. Trim size is 9"x 10.875". Live area is 8" x 9.875".



- 1. Home page featured zones (left and right, HL and OS)**
268x280 pixels
- 2. Sidebar Banners**
336x280
- 3. Sidebar Skyscrapers**
336x600
- 4. Wide Banne**
840x300
- 5. Leaderboard Banner (good for mid-article)**
768x90