

OUTDOOR RECREATION | LODGING | RESTAURANTS | SHOPPING | REAL ESTATE



NOW COMBINING 2 OF THE HIDDEN COAST'S MOST RECOGNIZABLE PUBLICATIONS **INTO ONE MAGAZINE!**

# 2024 Media Kit

## PRINT, DIGITAL & RADIO ADVERTISING

In print since 2016, we are Florida's premier publication covering the Central Gulf Coast, also known as The Hidden Coast, from Perry south to Homosassa. We bring compelling editorial, eye-catching design, high visibility and a long shelf life for each issue. Print. Digital. Radio. ***We have The Hidden Coast covered!***



P.O. Box 624, Lake City, FL 32056-0624

**386.719.1354**

**sales@nfmservice.com | thehiddencoastmag.com**

**VISITFLORIDA.**

PARTNER



# 2024 Rates & Specs

## Print Advertising

- 12 editions printed annually
- 10K copies printed per drop

**1.4 MM Copies**  
Since September, 2016!



Proud to be endorsed by the Steinhatchee Chamber of Commerce, Levy County Visitors Bureau and the Gilchrist County Tourist Development Council.

### Print Advertising

### SIX AD SIZES AVAILABLE!

Cover | Double Truck | Full Page | Half Page | Quarter Page | Business Card

**MAGAZINE SIZE (6.75 X 10)**  
FULL COLOR, GLOSSY STOCK, RACK DISTRIBUTED

Design and layout of advertisements  
offered at no additional cost.

#### ACCEPTED FILE TYPES

**PDF FILES:** Ads should be submitted as press-ready PDF files (PDF/X-1a preferred). Please embed all fonts, and convert all photos and spot colors to CMYK. Digital photos and graphics files should be at a resolution of 300 dpi or higher at the size which they are used in the PDF. On bleed ads (only FP & two-page spreads), set crop marks 1/4" outside of the trim area so they do not appear within the bleed area.

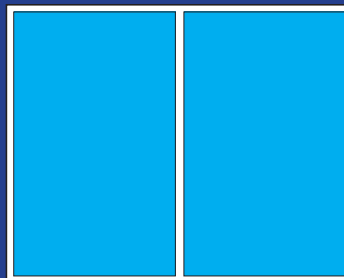
We accept .zip files as well WeTransfer & DropBox links.

We do not accept any Microsoft files (Publisher, Word, PowerPoint).

*The Hidden Coast assumes no responsibility for defects, omissions, misprints or font defaults for any supplied digital file.*



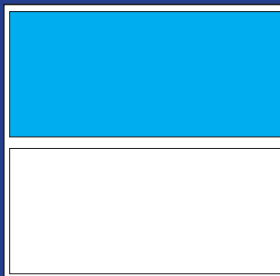
Cover: 7.75"W x 10"T  
**\$275**



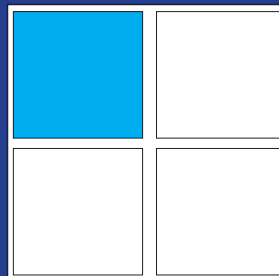
Double Truck (2 pages): 16.0"W x 10.12"T  
**\$525**



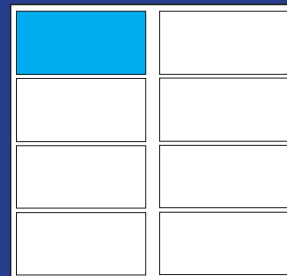
Full Page: 7.75"W x 10.12"T  
**\$225**



Half Page: 7.75"W x 5.0"T  
**\$115**



Quarter Page: 3.81"W x 5"T  
**\$60**



Business Card: 3.81"W x 2.44"T  
**\$35**

**"Special positioning" & spotlight ads available.**  
Inquire for rates. All listed prices based on per issue.

**Print and digital packages available.**  
Inquire for rates. All listed prices based on per issue.

**Annual and pre-pay discounts available.**  
Inquire for rates. All listed prices based on per issue.

## 2024 Print Schedule

**12 Editions per year**

**Jan**

Deadline: 12/26  
Drop Date: 1/5

**Feb**

Deadline: 1/25  
Drop Date: 2/5

**Mar**

Deadline: 2/25  
Drop Date: 3/5

**Apr**

Deadline: 3/25  
Drop Date: 4/5

**May**

Deadline: 4/25  
Drop Date: 5/5

**Jun**

Deadline: 5/25  
Drop Date: 6/5

**Jul**

Deadline: 6/25  
Drop Date: 7/5

**Aug**

Deadline: 7/25  
Drop Date: 8/5

**Sep**

Deadline: 8/25  
Drop Date: 9/5

**Oct**

Deadline: 9/25  
Drop Date: 10/5

**Nov**

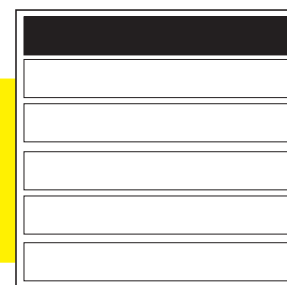
Deadline: 10/25  
Drop Date: 11/5

**Dec**

Deadline: 11/25  
Drop Date: 12/5

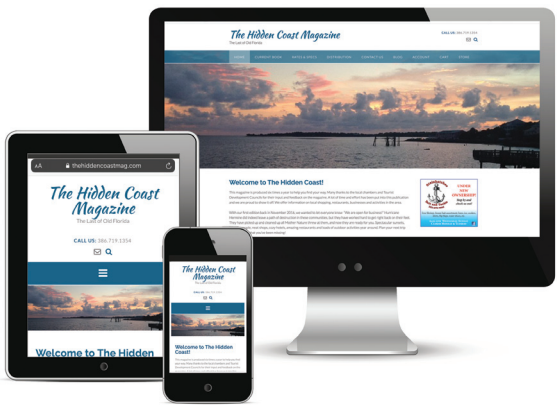
Magazine drop dates: **1st week of month.**  
Shelf life: **Approximately 4 weeks per edition.**  
Print deadline: **10 days prior to drop date.**

**Attention Restaurants...**  
**Ask about our Local Flavors Page!**  
Two pages dedicated exclusively to  
restaurants in the region.



Local Flavors: 5.76"W x 1.24"T  
**\$75**





# 2024 Rates & Specs

## Digital Advertising

- Web Ads • Analytics
- Facebook Post
- AdWord

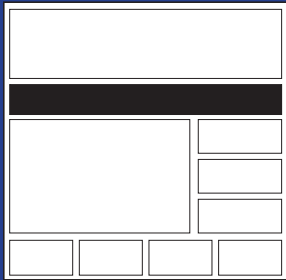
**3MM+ Views**  
Since October, 2019!

Proud to be endorsed by the Steinhatchee Chamber of Commerce, Levy County Visitors Bureau and the Gilchrist County Tourist Development Council.

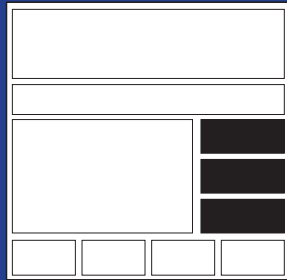
## THREE AD SIZES AVAILABLE!

## Digital Advertising

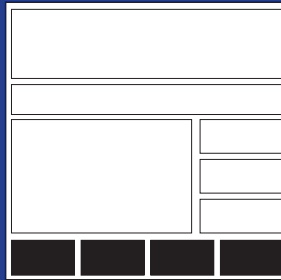
### Home Page Banner | Medium Box | Small Box



**Home Page Banner:** 728px x 90px  
**\$150 mo.**



**Medium Box:** 336px x 280px  
**\$125 mo.**



**Small Box:** 180px x 150px  
**\$100 mo.**

### WEBSITE ADS

**MONTHLY IMPRESSION & CLICK REPORTS SENT**

**Ad placement on thehiddencoastmag.com website.**  
Home page banner, sidebar or footer location.  
(One month minimum ad run)

**Google Analytics report sent monthly.**  
Measures users, sessions and durations.

**Google AdWord Campaigns.**  
Online advertising for specific areas and timeframes.  
(AdWord Campaigns offered at additional cost. Call for details)

### SOCIAL MEDIA ACCOUNTS:

Followers/Views/Clicks  
as of December 31, 2023



**2,000+** followers

<https://www.facebook.com/The-Hidden-Coast-Magazine-880014738800558>



**7,000+** followers

thehiddencoastmagazine



**200+** followers

@NHCmag



**1.3MM** impressions, **14.6K** clicks

**1.04% CTR**  
30 day minimum for  
AdWords & Facebook  
boost campaigns.

**AdSanity**  
Ad Management Software

Total Views  
2,888,231

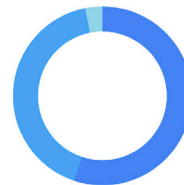
Total Clicks  
6,242

Total Click Through Rate  
0.22%

## Analytic Data

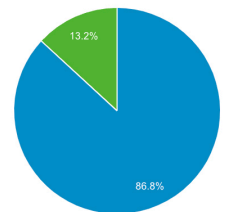
### thehiddencoastmag.com 2023

Sessions by device



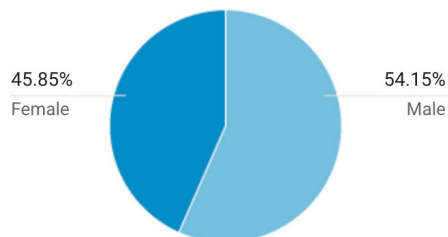
Desktop 55.2%  
Mobile 41.7%  
Tablet 3.1%

■ New Visitor ■ Returning Visitor



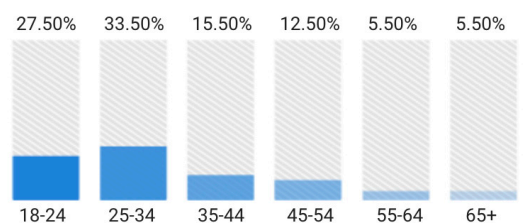
**Gender**

100% of total sessions



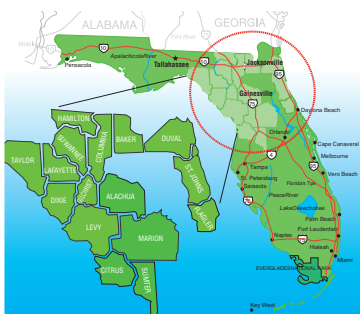
**Age**

100% of total sessions



# Rack Locations

- **50+ racks** throughout the region
- **100+ pickup locations** throughout region
- Distributed in **15 counties**
- Covers **100 miles** of U.S. 19
- Covers **50 miles** radius of I-10/I-75



# NORTH CENTRAL FLORIDA

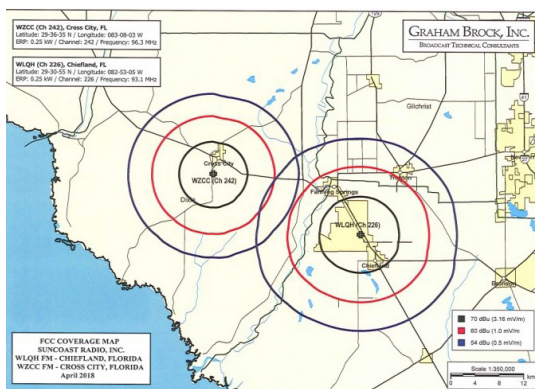
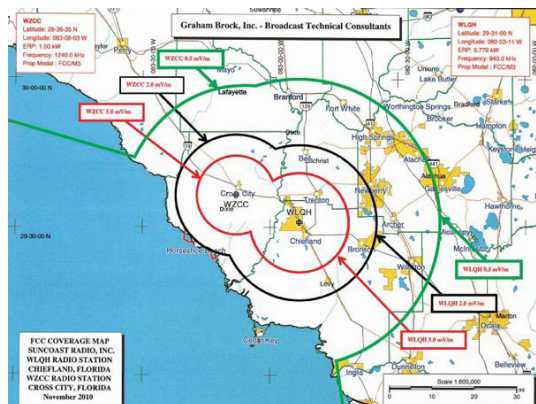
## Area Distribution County Demographics

- **Hamilton County:** Population: 14,326 | Median Income: \$38,469 | Median Age: 40.9  
Jasper, I-75 Florida Welcome Center
- **Columbia County:** Population: 69,968 | Median Income: \$46,494 | Median Age: 40.4  
Lake City, Ft. White, Ellisville, Five Points, Watertown
- **Suwannee County:** Population: 44,046 | Median Income: \$47,839 | Median Age: 43.3  
Live Oak, Branford, Welborn
- **Baker County:** Population: 28,211 | Median Income: \$63,275 | Median Age: 37.7  
Macclenny, Glen St. Mary
- **Lafayette County:** Population: 8,637 | Median Income: \$50,165 | Median Age: 37.3  
Mayo
- **Taylor County:** Population: 21,870 | Median Income: \$40,306 | Median Age: 42.0  
Perry, Steinhatchee
- **Dixie County:** Population: 16,589 | Median Income: \$39,828 | Median Age: 46.5  
Horseshoe Beach, Old Town, Suwannee, Cross City
- **Gilchrist County:** Population: 17,953 | Median Income: \$43,640 | Median Age: 42.1  
Trenton
- **Jefferson County:** Population: 14,246 | Median Income: \$47,240 | Median Age: 48  
Aucilla, Lamont, Lloyd, Wacissa, Waukeenhah
- **Madison County:** Population: 18,493 | Median Income: \$37,037 | Median Age: 43.5  
Greenville, Lee, Madison, Pinetta
- **Levy County:** Population: 40,403 | Median Income: \$37,326 | Median Age: 46.9  
Chiefland, Cedar Key, Williston, Yankeetown, Inglis
- **Sumter County:** Population: 125,044 | Median Income: \$57,226 | Median Age: 67.4  
Bushnell, Webster, Center Hill, Wildwood, The Villages
- **Citrus County:** Population: 145,169 | Median Income: \$44,237 | Median Age: 56.5  
Inverness, Homosassa, Beverly Hills, Citrus Hills, Hernando, Crystal River
- **Alachua County:** Population: 265,443 | Median Income: \$49,689 | Median Age: 31.6  
Gainesville, Alachua, High Springs, Newberry, Hawthorne, Micanopy
- **Marion County:** Population: 359,977 | Median Income: \$44,576 | Median Age: 49.1  
Ocala, Belleview, Dunnellon



# NORTH CENTRAL FLORIDA

## Radio Advertising



### Daily Radio Spots

**93.1 FM / 940 AM WLQH Chiefland**  
**96.3 FM / 1240 AM WZCC Cross City**

Country Legends can be heard on **FOUR** radio stations in the Tri-County area owned by Suncoast Radio Inc.: WLQH 93.1 FM & 940 AM in Chiefland and WZCC 96.3 aFM & 1240 AM in Cross City. Shown are combined coverage maps for 2 FM stations and the combined coverage of the 2 AM stations.