

Florida's

The Hidden Coast

The Last of Old Florida

OUTDOOR RECREATION | LODGING | RESTAURANTS | SHOPPING | REAL ESTATE



TWO OF THE HIDDEN COAST'S MOST RECOGNIZABLE PUBLICATIONS COMBINED **INTO ONE MAGAZINE!**

2025 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!**



SCAN FOR WEBSITE

P.O. Box 624, Lake City, FL 32056-0624
386.719.1354

sales@nfmservice.com | thehiddencoastmag.com

VISITFLORIDA.

PARTNER



2025 Rates & Specs

Print Advertising

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

1.6 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.

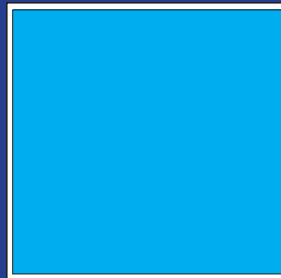
ACCEPTED FILE TYPES

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.

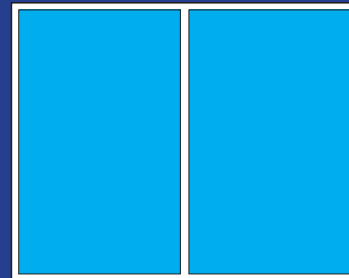
We accept .zip files as well WeTransfer & DropBox links.

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

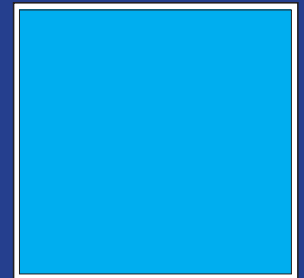
The Hidden Coast assumes no responsibility for defects, omissions, misprints or font defaults for any supplied digital file.



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



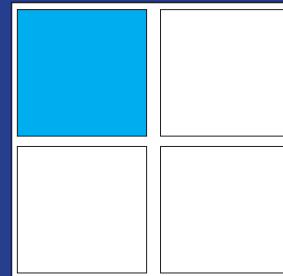
Double Truck (2 pages): 16.0" W x 10.12" T
\$525



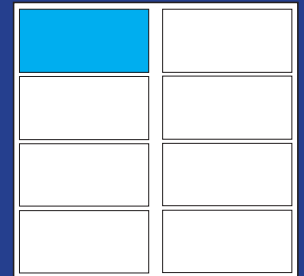
Full Page: 7.75" W x 10.12" T
\$245



Half Page: 7.75" W x 5.0" T
\$125



Quarter Page: 3.81" W x 5" T
\$65



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.

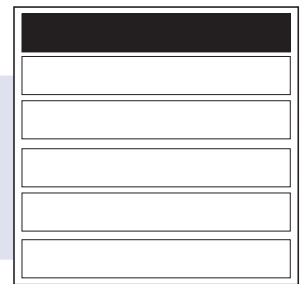
2025 Print Schedule

12 Editions per year

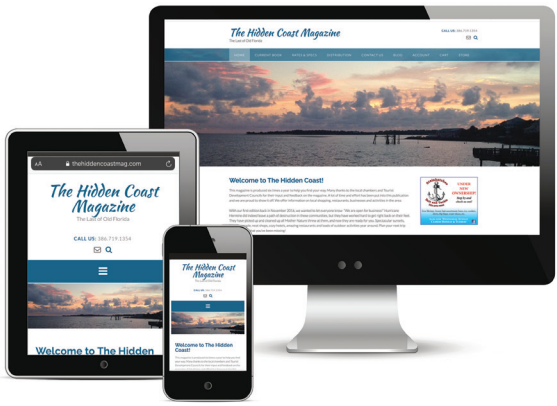
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Deadline: 12/20 Drop Date: 1/5	Deadline: 1/24 Drop Date: 2/5	Deadline: 2/21 Drop Date: 3/5	Deadline: 3/21 Drop Date: 4/5	Deadline: 4/23 Drop Date: 5/5	Deadline: 5/23 Drop Date: 6/5	Deadline: 6/27 Drop Date: 7/5	Deadline: 7/23 Drop Date: 8/5	Deadline: 8/29 Drop Date: 9/5	Deadline: 9/26 Drop Date: 10/5	Deadline: 10/24 Drop Date: 11/5	Deadline: 11/28 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
\$99



2025 Rates & Specs

Digital Advertising

- Web Ads • Analytics
- Facebook Post
- AdWord

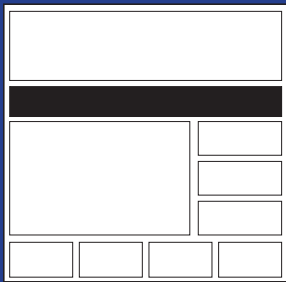
4MM+ Views
Since October, 2019!

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

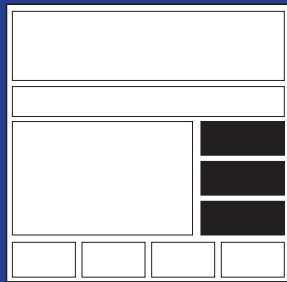
THREE AD SIZES AVAILABLE!

Digital Advertising

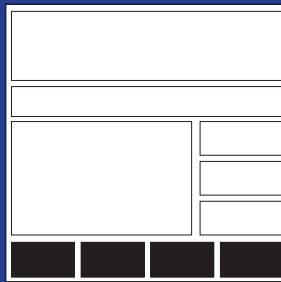
Home Page Banner | Medium Box | Small Box



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



Medium Box: 300px x 250px
\$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)

Analytic Data

thehiddencoastmag.com **2024**

SOCIAL MEDIA ACCOUNTS:

Followers/Views/Clicks
as of October 31, 2024

f 2,500+ followers

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

i 7,500+ followers

thehiddencoastmagazine

Google
AdWords

1.9MM impressions, 21.3K clicks

1.12% CTR
30 day minimum for
AdWords & Facebook
boost campaigns.

AdSanity

Ad Management Software Reports

(As of October 31, 2024)

www.thehiddencoastmag.com

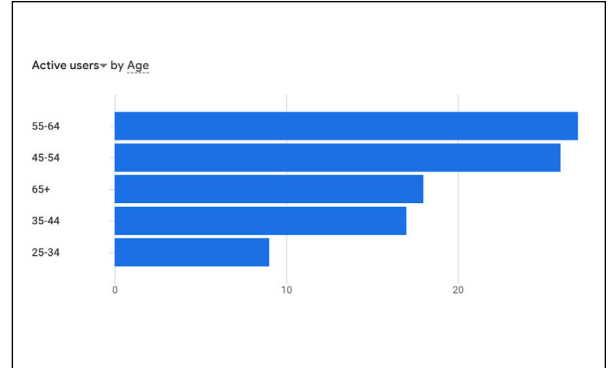
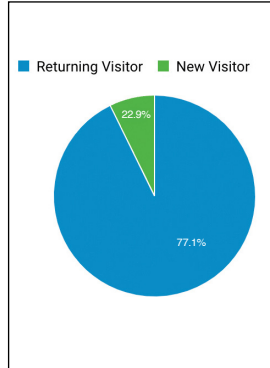
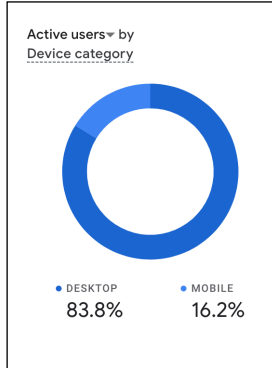
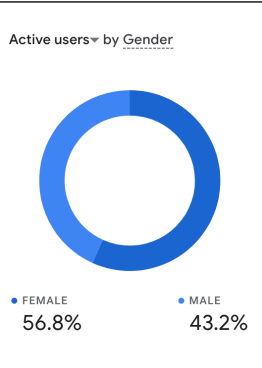
All-Time Summary

Total Views	Total Clicks	Total Click Through Rate
3,287,933	9,896	0.30%

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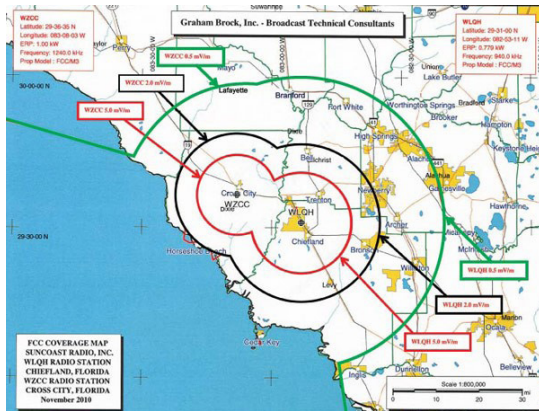
All-Time Summary

Total Views	Total Clicks	Total Click Through Rate
983,147	5,584	0.57%



NORTH CENTRAL FLORIDA

Radio Advertising



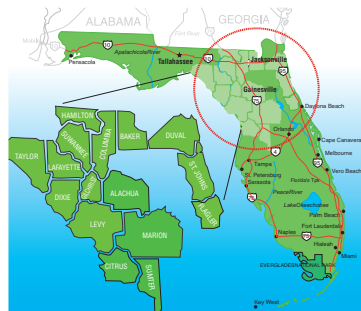
DAILY RADIO SPOTS

- 93.1 FM / 940 AM WLQH Chiefland
- 96.3 FM / 1240 AM WZCC Cross City
- 107.9 WWCQ FM / Chiefland

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 FM & 1240 AM in Cross City. Shown are combined coverage maps for all 3 stations.

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



Offering
55 Rack Locations
throughout the region

OUTSIDE RACK INSIDE RACK