



Business

IN GREATER GAINESVILLE

2016 MEDIA KIT



Business

IN GREATER GAINESVILLE

OUR MISSION

Our mission is to educate, motivate and inspire business leaders in the Heart of Florida by offering relevant and valuable information. We want to help the past, present and future leaders who have and will continue to make the business decisions that build this community.

READERS

The target demographic of Business in the Heart of Florida is business owners, leaders in the community and decision makers in their respective businesses. Members of the Gainesville Area Chamber of Commerce, the Alachua Chamber of Commerce, the Alachua Business League, the Newberry/Jonesville Chamber of Commerce and the Builders Association of North Central Florida receive a mailed copy of the magazine.

DISTRIBUTION

BUSINESS prints 7,000 copies, with an estimated readership of more than 20,000 per month. Distribution zones include banks, real estate offices, credit unions, insurance agencies, doctors' offices, Shands, North Florida Regional Medical Center, the Gainesville Area

Chamber of Commerce, Haile, Tioga, Thornebrook, businesses in Alachua, High Springs, Newberry, Jonesville and downtown Gainesville. Distribution will include high traffic areas that C-Leaders frequent (CEO's, CFO's, COO's, Marketing Managers, Sales Managers and HR Directors) such as the Gainesville Regional Airport, Piesanos and more.

REVIEWS:

"Business in the Heart of Florida is a fantastic publication for news and quality, relevant business content. The staff and guest writers are knowledgeable in their fields; we often adopt much of the advice we read in here."

Chris "Boris" Marhefka, Owner of Body By Boris

Business in the Heart of Florida is the go-to magazine for news and business resource information in North Central Florida. Our whole team reads it cover to cover every month.

Nick Banks, Managing Director at Front Street Real Estate Group

"Business and entrepreneurship drive the economy and the economy is an essential driver for our community. A business publication's worth depends

on how it catches readers' glances and then their hearts. Thanks for bringing this need and necessity to Alachua County. I am confident that you will keep it fresh, informative and innovative just like you have done with HOME and Builders."

Freddie Wehbe, Owner of Gator Domino's



2016 CALENDAR

EDITORIAL & ADVERTISING

JANUARY

HR/Talent Management

FEBRUARY

Real Estate/Building and Development

MARCH

Health Care

APRIL

Legal

MAY

Marketing and Branding

JUNE

Innovation/Startups

JULY

The Woman Issue

AUGUST

Leadership and Best Practices

SEPTEMBER

Finance/Wealth Management

OCTOBER

Economic Development

NOVEMBER

Small Business

DECEMBER

Impact/Most Influential 2016

IN EVERY ISSUE:

ARTICULATE

Vibrant current event pieces, and current topics from the Gainesville Area Chamber of Commerce.

EDUCATE

Focused pieces educating readers from the perspective of various industries and subject matters such as marketing, insurance, finance, human resources, etc.

INNOVATE

Creative, informative pieces on the latest in IT, technology innovations, engineering, local companies that have successfully embraced innovative thinking, etc.

MOTIVATE

Meaningful leadership, introspective and thoughtful pieces to motivate readers to do more, think more, and be more.

PARTICIPATE

Event calendar for the business community paired with images of past business events and spotlights on movers and shakers in Greater Gainesville.

*Editorial/Advertising Calendar Subject to Change



RATES AND SPECS IN THE MAGAZINE

SIZE	1-3X	4-6X	7-12X
Full Page Ad	\$1,100	\$1,000	\$900
1/2 Page Ad	\$750	\$700	\$650
1/4 Page Ad	\$500	\$450	\$400
OBC	\$2,500	\$2,250	\$2,000
IFC	\$2,000	\$1,750	\$1,500
IBC/Page 3	\$1,800	\$1,600	\$1,350
Double Page Spread	\$1,650	\$1,500	\$1,350

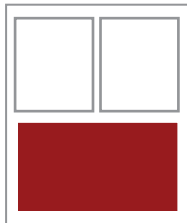
*Please call for Front Cover pricing, insert pricing and special position pages.

ARTWORK DEADLINES

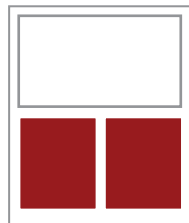
ISSUE	DEADLINE
January 2016	November 25, 2015
February 2016	December 25, 2015
March 2016	January 25, 2016
April 2016	February 25, 2016
May 2016	March 25, 2016
June 2016	April 25, 2016
July 2016	May 25, 2016
August 2016	June 25, 2016
September 2016	July 25, 2016
October 2016	August 25, 2016
November 2016	September 25, 2016
December 2016	October 25, 2016



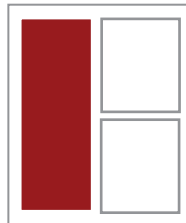
Full-Page Ad
8.375" x 10.875"
(Trim size)
8.625" x 11.125"
(With bleed)



1/2 Horizontal
7.375" x 4.685"
(No bleed)



1/4 Vertical
3.565" x 4.685"
(No bleed)



1/2 Vertical
3.565" x 9.625"
(No bleed)

AGENCY FEE

- Agency commission honored
- Ad to be supplied camera-ready
- Must submit art by deadline

DIGITAL RATES

SIZE	LOCATION	PRICE
728 x 90	Leaderboard E-brief*	\$500
300 x 250	E-Brief	\$350
728 x 90	Leaderboard Website*	\$400
300 x 250	Large Rectangle Website	\$300
120 x 600	Skyscraper Website	\$250
1,000 x 1,200	Page 0	\$1,000

ARTWORK SUBMISSION

FTP

For files larger than 15MB, please transfer via FTP username and password.

Email

Please limit file size to 15MB or less. We recommend sending PDFs, JPGs or compressed files such as "Stuffed" or "Zipped" files. Please send emails to Mack@AdvantagePublishinginc.com.

Mail

Send CD Rom, DVD or Zip to:
Home Magazine - Art Dept.
4915 NW 43rd Street
Gainesville, FL 32606

Ad Design Fee

First Draft of ad and 2 proof revisions are free. 3rd revision and beyond are at a \$25 charge per revision.

4915 NW 43rd Street, Gainesville, FL 32606

For more information please visit us at businessmagazinegainesville.com



ADVANTAGE PUBLISHING

HOME Magazine **Business** Magazine  Greater Gainesville

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