

ALABAMA

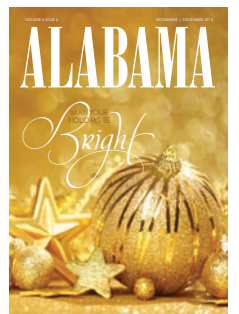
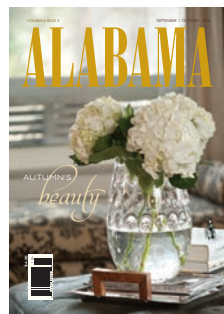
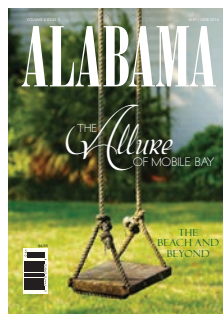
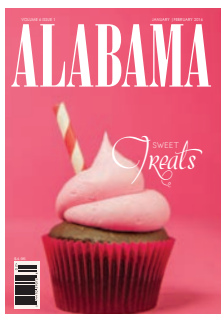
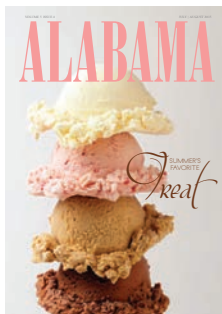
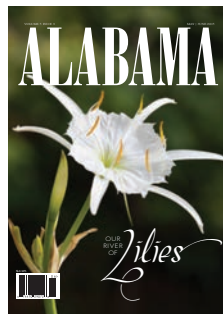
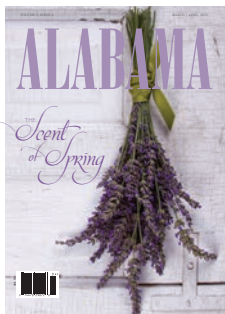
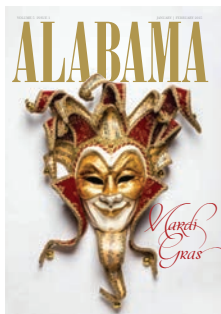
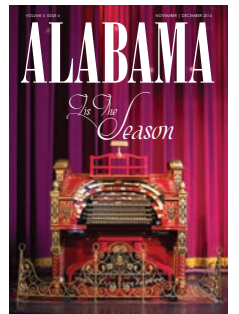
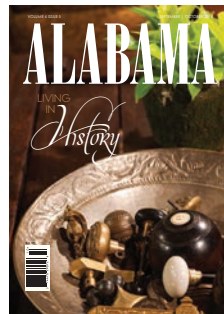
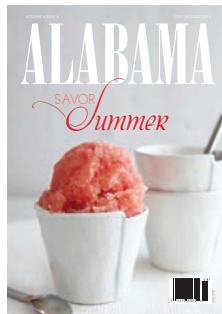
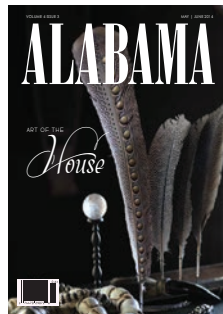
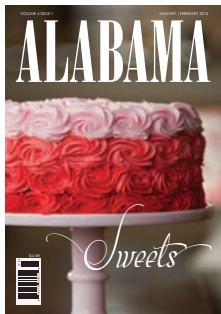
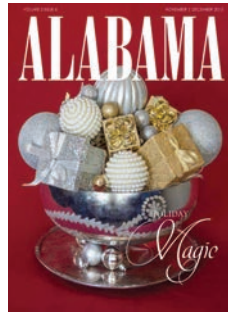
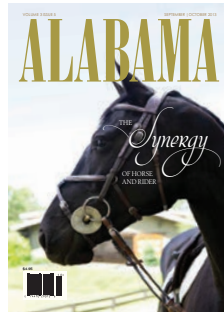
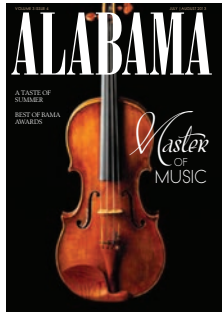
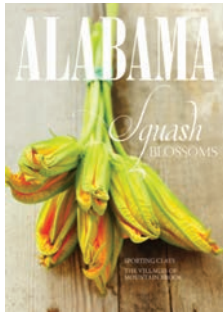
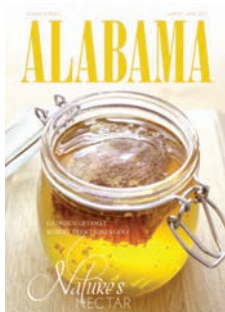
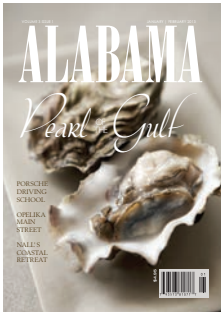
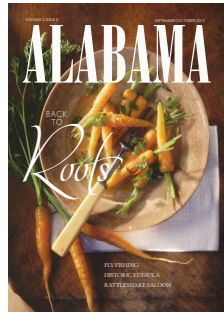
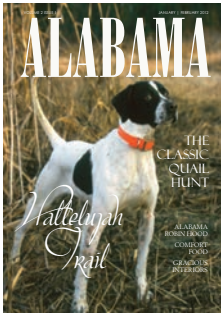
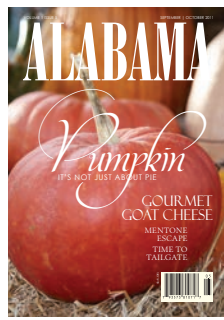
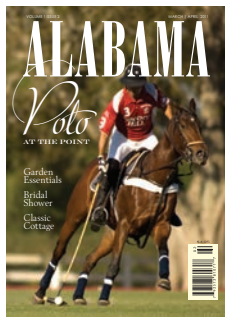
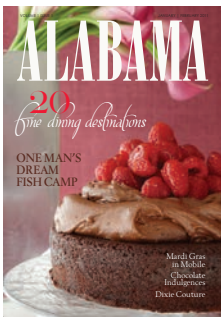
magazine



2010 - 2021

CELEBRATING MORE THAN 10 YEARS!

The State's Luxury Lifestyle Magazine



ALABAMA

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2021 EDITORIAL CALENDAR

IN EACH ISSUE

Alabama Insider: What's happening in the Heart of Dixie. Discover local art, music, athletics, books, and merchandise. Includes a calendar of events.

Stately Style: Featuring fashionable products from local retailers.

Garden: Showcasing beautiful gardens with expert tips on purchasing, growing, and arranging plants.

Home: Step inside the most elegantly decorated houses in the state.

Shop: Featuring fine boutiques and retail stores throughout Alabama.

On the Town: Highlighting local cities and communities.

Travel: Trips for relaxation and adventure.

Adventure: Explore the wild side of the Heart of Dixie.

Local Flavor: Regional focus on restaurants, chefs, and ingredients.

Get to Know: Fascinating profiles about talented Alabama natives.

Heritage: Celebrating our state's rich history and traditions.

Our Alabama: Photographs by readers capture Alabama's beauty.

ALABAMA MAGAZINE is the exclusive statewide luxury lifestyle magazine of the Heart of Dixie. Based in Birmingham, the bi-monthly, award-winning publication showcases feature articles which cover the entire state promoting our people, businesses, heritage, and culture. Inside you will find something for everyone. Whether you are a native Alabamian or a newcomer, we look forward to sharing with you the legacy of our state.

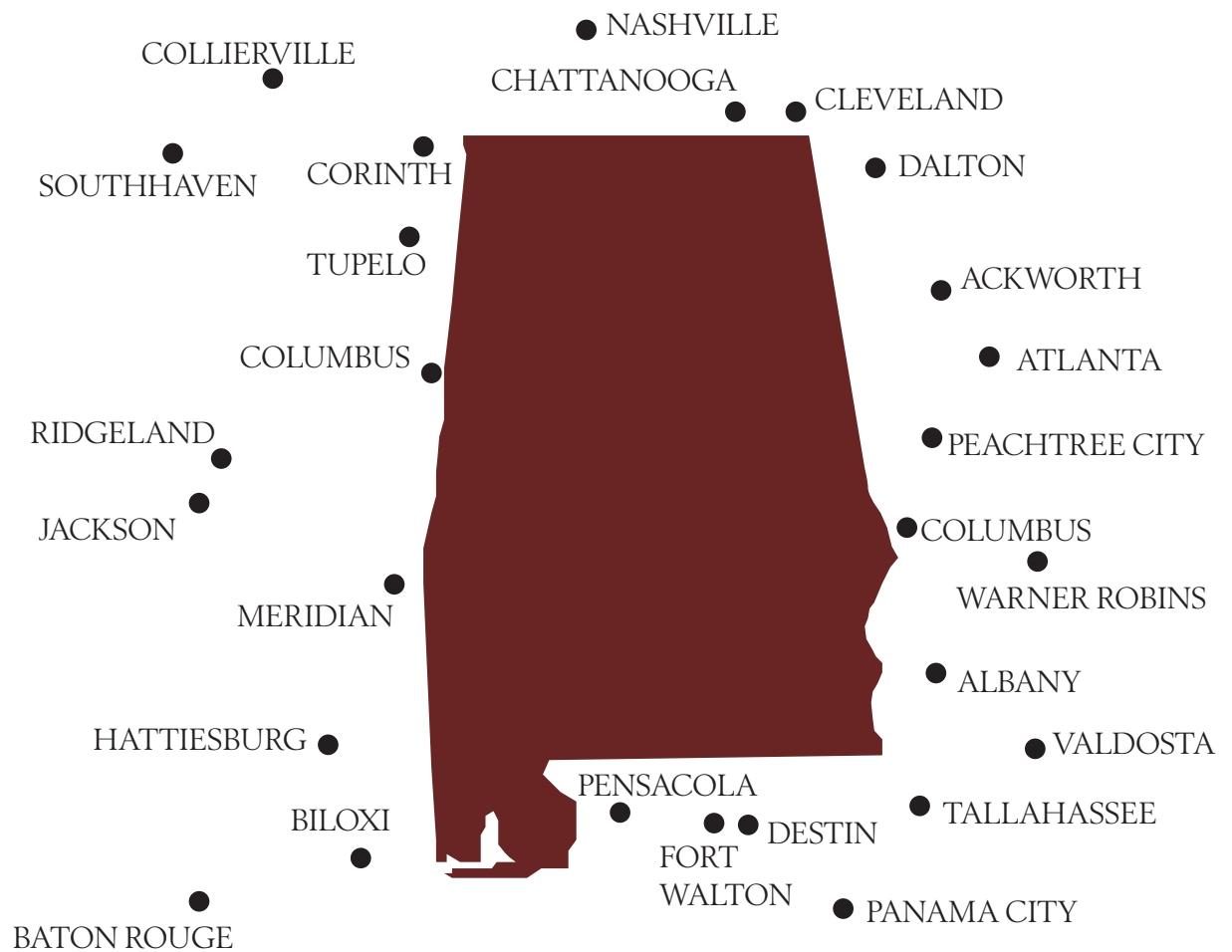
TARGET AUDIENCE: Affluent men and women above the age of 30—with interest in and/or ties to both Alabama and the South. Our audience can receive this publication through subscriptions, major booksellers, and boutique newsstands. There is no better place for readers to find a comprehensive reflection of the very best of Alabama. With our outstanding quality both in content and product stature, our readers keep and collect their treasured issues of *ALABAMA MAGAZINE*.



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DISTRIBUTION COVERAGE MAP





ALABAMA

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DISTRIBUTION: 25,000

Available through subscription or from these retailers:

STATE-WIDE

Barnes & Noble
Books-a-Million
Bruno's
Costco
CVS
Dollar General
Earth Fare
Foodworld
Gateway Foodland
Hasting's Bookstores
Kroger
Piggly Wiggly
Publix
Rite-Aid
Sam's Club
Southern Family Market
Sprouts
Walgreens
Wal-Mart
Western Supermarket
Winn-Dixie

ANDALUSIA

Walker Business

AUBURN

University Bookstore

BIRMINGHAM

Alabama Goods (Homewood)
Birmingham International Airport
Little Professor Books & Café (Homewood)
UPS Store (Greystone, Homewood, & Inverness)

BROWNSBORO

Art & Soul

CULLMAN

Deb's Bookstore
Smith Farms
Werner's Trading

DAPHNE

Mosley's Market

DECATUR

Morgan Price Candy
Priceville Foodland

DEMOPOLIS

Jefferson Country Store

EUFAULA

Cotton and Kudzu
Satterwhite's Fine Furniture

FAIRHOPE

La Te Da
Page & Palette

FAYETTE

Shop & Save

FLORENCE

Big Star Supermarket
Harper's Clothing
Reclaimed Spirit
Regional Care Hospital Gift Shop

GADSDEN

Alabama Gift Company
Laura Lee's on Broad

GUNTERSVILLE

Foodland Plus
Mosley's Monogram

HUNTSVILLE

Harrison Brothers Hardware

MOBILE

Griffith Shell
The Guided Nest
Gulf Coast Exploream
Mobile Airport
Mobile Infirmary Gift Shop
Mosley's Market
U.S.S. Alabama Gift Shop

MONTEVALLO

Lucky's Foodland Plus

MONTGOMERY

Goat Hill Museum Shop
Governors Mansion Gift Shop

OPELIKA

East Alabama Medical Center Gift Shop
The Gallery on Railroad

POINT CLEAR

Battles Wharf Market
Grand Hotel Gift Shop

SELMA

Carter's Books and Gifts



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RATE CARD

OPTION OF PAYING MONTHLY AVAILABLE FOR 3 OR MORE ISSUES

4 Color	1 Issue	3 Issues (monthly rate)	6 Issues (monthly rate)
2-Page Spread	\$4075	\$3454 (\$1727.00)	\$3054 (\$1527.00)
Full Page	\$2550	\$2166 (\$1083.00)	\$1914 (\$957.00)
2/3 Page	\$1913	\$1611 (\$805.50)	\$1430 (\$715.00)
1/2 Page	\$1530	\$1296 (\$648.00)	\$1151 (\$575.50)
1/3 Page	\$1146	\$969 (\$484.50)	\$863 (\$431.50)
1/6 Page	\$701	\$590 (\$295.00)	\$530 (\$265.00)
Co-op	\$319	\$319 (\$159.50)	\$319 (\$159.50)
Covers	1 Issue	3 Issues (monthly rate)	6 Issues (monthly rate)
Back Cover	\$3175	\$3090 (\$1545.00)	\$2945 (\$1472.50)
Inside Front	\$2739	\$2642 (\$1321.00)	\$2533 (\$1266.50)
Inside Back	\$2642	\$2424 (\$1212.00)	\$2108 (\$1054.00)

PREMIUM PLACEMENT

	1 Issue	3 Issues (monthly rate)	6 Issues (monthly rate)
Page 1	\$2923	\$2484 (\$1242.00)	\$2196 (\$1098.00)
Page 3	\$2863	\$2439 (\$1219.50)	\$2145 (\$1072.50)
Page 5	\$2823	\$2399 (\$1199.50)	\$2108 (\$1054.00)
Far Forward (Pages 7, 9, and 11)	\$2787	\$2351 (\$1175.50)	\$2060 (\$1030.00)

4-Page Advertorial ★ \$6893

Tip-On Brochure★ Prices vary depending on build

★Certain restrictions apply. Ask a representative for more information.

- Rates are per issue.
- First time advertisers must submit a deposit for the first insertion at contract signing.
- All other payments are due by the proof deadline date for each issue.
- A 5% discount is given to multiple issue advertisers who pay in full or apply for an automatic draft at contract signing.

WEB ADS

Placement	Rate
Homepage	\$200 / Month
Interactive Pages	\$150 / Month

Web ads may be updated monthly at no charge if provided by the customer.

Ads constructed by *Alabama Magazine* will include a \$15.00 charge.

The logo for Alabama Magazine features the word "ALABAMA" in a large, bold, black serif font. Below it, the word "magazine" is written in a smaller, red, lowercase sans-serif font.

ALABAMA

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PRODUCTION SPECIFICATIONS

AD SIZES: (width x height)

Spread: 16.50" x 10.75" trim size
Allow .5" for center gutter, no type

Covers: (8.25" x 10.75" with 1/2" bleed)

Full Page: 8.25" x 10.75" trim size
1/8" Bleed all four sides-outside trim
1/4" Safety zone inside from trim
cannot include type

2/3 Page V: (4.75" x 9.75")

1/2 Page H: (7.25" x 4.75")

1/2 Page V: (4.75" x 7.25")

1/3 Page S: (4.75" x 4.75")

1/3 Page V: (2.25" x 9.75")

1/6 Page H: (2.25" x 4.75")

1/6 Page V: (2.25" x 4.75")

Co-op V: (2.25" x 4.25")

ISSUE:

Jan/Feb '21:

Mar/Apr '21:

May/Jun '21:

Jul/Aug '21:

Sep/Oct '21:

Nov/Dec '21:

AD CLOSE

Nov 25

Jan 27

Mar 24

May 26

July 28

Sept 29

MATERIALS DUE

Nov 26

Jan 28

Mar 25

May 27

July 29

Sept 30

Web Ads: 600 pixels wide x 550 pixels tall

All ads must be provided in the correct size format as listed above and a minimum of 300 dpi and CMYK.

PRODUCTION FEES & MATERIALS:

Upon request, our graphic design team will create an ad for a fee of \$25.

All photos submitted MUST be a minimum resolution of 300 dpi and CMYK color mode. *Alabama Magazine* is NOT responsible for poor printing quality due to low-resolution photography.

SPACE RESERVATION & CANCELLATION POLICY:

To confirm a space reservation, we must receive a signed Contract for Advertising prior to the space deadline with complete billing information. Materials are due no later than the materials deadline for each issue, as listed above. If we do not receive materials in a timely manner, *Alabama Magazine* reserves the right to print a previous advertisement. Cancellations must be submitted in writing no later than the first issue purchased advertising close date listed above.

*Artwork may be e-mailed to: artwork@alabama-magazine.com

Alabama Magazine - P.O. Box 383004 - Birmingham, AL 35238
(Phone) 205.870.8177

Alabama-Magazine.com



ALABAMA

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AWARD-WINNING MAGAZINE

- 2011 - Excellence in Design (Magazine Association of the Southeast)
- 2012 - Excellence in Mangagement (Magazine Association of the Southeast)
 - Gold Award, Best Design (Magazine Association of the Southeast)
 - Silver Award, Best Photography (Magazine Association of the Southeast)
 - Silver Award, Best Profile (Magazine Association of the Southeast)
 - Honorable Mention, Best Single Issue (Magazine Association of the Southeast)
- 2013 - Best of Print Media (Birmingham Award Program)
- 2014 - Excellence in Design (Magazine Association of the Southeast)
- 2017 - Finalist for Magazine of the Year (International Regional Magazine Association)
 - Bronze Award for Overall Art Direction (International Regional Magazine Association)
 - Merit Award for Heritage Feature on The Tuskegee Airmen (International Regional Magazine Association)
- 2019 - First Place, Best Photo Essay (Alabama Press Association)
 - Second Place, Best Overall Design (Alabama Press Association)
 - Thir Place, Best Single Feature Story (Alabama Press Association)

TESTIMONIALS

"It has been a significant benefit to our destination to advertise with *Alabama Magazine* over the last several years. This high-quality publication, that always makes a stellar impression, has kept The Shoals top-of-mind in multiple key markets. Their strategic placement with other North Alabama advertisers makes it easy for readers to know everything that is happening in our area. Make sure your brand is included in *Alabama Magazine*. We highly recommend it to everyone!"

—Rob Carnegie, president & CEO of Florence-Lauderdale Tourism

"*Alabama Magazine* has been a valuable tool in our marketing plan. Its audience aligns well with our target market and advertising has shown to be effective in reaching an engaged audience of travelers. Not only has advertising been valuable, the magazine is an elegant piece to have displayed in our office. Their exceptionally high quality work even catches the eyes of travelers in our office seeking visitor information. I personally enjoy reading it and would also recommend it to anyone that wants to get a feel of who Alabama truly is and what it offers to its residents and visitors.

—Tami Reist, president & CEO of Alabama Mountain Lakes Tourism.

"I received my first issue of *Alabama Magazine* and I'm beyond thrilled. It's gorgeous! Congratulations for putting together such a beautiful and thoughtful statewide publication." —Tina Hatch, Birmingham

"We love the newest *Alabama Magazine*! I told my husband that it made me want to go to Alabama and check it out."

—Barbara Shoop, Orinda, California

I grew up in Fort Payne and now live in Orange Beach and we love our state. Your magazine is wonderful, everything about it is terrific. Thanks for your effort to show off our state." —JoAnn Powell, Orange Beach

"I love getting the *Alabama Magazine* each and every time a new issue comes out. The articles are wonderful and I love reading about events and places in my home state. The photos, especially the covers, are absolutely stunning and I use them for inspiration in my own home. All of the gift guide issues are really wonderful and focus on unique and beautiful items from around our state." —Jill Bishop, Birmingham

"Beautiful magazine ... an asset to all of Alabama." —Ninon Parker, Colbert County Tourism Association

"I think the magazine is absolutely beautiful and I am very pleased with our ad. I was thrilled to receive not only a phone call but large order from someone on Monday that had seen the new issue!"

—Nancy Curl, Morgan Price Candy, Decatur

"Thank you for producing such a BEAUTIFUL magazine!" —Sandra Russell, Foley

"We received a copy of *Alabama Magazine* and were impressed by the concept and quality. Although we are a nonprofit organization and it is rare that we advertise, I would like to inquire about your ad rates for future interest."

—Lori Curtis, Tennessee Valley Museum of Art