ALABAMA
magazine

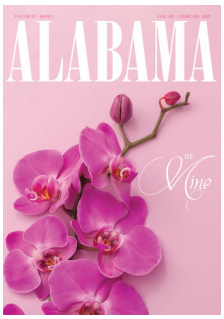
2027 MEDIA KIT

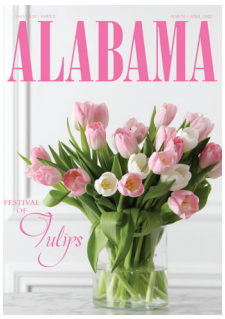
Celebrating our 17th year and our 100th issue!

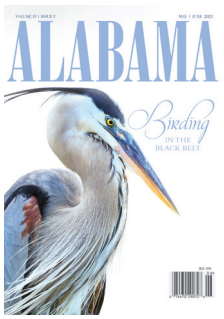
The State's Luxury Lifestyle Magazine

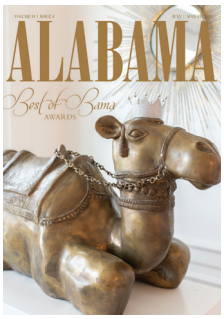
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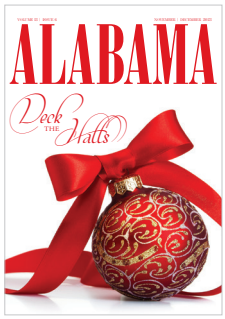


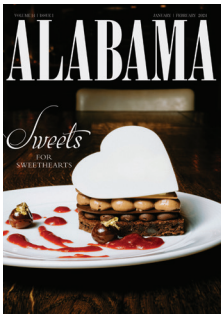


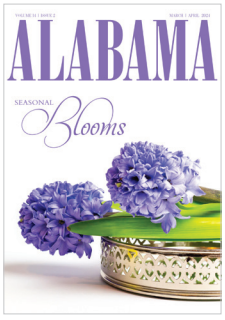


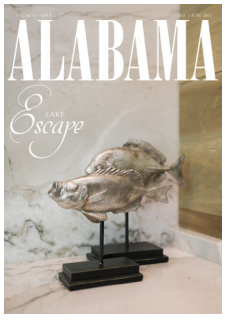


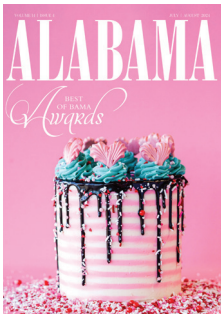


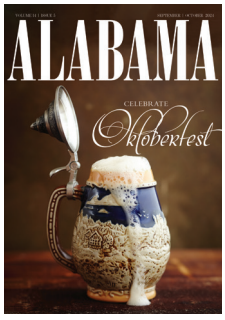


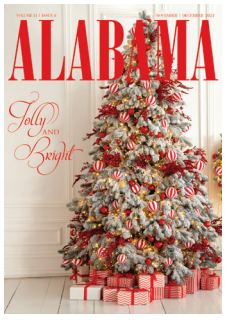


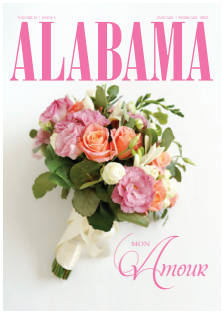


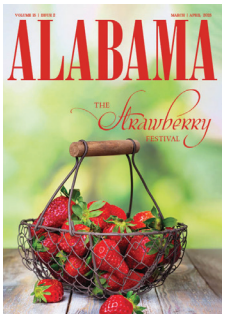


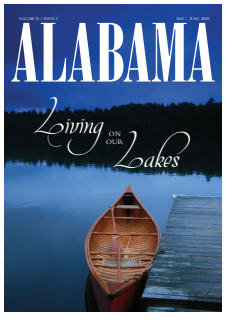




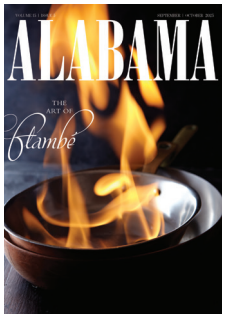


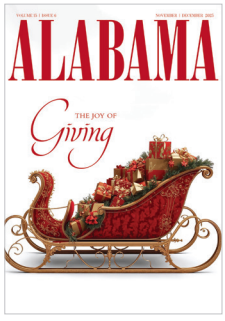


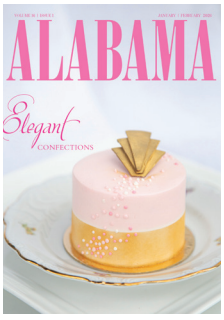


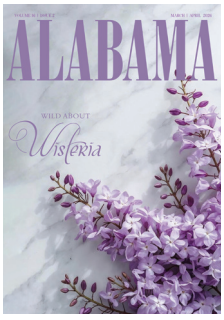




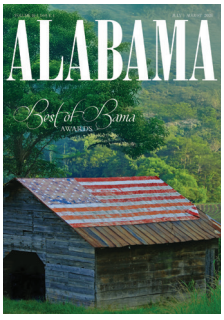


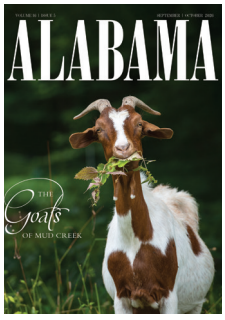


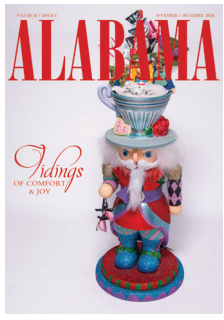






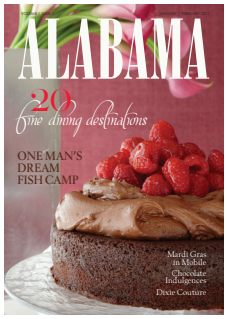


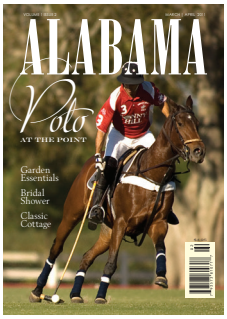


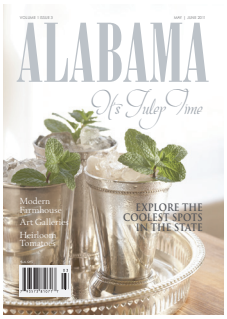


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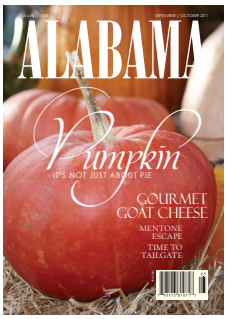

ALABAMA
Our Elegant Camellia
ALABAMA
Easter Traditions
ALABAMA
Fresh from the garden
ALABAMA
Al fresco dinings
ALABAMA
Feast from the Harvest
ALABAMA
Sharing the Season
ALABAMA
Love to the Rescue
ALABAMA
Celebrate Spring
ALABAMA
Heart of the Southern Garden
ALABAMA
Summer's Big Chill
ALABAMA
The Taste of Fall
ALABAMA
Home for the Holidays
ALABAMA
The Royals
ALABAMA
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ALABAMA
Savor the Flavor of Summer
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ALABAMA
Elegant Heirlooms
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Joy to the World
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Love is in the Air
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Serve in Style
ALABAMA
Soak up the Sun
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Time to Tailgate
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Gift Guide
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Be My Valentine
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Picnic in the Pasture
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Into the Wild
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Celebrate the New Year
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Summer Blooms
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ALABAMA
Sleigh Bells Ring


ALABAMA
20
fine dining destinations
ONE MAN'S DREAM FISH CAMP
March Grass in Mobile
Chocolate Indulgences
Dixie Couture

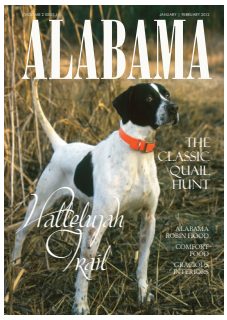

ALABAMA
Polo
AT THE POINT
Garden Essentials
Bridal Shower
Classic Cottage


ALABAMA
It's Julep Time
Modern Farmhouse
Art Galleries
Heirloom Tomatoes
EXPLORE THE COOLEST SPOTS IN THE STATE


ALABAMA
25
BARBECUE FAVORITES
Fairhope's Allure
Lake Martin Music Fest
BATHING beauties


ALABAMA
Pumpkin
IT'S NOT JUST ABOUT PIE
GOURMET GOAT CHEESE
MENTONE ESCAPE
TIME TO TAILGATE

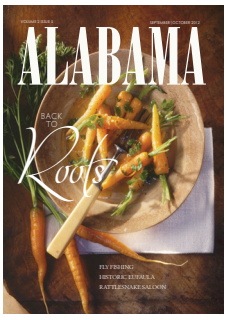

ALABAMA
Holidays
MUSCLE SHOALS NOW SOUND
THE PERFECT PULLOVER
HOMEWOOD GIFT GUIDE


ALABAMA
THE CLASSIC QUAIL HUNT
Hallelujah Trail
ALABAMA BORN BRANDS
COMFORT FOOD
GRACIOUS INTERIORS

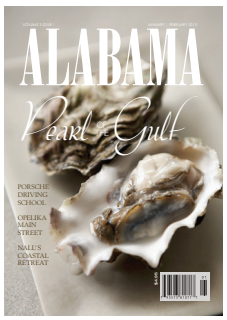

ALABAMA
Culinary trendsetters
AZALEA QUEEN
B&B AND BREAKFASTS
MOBILE BAY REGATTA

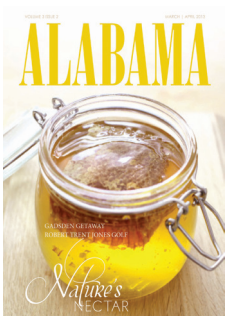

ALABAMA
Sweet Summer
Christy Jordan
The South's Next Food Superstar
FARMERS MARKETS
ON THE TOWN IN HUNTSVILLE
PRETTY PEDESTALS

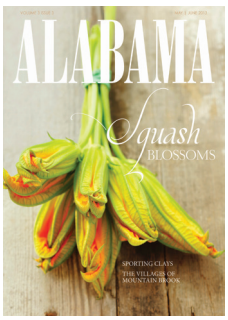

ALABAMA
Best of Bama AWARDS
GRECIAN GARDENS
GULF COAST CUISINE
15
FIRST-CLASS SPAS

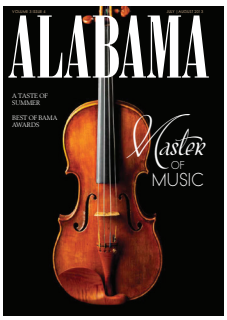

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BACK TO Roots
FLY FISHING
HISTORIC JUBALA
RATTLESNAKE SALOON

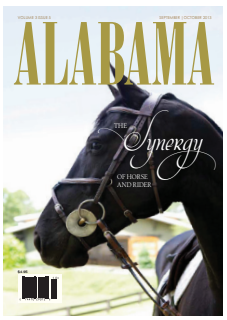

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Cheers
DUCK HUNTING
MOBILE CITY ON THE BAY
HOLIDAY GIFT GUIDE

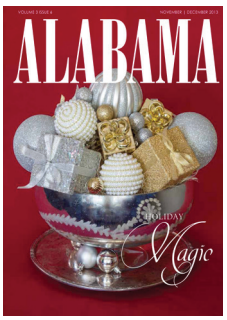

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Pearl of the Gulf
PORSCHE DRIVING SCHOOL
OPELIKA MAIN STREET
NALU'S COASTAL RETREAT

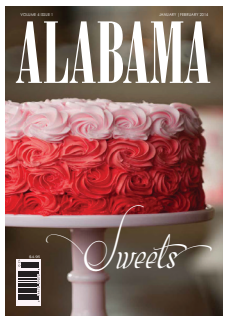

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GAUDEN GETAWAY
Nature's NECTAR

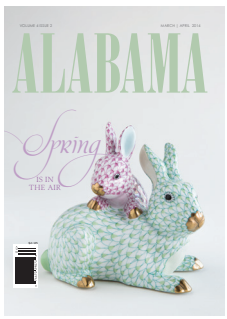

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Squash BLOSSOMS
SPORTING CLAYS
THE VILLAGES OF MOUNTAIN BROOK

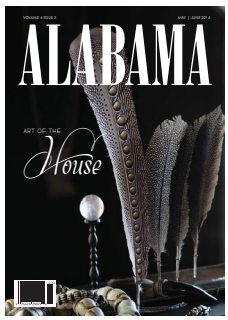

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A TASTE OF SUMMER
BEST OF BAMA AWARDS
Master OF MUSIC

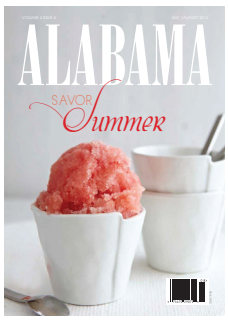

ALABAMA
THE Synergy
OF HORSE AND RIDER

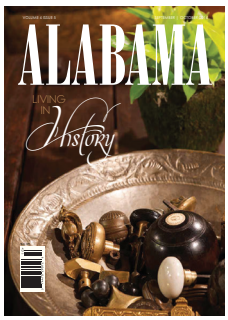

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HOLIDAY Magic

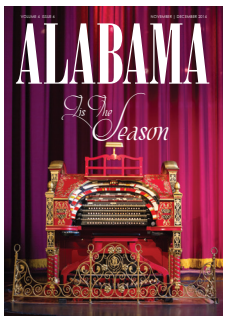

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Sweets

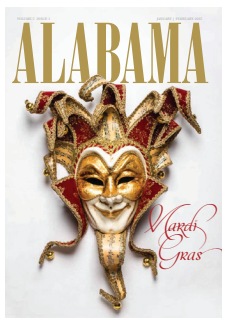

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Spring IS IN THE AIR

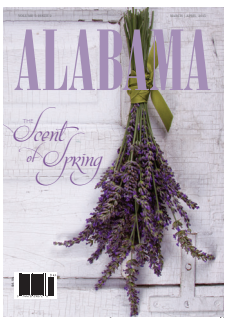

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ART OF THE House

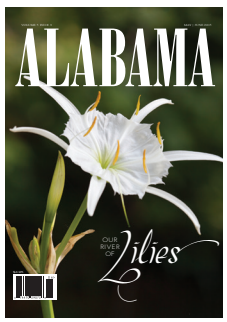

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SAVOR Summer

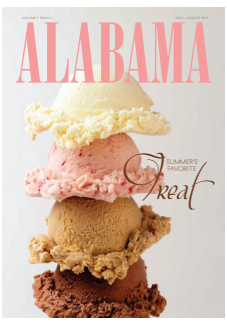

ALABAMA
LIVING IN History


ALABAMA
'Tis The Season


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Mardi Gras


ALABAMA
The Scent of Spring


ALABAMA
OUR RIVER OF Lilies

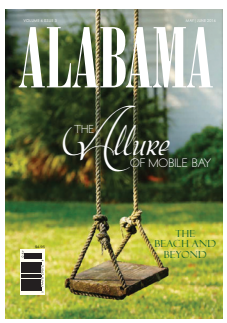

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SUMMER'S FAVORITE Treat


ALABAMA
Witches Brew

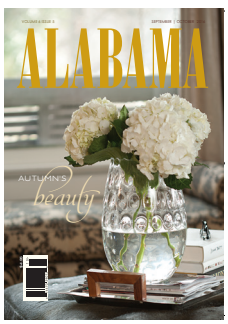

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Holiday ON ICE

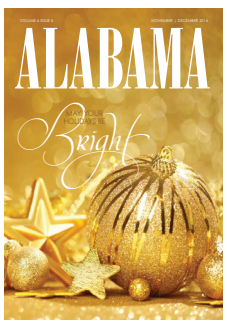

ALABAMA
SWEET Treats


ALABAMA
SPRING ON THE Farm


ALABAMA
THE Allure OF MOBILE BAY
THE BEACH AND BEYOND


ALABAMA
AT THE Zoo


ALABAMA
AUTUMN'S beauty


ALABAMA
Bright

ALABAMA
magazine

2027 EDITORIAL CALENDAR

IN EACH ISSUE

Alabama Insider: What's happening in our great state.. Discover local art, music, athletics, books, merchandise and a calendar of events.

Philanthropy Focus: Showcasing worthy charities throughout our state.

Getaway Giveaway: Win fabulous packages of prizes to travel Alabama.

Stately Style: Featuring products from local retailers.

Garden: Showcasing beautiful gardens with expert tips.

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.

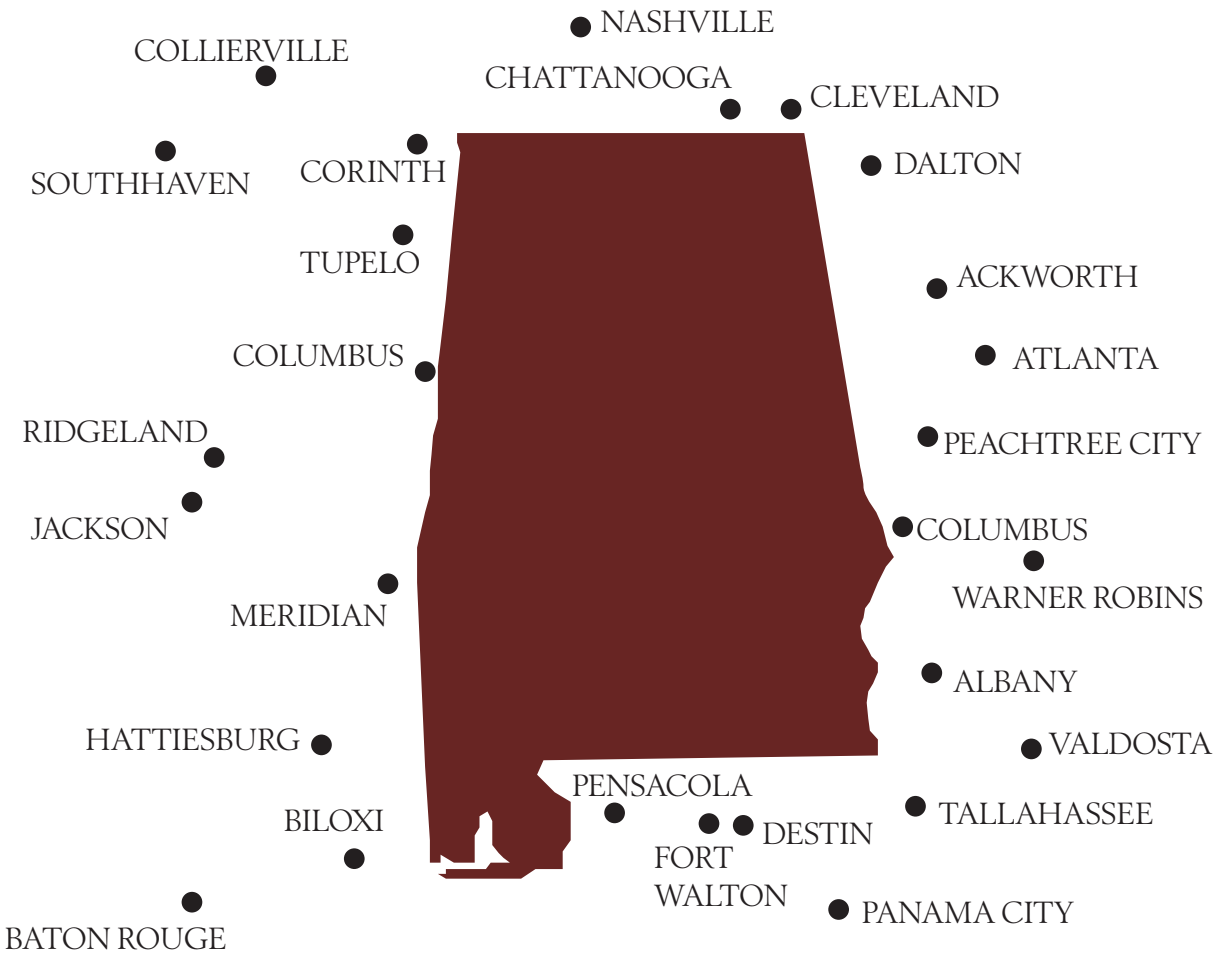
ALABAMA MAGAZINE is the exclusive statewide luxury lifestyle magazine of the Heart of Dixie. Based in Birmingham, the bi-monthly, award-winning publication showcases feature articles which cover the entire state promoting our people, businesses, heritage and culture. Inside you will find something for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

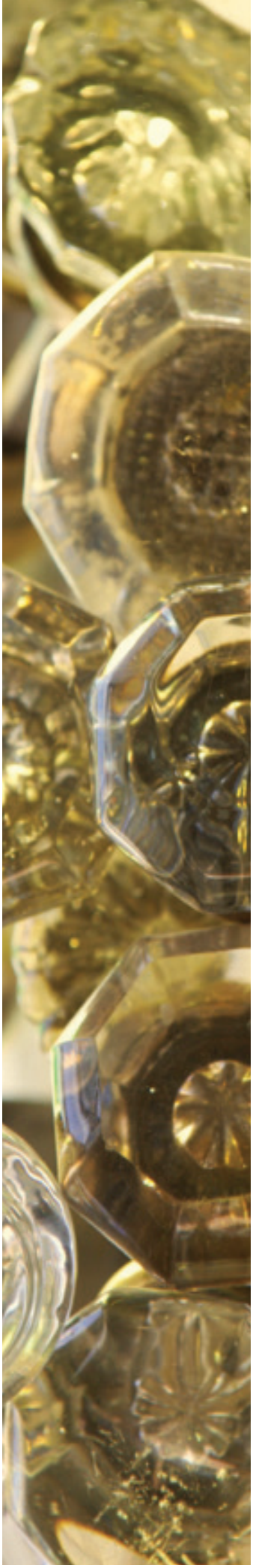
TARGET AUDIENCE: Affluent men and women above the age of 30—with interest in and/or ties to both Alabama and the South. Our audience can receive this publication through subscriptions, major booksellers and boutique newsstands. There is no better place for readers to find a comprehensive reflection of 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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Wal-Mart
Western Supermarket
Winn-Dixie

ANDALUSIA
Walker Business

AUBURN
University Bookstore

BIRMINGHAM
Alabama Goods (Homewood & Hoover)
Birmingham International Airport
UPS Store (Greystone, Homewood & Inverness)

CULLMAN
Smith Farms

DAPHNE
Mosley's Market

DECATUR
The Cupboard
Miss Muldrews
Morgan Price Candy
Priceville Foodland

DEMOPOLIS
Jefferson Country Store

EUFAULA
Cotton and Kudzu

FAIRHOPE
La Te Da
Page & Palette

FAYETTE
Shop & Save

FLORENCE
Big Star Supermarket
Regional Care Hospital Gift Shop
Side Line's Jewelry
Watson Design & Landscape

GADSDEN
Alabama Gift Company

GUNTERSVILLE
Anna Gray
Baker's on Main
Foodland Plus

HUNTSVILLE
Harrison Brothers Hardware
Alabama Goods

LINDEN
Ziggy Zelda

MOBILE
Bebo's Express
Carpe Diem Coffee & Tea Co.
Gulf Coast Exploreum
Mobile Airport
Mobile Infirmary Gift Shop
Mosley's Market
U.S.S. Alabama Gift Shop

MONROEVILLE
Monroe County Museum

MONTEVALLO
Lucky's Foodland Plus

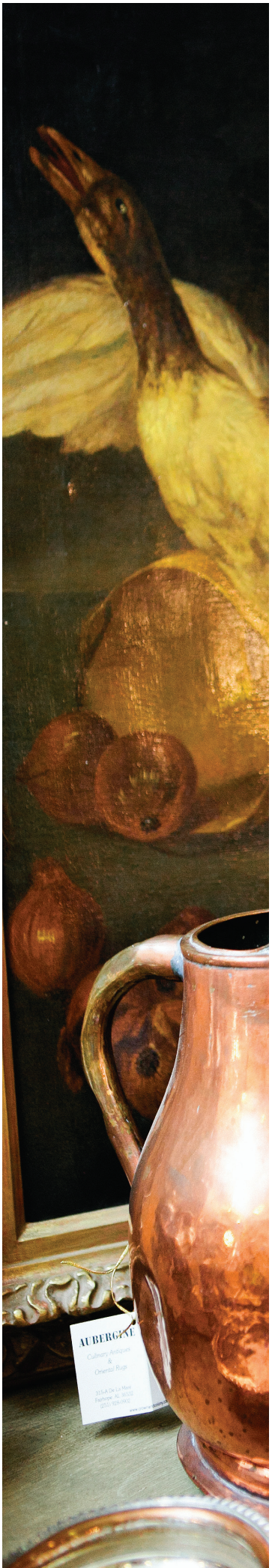
MONTGOMERY
Goat Hill Museum Shop
Governors Mansion Gift Shop

OPELIKA
The Gallery on Railroad

POINT CLEAR
Battles Wharf Market
Grand Hotel Gift Shop

TRUSSVILLE
Nona Ruth's

TUSCALOOSA
University Supply Bookstore



ALABAMA magazine

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	$4238	$3592 ($1796.00)	$3176 (1588.00)
Full Page	$2652	$2252 ($1126.50)	$1991 ($995.50)
2/3 Page	$1990	$1676 ($838.00)	$1487 ($743.50)
1/2 Page	$1591	$1347 ($673.50)	$1197 ($598.50)
1/3 Page	$1192	$1007 ($503.50)	$897 ($448.50)
1/6 Page	$729	$613 ($306.50)	$551 ($275.50)
Co-op	$332	$332 ($166.00)	$332 ($166.00)

Covers	1 Issue	3 Issues (monthly rate)	6 Issues (monthly rate)
Back Cover	$3302	$3213 ($1606.50)	$3063 ($1531.00)
Inside Front	$2849	$2748 ($1374.00)	$2634 ($1317.00)
Inside Back	$2748	$2521 ($1260.50)	$2193 ($1096.50)

PREMIUM PLACEMENT

	1 Issue	3 Issues (monthly rate)	6 Issues (monthly rate)
Page 1	$3040	$2583 ($1291.50)	$2283 ($1141.00)
Page 3	$2977	$2536 ($1268.00)	$2231 ($1115.50)
Page 5	$2936	$2494 ($1247.00)	$2193 ($1096.50)
Far Forward (Pages 7, 9, and 11)	$2898	$2445 ($1222.50)	$2142 ($1071.00)

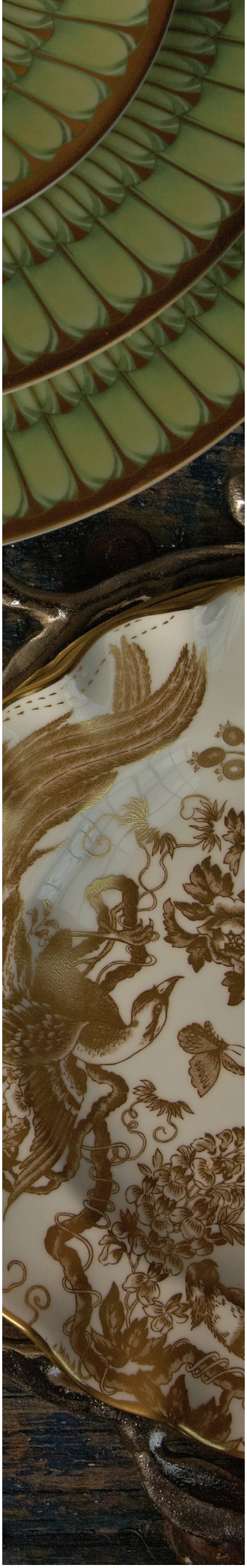
4-Page Advertorial * $7981
Tip-On Brochure* Prices vary depending on build
*Certain restrictions apply. Ask a representative for more information.

- 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.

WEBSITE ADVERTISING

Placement	Rate
All Pages	$200 / Month

Artwork for website ads may be updated anytime at no charge if provided by the customer.
Ads constructed by *Alabama Magazine* will include a $15.00 charge.



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"x9.75")
1/2 Page H: (7.25" x 4.75")
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:	AD CLOSE	MATERIALS DUE
Jan/Feb '27:	Nov 25	Nov 26
Mar/Apr '27:	Jan 27	Jan 28
May/Jun '27:	Mar 24	Mar 25
Jul/Aug '27:	May 26	May 27
Sep/Oct '27:	July 28	July 29
Nov/Dec '27:	Sept 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.

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

Alabama-Magazine.com



ALABAMA
magazine

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)
- Third Place, Best Single Feature Story (Alabama Press Association)

2025 - Media Advocate of The Year (Alabama Department of Tourism)
- First Place, Best Cover Photo (Alabama Press Association)
- Second Place, Best Travel Feature (Alabama Press Association)
-Peak Award, Chairman's Cup (Alabama Mountain Lakes Tourist Association)

2026 - First Place, Best Overall Design (Alabama Press Association)
- First Place, Best Sports Feature (Alabama Press Association)
- Third Place, Best Single Photograph (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*