

Florida's

# The Hidden Coast

The Last of Old Florida

Published monthly. Full color. *In print and online!*

## 2024 Rates & Specs

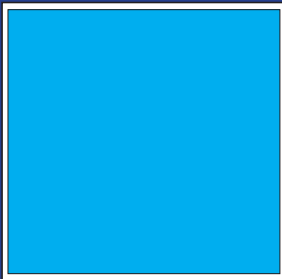
### Print and Digital Advertising



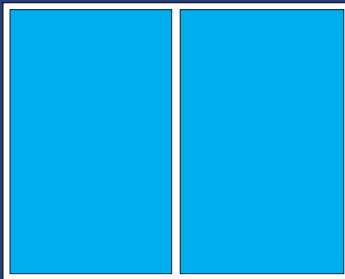
NOW COMBINING 2 OF THE HIDDEN COAST'S MOST RECOGNIZABLE PUBLICATIONS **INTO ONE MAGAZINE!**

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

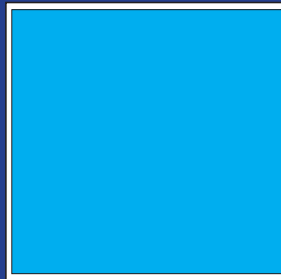
### RATES/SPECS



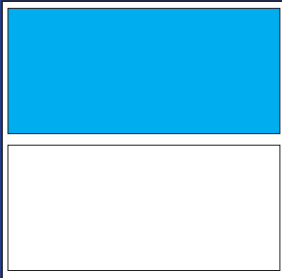
Cover: 7.75" W x 10" T  
**\$275**



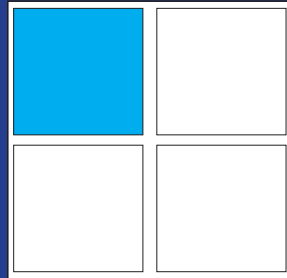
Double Truck (2 pages): 16.0" W x 10.12" T  
**\$525**



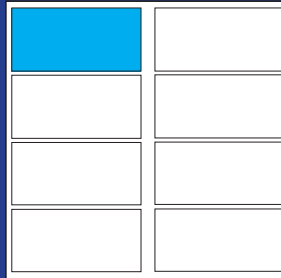
Full Page: 7.75" W x 10.12" T  
**\$225**



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**

- All listed prices based on per issue.
- Special positioning & spotlight ads available. Inquire for rates.
- Attention Restaurants Ask about our **Local Flavors Page!** Two pages dedicated exclusively to restaurants in the region.

**PUBLICATION SIZE**  
8.25" X 10.75"  
FULL COLOR, GLOSSY STOCK

### ABOUT US

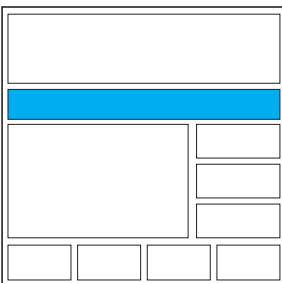
In print since 2016, we are Florida's premier publication covering the Central Gulf Coast, also known as The Hidden Coast, from Perry south to Homosassa. We bring compelling editorial, eye-catching design, high visibility and a long shelf life for each issue. Print. Digital. Radio. **We have The Hidden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

### ANALYTICS

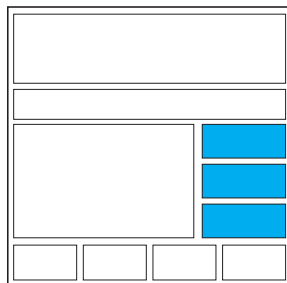
Endorsed by the Steinhatchee Chamber of Commerce, Levy County Visitors Bureau and the Gilchrist County Tourist Development Council.

- 450K copies printed since 2016
- 2.7MM online views since 2019
- 50+ Racks throughout region
- 100+ Pickup locations
- Distributed in 15 counties
- Covers over 100 miles of US 19

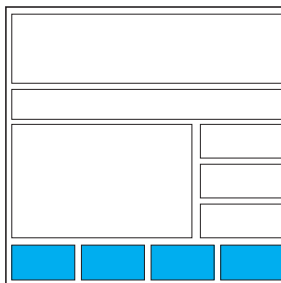
### WEB



Leaderboard: 728px x 90px  
**\$150 mo.**



Side Bar: 336px x 280px  
**\$125 mo.**



Footer: 180px x 150px  
**\$100 mo.**

### SOCIAL MEDIA ACCOUNTS:

As of December 31, 2023

2,000+ followers

7,000+ followers

200+ followers

1.3MM impressions, 14.6K clicks

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

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

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SCAN FOR WEBSITE

VISITFLORIDA.

