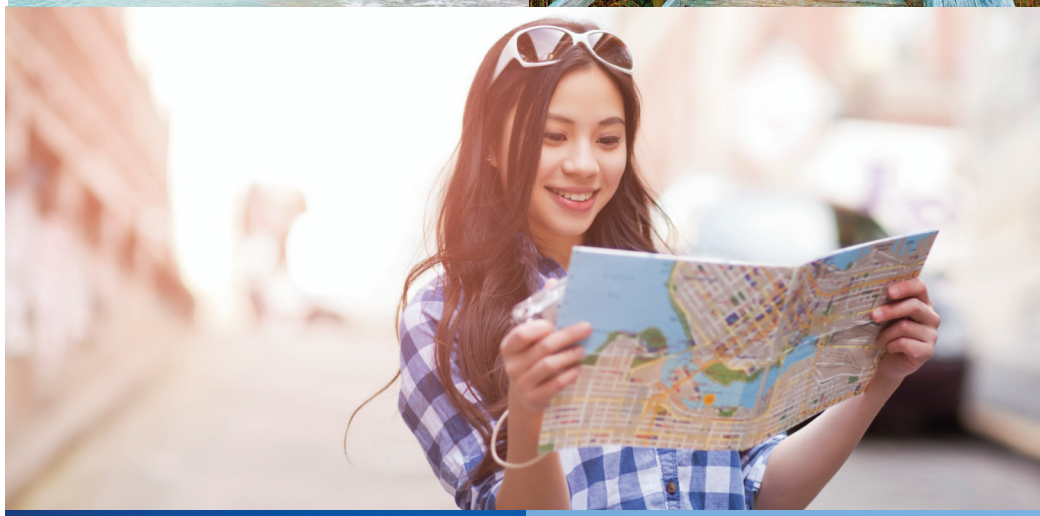
Travel SOUTH

2019
MEDIA KIT

DAVID JACOBS Publishing Group

14497 N. Dale Mabry HWY Ste. 135 Tampa, FL 33618



MISSION STATEMENT

Travel SOUTH

Travel South Magazine is the go-to media source for all things food & travel within the region. Our goal is to provide readers with interesting, accurate, and up-to-date content, perfect for helping them plan their next Southern adventure. From family-friendly outdoor activities and daytrips, to award-winning resorts and headline-worthy social events, *Travel South* makes the most of every season.

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2019 EDITORIAL CALENDAR

Travel SOUTH

SPRING 2019

The Best in Southern Festivals

Wineries, Breweries, & Distilleries of the South

Spring Vacation Hotspots

FALL 2019

Luxurious Lodging & Accommodations

A Fall Foliage Road Trip

Top Towns to Visit During the Holiday Season

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BRAND OVERVIEW

Projected Audience: 341,884

5 Readers Per Copy

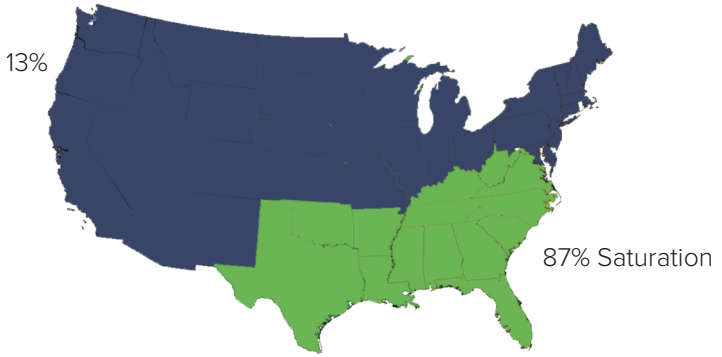
Newsstand Readership:	60,000
Web Page Views:	70,000
Digital Page Views:	45,000
Facebook Engagements:	69,504
Facebook Video Views:	51,240
Twitter Impressions:	220
Instagram Impressions:	8,400

Average Boosted Post per client (Premium Digital Package only)

Boosted Post Reach:	5,770
Boosted Post Engagements:	2,600

The strongest advertising combination is traditional print and digital.

Copies of ***Travel South Magazine*** are for sale in over 5,000 retailers throughout the Southern US. ***Travel South Magazine*** reaches a targeted audience, with distribution focused on travel-inspired readers, adventure seekers, and food & drink aficionados.



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READER PROFILE

Travel SOUTH

Audience Snapshot

Female Readers	57%
Male Readers	43%
Median Age	47
Median HHI	$87,500
Own Home	81%
Employed	83%
Married	54.9%
Children Living at Home	16.5%
Graduated College	66%

Age Breakdown

18-34	21%
25-54	45%
50+	33%

HHI Breakdown

$50,000+	43%
$75,000+	57%
$100,000	24.6%

Travel South Magazine reaches a committed audience of avid adventurers, foodies, and travel enthusiasts, both regionally and in out-of-state markets, that all have special interest in what the Southern United States has to offer. By blending cutting edge design with our informative, yet stimulating editorial, ***Travel South*** is able to accurately and effectively present reader-friendly content to a niche market.

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ADVERTISING PARTNERS

Travel SOUTH

Print

Full Page Ad & Full Page Editorial

- 300 words of copy
- 1 Full Page, 4C Advertisement
- 5-7 high-resolution images
- 1 URL address per Advertisement

Digital

- 1 feature photo – max dimensions: 750 x 500
- Bold headline – max 20 characters, including spaces
- 300 words of copy, text to wrap naturally
- 2 additional images - standard GIF or JPG photos only

  No SWF or Rich Media will be accepted
- Click-tracking URLs ONLY for tracking purposes

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PRODUCTION SPECS

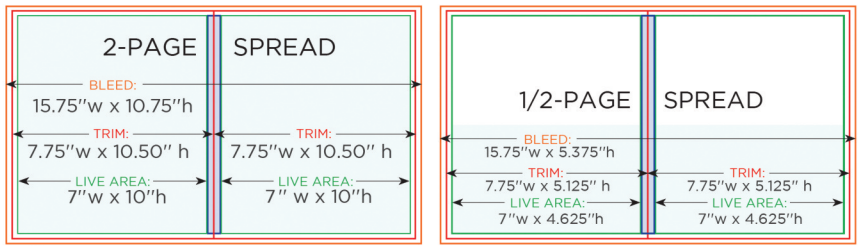
Travel SOUTH

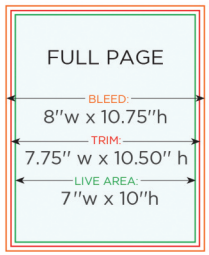
Orange line is the bleed. Any bleeds must extend to at least this line. BLEED: 0.125IN ALL AROUND.

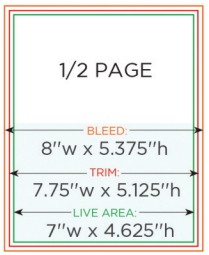
Red line is the trim line. This is where the finished product will be cut.

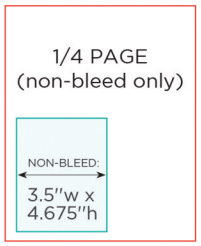
Green line is live area. Anything that is not meant to be cut must be inside this line. LIVE AREA: 0.75IN ALL AROUND.

Special note on spreads: Be aware of the gutter area on all spread ads. This is where the magazine binding will go. Do not put any text or critial graphics in this area.









Leader-boards included only with Premium advertisements

WEB BANNER AD SPECS

728w x 90h (Static Only) Web banner ad files must be sent in a jpeg or png format.

Travel South Magazine accepts the following file formats: PDF, Photoshop, & Illustrator.

- No low-resolution or RGB files will be accepted. All supports must be embedded or packaged with the native file. Fonts should be outlined.
- Due to the nature of the printing process, *Travel South Magazine* cannot be responsible for minor color variations.
- David-Jacobs Publishing Group and *Travel South Magazine* receive all proofs virtually. No hard copies accepted.

PLEASE DIRECT ALL AD MATERIALS TO:

artwork@davidjacobspg.com

Audience includes the print and digital editions of the publication. Qualified full-run advertisements will run in both editions. See **MAGAZINE ADVERTISING TERMS.**

Binding Method: Perfect-bound
Magazine Trim Size: 8" x 10 3/4"
4C Line Screen: 133
Printing Process: Web offset, MM/MPA standards

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DIGITAL SPECS

Web Content
(Sponsored Editorial)

- 300-600 words of copy
- Banners - animated gif or png only. No swf or rich media will be accepted.
- Optional video for PREMIUM DIGITAL PACKAGE: YouTube or Vimeo link must be provided by advertiser

Featured Product

- One feature photo 750x500 max
- Bold Headline: 20 characters max with spaces
- Copy: 300-500 words with spaces, text will wrap naturally

Optional video for PREMIUM DIGITAL PACKAGE One URL specific to destination point for a Buy Now”Button

In addition to the traditional print, *Travel South Magazine* offers competitive digital components, such as:

Phone & Tablet Editions

- Available on iTunes, Google Play, Zinio, Magzter, Readly, and dozens of other online media outlets. See DIGITAL portion of Advertising Partners for specs.

Website leader board

- 728 pixels (width) x 90 pixels (height)

What video file formats can I submit?

We recommend using the MP4 or MOV format, but here's a complete list of the video formats that can be uploaded to Facebook:

- 3g2 (Mobile Video)
- 3gp (Mobile Video)
- 3gpp (Mobile Video)
- asf (Windows Media Video)
- avi (AVI Video)
- dat (MPEG Video)
- divx (DIVX Video)
- dv (DV Video)
- m4v (MPEG-4 Video)
- mkv (Matroska Format)
- mod (MOD Video)
- mov (QuickTime Movie)
- mp4 (MPEG-4 Video)
- mpe (MPEG Video)
- mpeg (MPEG Video)
- mpeg4 (MPEG-4 Video)
- mpg (MPEG Video)
- ogv (Ogg Video Format)
- qt (QuickTime Movie)
- wmv (Windows Media Video)

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2019 RATES & PACKAGES

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Position	Rate Card
Back Cover	$12,500
Spread	$12,500
Covers 2 & 3	$11,500
Premiums	$10,500
Full Page	$9,500
Half Page	$5,500
Quarter Page	$3,500

Contact your ***Travel South*** sales executive for custom rates, packages & discounts.

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