

Travel

S O U T H

2020 MEDIA KIT



5700 Memorial Highway Suite 117-118, Tampa, FL 33615



MISSION STATEMENT



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.



2020 EDITORIAL CALENDAR



SPRING 2020

Oceanfront Getaways
The Blue Ridge Mountains
Best Beaches for Family Fun
Top Museums of the South
Wine, Beer, and Spirits in the South



SUMMER 2020

The Best Summer Road Trips
Sun-drenched Spa Destinations
Seafood Sensations
Island Getaways
Fall Football Weekends



FALL 2020

Top Towns with School Spirit
Historic Forts of the South
A Golfer's Dream Getaway
Exploring Our Southern States
Searching for the South's Best Fried Chicken
Destination: Inner Peace



BRAND OVERVIEW

Total Print & Digital Reach: 331,616

Newsstand: 37,500

(Up to 30K copies)

Web & Digital Page Views: 143,250

Facebook Engagements: 22,323

Facebook Video Views: 79,429

Instagram Impressions: 24,253

Average Boosted Post per client

(Premium Digital Package only)

Boosted Post Reach: 4,861

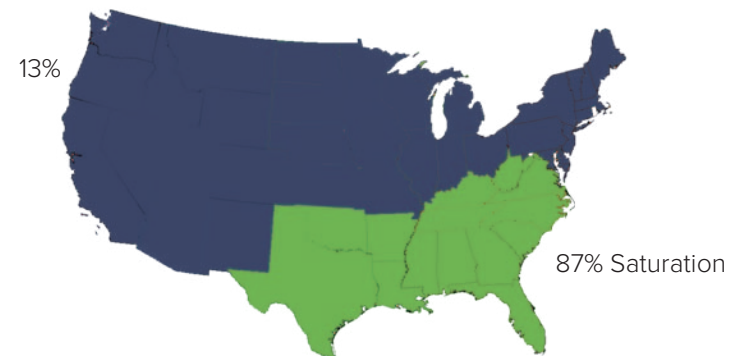
Boosted Post Engagements: 1313



*Clients unique URL is imbedded into all Digital and Banner Ads, Dedicated Pages on Website, Home Page Spotlight and Facebook Boosted Posts. It is the responsibility of the client to track their individual results of the campaign using Google Analytics or a tracking source of their choice.

Strongest form of advertising to combine print, digital and targeted social media.

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.



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.



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

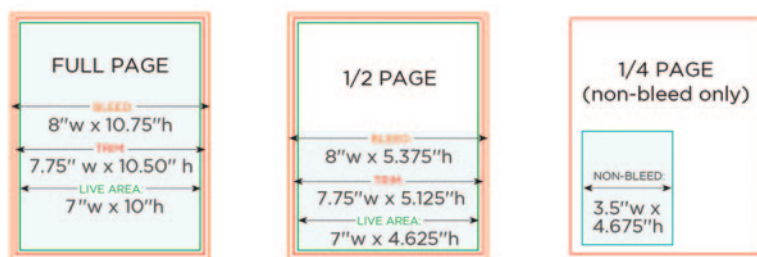
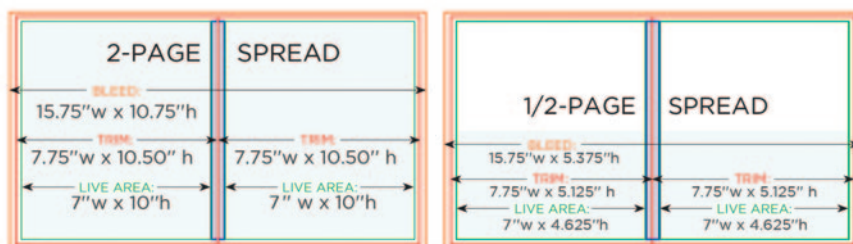


Digital

- 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

PRODUCTION SPECS

- **Orange line** is the bleed. Any bleeds must extend to at least this line. BLEED: 0.125 IN 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: 0.75 IN 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 critical 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

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)

2020 RATES & PACKAGES

Position	Rate Card
Back Cover	\$19,500
Covers 2 & 3	\$14,500
Premiums	\$12,950
Full Page	\$9,950
Half Page	\$5,950

Premium Digital Package: \$1995

- Home Page Spotlight
- Dedicated Page Online with Editorial and Photos
- (1) Social Media Boosted Post (Video Optional)
- (2) Additional Social Media Posts
- (1) Social Media Tag
- Digital Replica with Interactive AD

Editorial options can be included with the purchase of a full or half page advertisement. Leaderboard Banner AD's are included with the purchase of a Premium or Cover position

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



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