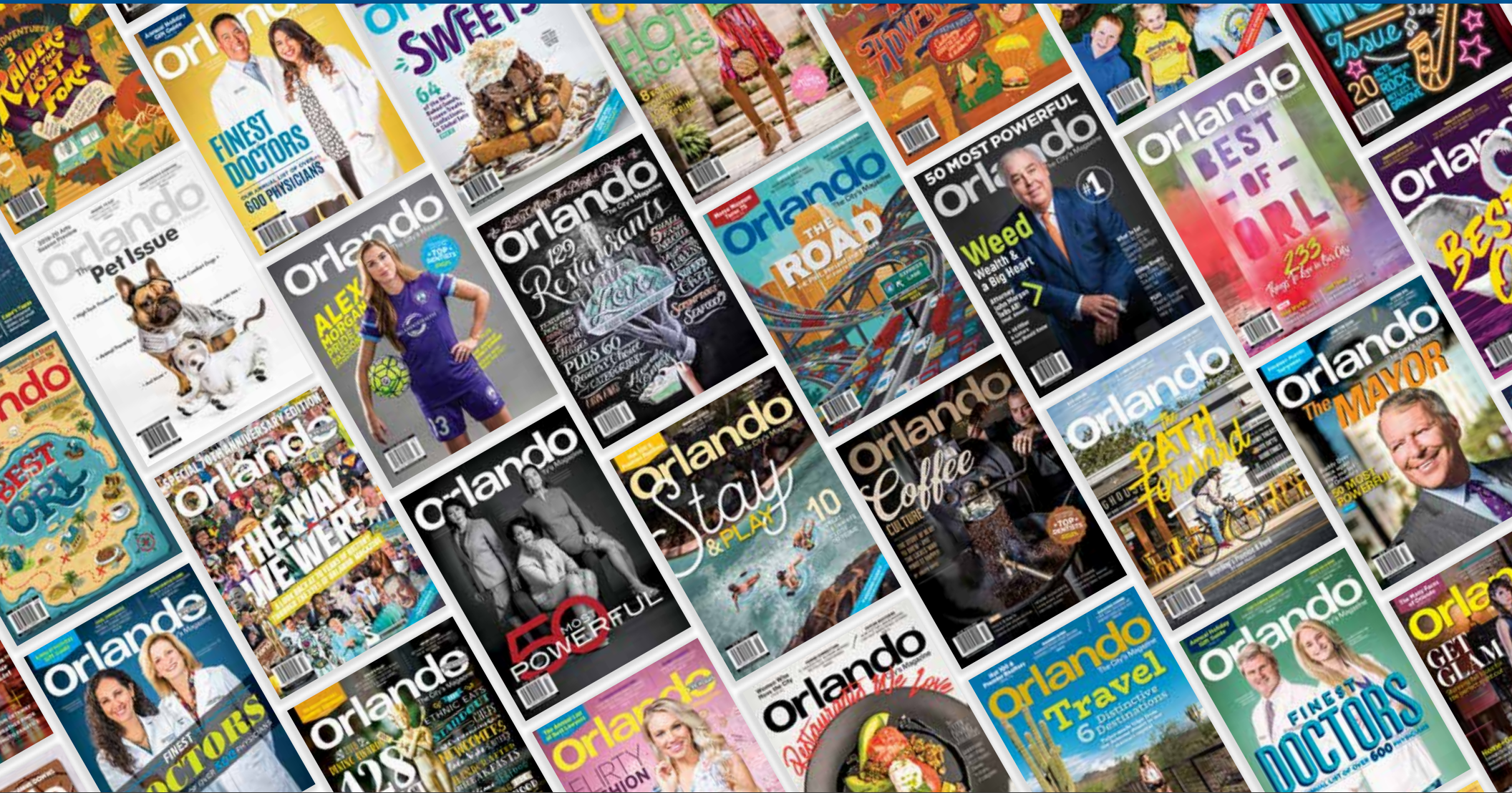


The City's Magazine

2023 MEDIA KIT



Member of the  Morris Media Network

ORLANDOMAGAZINE.COM



WE ARE ORLANDO.

Orlando magazine is much more than an award-winning monthly magazine. As the City Beautiful's longest-standing and most trusted lifestyle media brand, we connect with more than 430,000 readers every month through our magazine, website, social media, newsletters, events, and more.

For over 76 years, readers have come to us for our compelling narrative storytelling, stunning photography, unbiased dining advice, and unique perspective on the city we call home. Our audience trusts us to deliver high quality, well-researched content every month in print and every day online.

Orlando magazine is the indispensable guide to living life in Orlando to the fullest.

AT A GLANCE

MAGAZINE



133,000 readers per issue

MONTHLY CIRCULATION
31,000

READERS PER COPY
4.3

AWARDS WON
68

WEB & EMAIL



212,500 monthly page views

E-NEWSLETTER SUBSCRIBERS
38K+

MONTHLY VISITORS
144K+

UNIQUE MONTHLY VISITORS
143K+

SOCIAL



115K+
followers

NEWSSTAND LOCATIONS

394 locations

NEWSSTAND PARTNERS

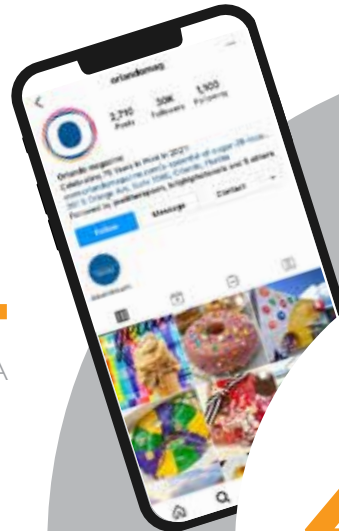
BARNES & NOBLE **Publix** **CVS/pharmacy**
BOOKS-A-MILLION **TARGET** *Walgreens*



ORLANDO MAGAZINE
EST. 1946

STRENGTH IN NUMBERS

115K+
SOCIAL MEDIA
FOLLOWERS



38K+
NEWSLETTER
SUBSCRIBERS



430K+
TOTAL REACH



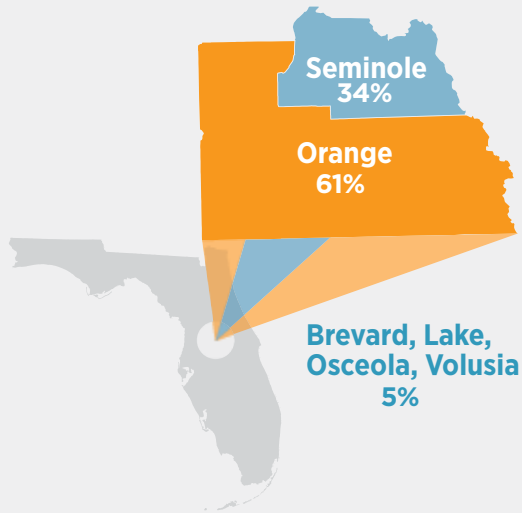
133K+
READERS
PER ISSUE



144K+
MONTHLY
WEB USERS

LOCAL REACH

We know Central Florida; just ask our hyper-local subscriber base!



Orlando magazine reflects the lifestyle and interests of an upscale, educated readership. The award-winning magazine's mission is to offer readers compelling local content that is both entertaining and informative and to provide information that will drive decision making. Dining, travel, entertainment, the arts, style, people and trends—if it's part of Orlando's lifestyle, you'll find it covered in *Orlando* magazine.

AUDIENCE

MONTHLY CIRCULATION*
31,000

**Orlando* magazine's circulation is independently audited by the Circulation Verification Council

MONTHLY READERSHIP
133,000+

DEMOGRAPHIC PROFILE

GENDER



Female
64%



Male
36%

EDUCATION



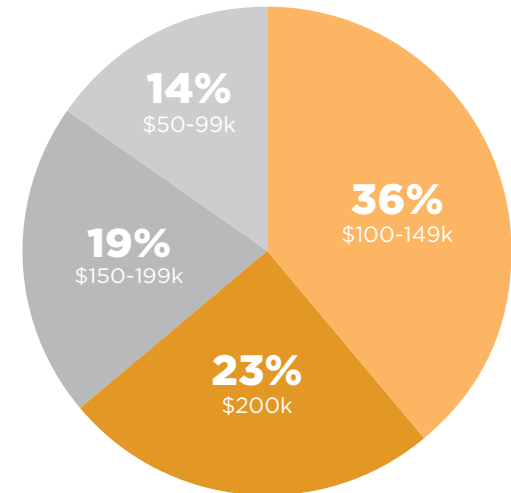
College degree or more
72%

Market average **31%**

AGE

25-44 **25%** 45-64 **55%**
65+ **19%**

HOUSEHOLD INCOME



Sources: Circulation Verification Council Subscriber Study

LOYAL READERSHIP

91% Read every issue of the magazine.

64% Frequently purchase products or services from ads seen in *Orlando* magazine.

63% Keep *Orlando* magazine for one month or more.

BRAND OVERVIEW

SPOTLIGHT

Showcases the people and city of Orlando. It's informative with pieces on health and beauty, after hours entertainment and interesting getaways.

FOOD & DRINK

Features reviews of new and timeless restaurants as well as profiles on local owners and chefs.

ON THE TOWN

An inside look at local charity and arts events along with a monthly listing of special events; arts, entertainment, music and more.

EDITORIAL CALENDAR

01 | JANUARY



Editorial:

- Home Design

Special Advertising Sections:

- Annual School Guide

AD CLOSE NOV. 18 NEWSSTAND DEC. 28

02 | FEBRUARY



Editorial:

- Conservation Guide
- Orlando Wedding

Special Advertising Sections:

- Featured Weddings
- Heart Health

AD CLOSE DEC. 16 NEWSSTAND JAN. 25

03 | MARCH



Editorial:

- Speakeasy's and Cocktails
- Top Dentists

Special Advertising Sections:

- Dentist Profiles

AD CLOSE JAN. 13 NEWSSTAND FEB. 26

04 | APRIL



Editorial:

- Travel
- Best Lawyers

Special Advertising Sections:

- Lawyer Profiles

AD CLOSE FEB. 17 NEWSSTAND MAR. 26

05 | MAY



Editorial:

- Newcomers Guide
- Women of the Year

Special Advertising Sections:

- Summer Getaways
- Retirement Living Awards

AD CLOSE MAR. 17 NEWSSTAND APR. 26

06 | JUNE



Editorial:

- Taco Bracket
- Orlando Wedding

Special Advertising Sections:

- Women Who Move the City
- Congratulations Graduates

AD CLOSE APR. 14 NEWSSTAND MAY 28

07 | JULY



Editorial:

- Great Neighborhoods

Special Advertising Section:

- Real Estate's Hot 100 & All Stars
- Top Mortgage Professionals

AD CLOSE MAY 19 NEWSSTAND JUN. 28

08 | AUGUST



Editorial:

- Best of ORL
- Back To School Guide

Special Advertising Sections:

- Best of ORL
- Leaders in Tech

AD CLOSE JUN. 16 NEWSSTAND JUL. 26

09 | SEPTEMBER



Editorial:

- Farms & Local Producers
- A&E Season Preview

Special Advertising Sections:

- Premier Veterinarians
- Fall Getaways

AD CLOSE JUL. 14 NEWSSTAND AUG. 30

10 | OCTOBER



Editorial:

- 50 Most Powerful

Special Advertising Sections:

- Faces of Orlando
- Best Workplaces
- Women's Health

AD CLOSE AUG. 18 NEWSSTAND SEP. 27

11 | NOVEMBER



Editorial:

- Dining Awards

Special Advertising Section:

- Give Orlando
- College Guide

AD CLOSE SEP. 15 NEWSSTAND OCT. 29

12 | DECEMBER



Editorial:

- Finest Doctors

Special Advertising Section:

- Physician Profiles

AD CLOSE OCT. 20 NEWSSTAND NOV. 29



EVENTS

Orlando magazine hosts a variety of events ranging from award receptions to power lunches. Each branded event is tailored to fit the unique mission based on the targeted audience, whether it's by delivering the very best ORL has to offer, chowing down on the city's best foods, honoring those who shine bright in our community or encouraging volunteerism and fostering community involvement. These custom events simultaneously create memorable learning experiences for attendees and invaluable brand engagement for sponsors.

APRIL

BEST LAWYERS RECEPTION

Our annual event includes hundreds of Orlando-area attorneys in dozens of areas of practice. This event aims to recognize these prestigious lawyers in our community.



MAY

WOMEN OF THE YEAR BREAKFAST

Orlando magazine hosts the 2021 Women of the Year breakfast, honoring women who do good in our community and beyond.



JULY

HOT 100 & REAL ESTATE ALL STARS RECEPTION

This annual event showcases Central Florida agents who possess the know-how to get results.



OCTOBER

50 MOST POWERFUL RECEPTION

Our annual reception invites the people who are instrumental in shaping our community. This event provides an opportunity to recognize and thank each participant individually.



NOVEMBER

DINING AWARDS RECEPTION

Our readers choose their annual favorites in dozens of categories, and *Orlando* magazine Dining Critic Joseph Hayes weighs in with his top picks. Winners from each category are honored at this annual event.



DECEMBER

FINEST DOCTORS RECEPTION

Orlando magazine recognizes hundreds of the Top & Premier Doctors as featured in the December issue of *Orlando* magazine.



AD SIZES CHART

4-Color Rates	1x	6x	12x
2 Page Spread	\$9,860	\$8,120	\$6,580
Full page	4,735	4,110	3,410
2/3 page	3,810	3,315	2,740
1/2 page	3,275	2,850	2,350
1/3 page	2,275	1,980	1,640
1/6 page	1,140	990	820
Covers	1x	6x	12x
Cover II & III (Inside Front/Back)	\$4,950	\$4,310	\$3,610
Cover IV (Back Outside)	5,910	5,140	4,365

Ad Sizes (inches)	Width	Height
Spread (with bleed)	16.5	11.125
Spread (trim size)	16.25	10.875
Spread page (live area)	15.25	9.875
Full page (with bleed)	8.375	11.125
Full page (trim size)	8.125	10.875
Full page (live area)	7.125	9.875
2/3 page vertical	4.5	9.875
1/2 page horizontal	7.125	4.75
1/2 page vertical	4.5	7.375
1/3 page square	4.5	4.75
1/3 page vertical	2.062	9.875
1/6 page horizontal	4.5	2.062
1/6 page vertical	2.062	4.75

PRINT RATES AND SPECS

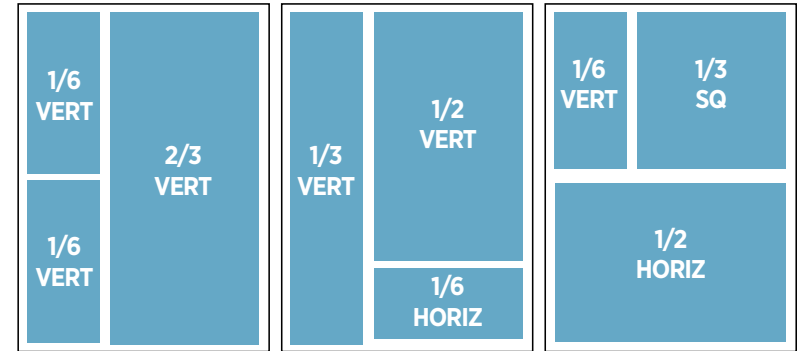
MECHANICAL REQUIREMENTS

Printing Process:
Web Offset

Binding Method: Perfect

Trim Size: 8.125 x 10.875

All Bleeds must extend 1/8"
(0.125") beyond the trim



ELECTRONIC FILES All photography, media assets and illustrations must be provided digitally at no less than 300ppi.

THE PUBLISHER IS NOT RESPONSIBLE FOR THE COLOR QUALITY OF INCORRECTLY PRODUCED FILES.

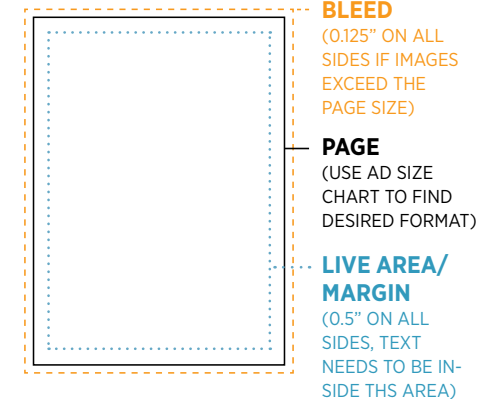
AD CREATION We accept high-resolution jpg and png files for images; MP4 files for video assets. Design files may be collected as application files provided in a Macintosh format utilizing the following: Adobe InDesign, Adobe Illustrator, or Adobe Photoshop. Presentation software such as Microsoft Power Point is not usable and will not be accepted.

If there are fonts in the Design Files, Open Type fonts are recommended. All art must be provided at 300 ppi; line art at 600-1200ppi. Use the "package" function in InDesign to gather placed images and fonts. Please provide files via FTP or email.

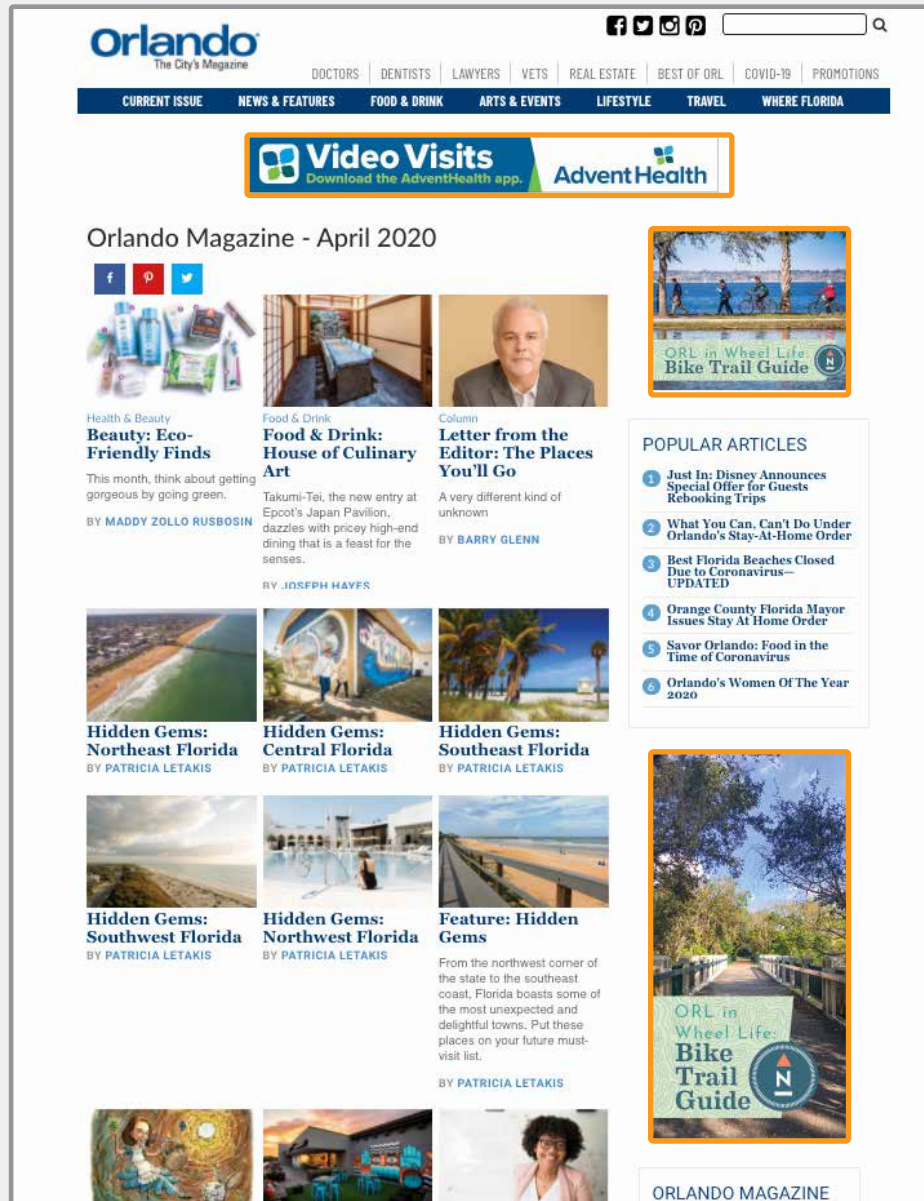
CANCELLATION POLICY Ad cancellation or moving of insertions requires written notice, submitted 10 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided, ad cancellations and change orders will not be honored and the advertiser will be responsible for full payment as stated on the original contract.

DOUBLE CHECK YOUR FILES

Make sure to check the files before submitting.
Common mistakes are wrong sizes, formats, and resolution.



All materials due by 5pm EST Eastern Standard Time on ad materials due date.



DISPLAY ADS



212,500+
pageviews
per month

Reach up to 200k+ readers on *OrlandoMagazine.com* each month who are actively searching for Central Florida focused information, products and services.

DETAILS

Banner ads run monthly throughout *Orlando-Magazine.com* and rotate with a maximum of four other ads in specified positions.

LEADERBOARD
728x90

\$750 MONTH

**HALF
PAGE**
300x600

**\$750
MONTH**

ISLAND
300x250

**\$750
MONTH**

SPONSORED ARTICLE

EDUCATE READERS ON YOUR RELEVANCE. Give them an in-depth look into what you want to share on our website.

DETAILS

- ▶ One online story with provided content approved by *Orlando* magazine
- ▶ Minimum one week placement on Home Page
- ▶ Social Media Flight linking to Sponsored Article

SPONSORED ARTICLE PACKAGE

\$1,450

The screenshot shows the Orlando Magazine website with a navigation bar at the top. The main content area features a large article titled "Health Hub: Knowledge Is Power" with a sub-headline "When it comes to Colon Cancer, you can't be too careful." and a date "March 6, 2020 by AdventHealth". The article includes a photo of a couple looking at a laptop and a quote: "COLON CANCER. KNOWLEDGE IS POWER." Below the article, there are three smaller images: "Health Hub: Knowledge Is Power", "Orlando Restaurants That Deliver", and "Real Workouts in the V World". To the right of the article, there is a sidebar with "ORLANDO MAGAZINE" links (Current Issue, Archive, Subscribe, Donate, Gift Subscriptions, Order Back Issues, Digital Subscription, Change Address) and a "NEWSLETTER" sign-up form.



SOCIAL MEDIA FLIGHT

Your brand will have the opportunity to engage with *Orlando* magazine's loyal social media following on Twitter, Instagram and Facebook to promote your products and current initiatives.

DETAILS



TWITTER @ORLANDOMAG
56,200+ FOLLOWERS



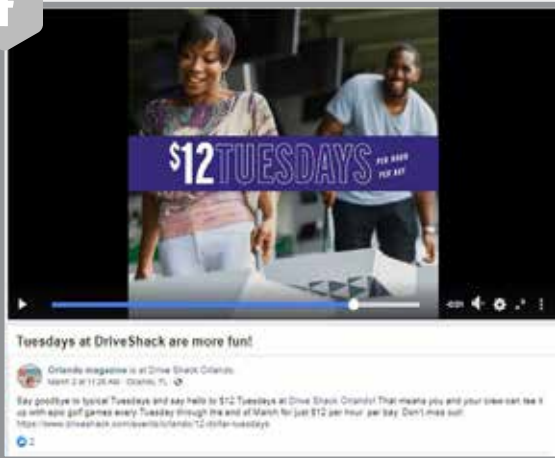
INSTAGRAM @ORLANDOMAG
32,800+ FOLLOWERS



FACEBOOK @ORLANDOMAGAZINE
25,795+ FOLLOWERS
21,170+ LIKES

Social Media Flight includes one post on each platform.

\$500
PER FLIGHT





The Movers Orlando Trusts.

(We recently moved our office in Downtown Orlando. OMC made it easy!)



Orlando Moving Company

From a business that started in 2015 with \$100 and some tires, Orlando Moving Co. has grown into a hometown enterprise known for its highly efficient, reasonably priced, customer-focused service.

Having moved more than 5,000 residential and commercial customers and earned glowing reviews, Orlando Moving Co. is living up to founder Trey Simpson's philosophy of serving clients "with a spirit of excellence."

[Read More](#)



Free Quote

Get a **FREE** quote today for your residential and commercial moving needs. [Access your free quote now!](#)

Available 24/7

"Our platform is digital so customers can always reach us," Simpson says. "We keep in touch with customers via email and text. [Keep Reading](#)



SPONSORED E-NEWSLETTER



38,000+
in email list

Deliver your content, promotion or special offer directly to the inboxes of a highly engaged and loyal niche audience. Subscribers are informed on the region's best restaurants, current events, trends, culture, and more, when they are most likely to engage through STO.

DETAILS

E-Newsletters can be delivered any available day; encouraged to include a special incentive for subscribers and strong CTA.

\$1,200
PER DEPLOYMENT



ADCELLERANT PARTNERSHIP



Orlando Magazine has joined forces with a national leader in digital advertising, Adcellerant. Through this partnership we have expanded our network to offer you access to new and targeted audiences using cutting-edge technology. Customize your campaigns with a wide range of digital services- everything from pre-roll, and display ads to device id, putting your message in front of customers seeking information about your business or service.

Product	Starting Rates
Targeted Display Campaign	\$500
Geo Fencing Campaigns with Device Targeting	\$600
Targeted Email Campaigns	\$650
Local Search Engine Optimization	\$200
Organic Search Engine Optimization	\$1500
Pre-Roll Video	\$860
Streaming and Connected TV	\$1800
YouTube	\$200
Streaming Audio	\$1600
Facebook	\$1500
Affordable Website Builds	\$560

ASK US FOR A CUSTOMIZED PROPOSAL!



DIGITAL

DEVICE ID TARGETING & MICROPROXIMITY DISPLAY CAMPAIGNS

Every mobile phone has a unique device ID number that is anonymously associated with the carrier of the device. Device ID Targeting and Geo Fencing takes advantage of that by monitoring the location information associated with each device (demographic data, visitor frequency, household income and more).

Target specific devices within the Orlando-area and beyond.

VISITOR TARGETING

Reach consumers who have visited target locations in the past (sporting events, trade-shows, shopping centers, car dealerships, etc.), regardless of where they are now.

CONQUEST VISITOR TARGETING

Reach consumers who have visited competitor locations in the past, regardless of where they are now.

HOME ADDRESS IDENTIFICATION & REVERSE APPEND

Link device IDs to home address, and vice versa.

HOUSEHOLD EXTENSION & LOOKALIKE TARGETING

Expanded audience segments that include other devices in the household and/or audience members with the same demographic and behavioral attributes.

MICROPROXIMITY TARGETING

This *real-time*, hyper-local geo-targeting allows you to serve ads to a target audience while they are at a specific location (university, live event, shopping center) on a specific day, date or date range.

Minimum campaign impressions per month: 40,000

\$15-\$17 CPM (based on targeting preferences)

Ad Units
970x250
728x90
320x50
300x250
300x600

Specs
▶ Supported Ad Types: JPG, PNG, GIF, MPEG4
▶ Resolution: 72 dpi
▶ Max File Size: Static: 40KB; GIF: 1MB
▶ Click URL

AD SIZES CHART

Web Ad Type	Dimension (in pixels)
Leaderboard	728x90
Island	300x250
Half Page	300x600

e-Newsletter Ad Type	Dimension (in pixels)
Position 1	728x90
Position 2	575x150
Position 3	300x600

Accepted Ad Formats	Max File Size	Resolution
JPG, GIF, Animated GIF*	60kb	72 ppi/RGB

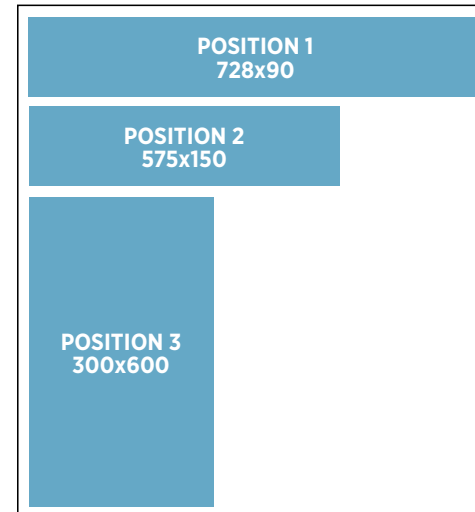
*only for website ads

Social Outlet	Media	Size
Facebook	Image	1200x630
	Video	1200x675; max 60 sec
Twitter	Image	440x220
	Video	440x200; max 60 sec
Instagram	Image	1080x1080
	Video	1080x1080; max 60 sec

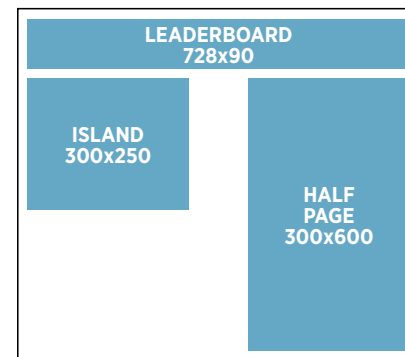
Accepted Social Media	Format
Images	JPG, PNG
Video	MP4

DIGITAL SPECS

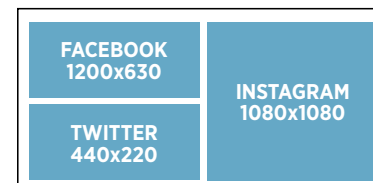
E-NEWSLETTER AD SIZES



WEBSITE AD SIZES



SOCIAL AD SIZES



MATERIAL REQUIREMENTS FOR DIGITAL PRODUCTS

BANNER ADS:

- ▶ URL Link

FLASH-BASED BANNER ADS:

- ▶ URL Link
- ▶ Back-up gif or jpg
- ▶ Macromedia Flash 7 compatible SWF file.
- ▶ Animations should be no longer than 15 seconds.
- ▶ Frame rate should be no more than 18 frames per second.
- ▶ The SWF file, which is the compiled file from an original Flash authored file, must be prepared to receive click-through parameters.

E-NEWSLETTER ADS:

- ▶ URL Link

SPONSORED E-NEWSLETTERS:

- ▶ Postcard Version
 - ▶ URL Link
 - ▶ Subject Line (75 characters or less)
 - ▶ Main Image 600 x 800 or 800 x 1000
- ▶ Expanded Version
 - ▶ URL Link
 - ▶ Subject Line (75 characters or less)
 - ▶ Body Copy (75 words or less)
 - ▶ Main Image 640 x 300
 - ▶ Secondary Image 430 x 285
 - ▶ Secondary Copy (50 words or less)
 - ▶ Right Rail Image (160 px wide)
 - ▶ Right Rail Copy (15 words or less)
 - ▶ Logo (300 px wide)

AD SIZES CHART

Ad Sizes (inches)	Width	Height
Spread (with bleed)	16.5	11.125
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SPECS

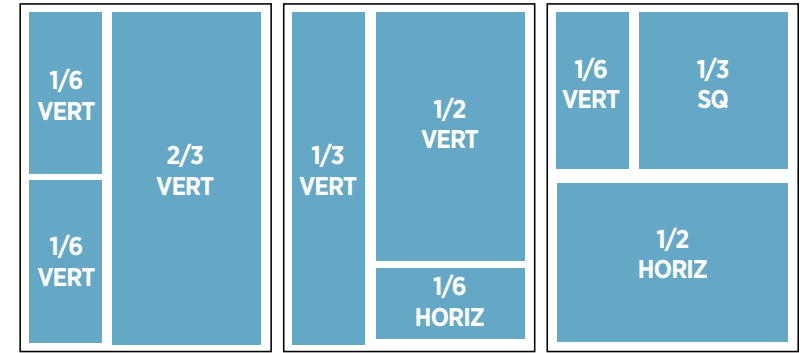
MECHANICAL REQUIREMENTS

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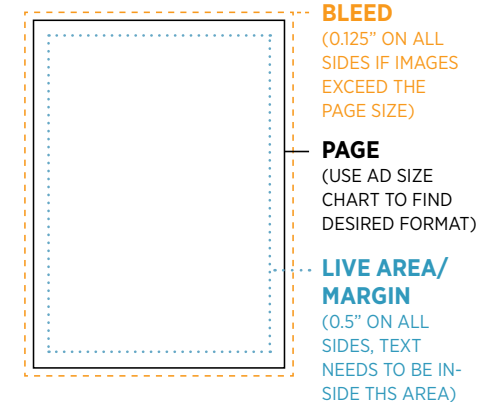
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