

FOLIO MEDIA HOUSE

REACH THE RIGHT CONSUMERS & INCREASE YOUR SALES

EVERY WEEK, ACTIVE AND AFFLUENT READERS LOOK TO FOLIO MEDIA HOUSE PUBLICATIONS for news, commentary and cultural information. Our advertisers find we offer efficient, cost-effective solutions for reaching the best consumers in Florida's Duval, St. Johns, Clay and Nassau counties and Georgia's Camden county. Our account managers understand that audience better than anyone else, and will help you design effective advertising campaigns that tell your story and get results!



FOLIO WEEKLY MAGAZINE (FWM) 700+ FREE RACK LOCATIONS TABLOID SIZE • NEWSPRINT WEEKLY (52 ISSUES PER YEAR)

For nearly 30 years, our award-winning content has informed and inspired readers from Kings Bay to Matanzas Bay. With thoughtful commentary on the area's arts and culture and in-depth coverage of local political and social issues, the in-the-know and on-the-go locals of N.E. FL and S.E. GA trust FOLIO to keep them in the loop on the events and stories that affect their lives.



FOLIO SAVINGS MONTHLY (FSM) LOCALLY-DRIVEN SAVINGS & COUPONS BOOKLET SIZE • PREMIUM PAPER MONTHLY (12 ISSUES PER YEAR)

Now more than ever, business success depends on the smart consumers who drive the market. Take advantage of the FOLIO brand to get your marketing message in front of the decision-makers searching for the best deals on the local goods and services they need.



GO FOLIO WEEKLY (GFW) TOURIST INFO FOR HOTELS & INNS BOOKLET SIZE • PREMIUM PAPER WEEKLY (52 ISSUES PER YEAR)

Visitors to N.E. FL and S.E. GA want to know where to go and what to do during their stay. As the area's undisputed leader in knowing the best and hottest options for dining, culture, nightlife and family entertainment, we make it easy for tourists and business travellers to find the perfect spot to spend their vacation dollars with *GO Folio Weekly*.

LET THE FOLIO MEDIA HOUSE AUDIENCE KNOW ABOUT YOUR BUSINESS

DEMOGRAPHIC PROFILE

FOLIO WEEKLY MAGAZINE's readers are today's educated, affluent consumers who are concentrated in professional/managerial occupations. They can afford the things they want. Our demographics clearly illustrate that we have the audience worth reaching.

- One-issue readership: **95,912**
- Campaign readership: **220,047**
- Distribution: **20,000 weekly**
- Mean age: **47.2 years**
- Average household income: **\$77,505**
- Attended college: **62.2%**
- **57.1%** readers own their own home
- **54% Female - 46% Male**
- **76.9% White - 18.5% Black - 4.6% other**

SPACE DEADLINES

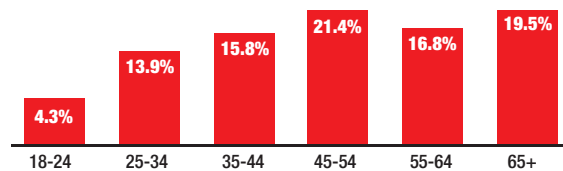
Folio Weekly Magazine and *GO Folio Weekly* are delivered every Wednesday; *Folio Savings Monthly* is inserted into *Folio Weekly* the last Wednesday of each month. Space and make-ready copy deadline is Wednesday at 5 p.m. Camera-ready deadline is Monday at noon. Specialty issues may have early deadlines.

Frequency discounts apply only if the agreement is completed according to terms and within time periods specified. Failure to complete the agreement will result in a short rate back to the open rate for all ads published. Advertiser purchases right of publication only. Rates are subject to change at any time during the term of the contract at the publisher's discretion. Additional terms are described on the insertion discount plan.

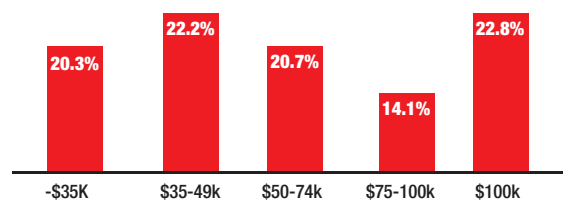
CAMERA-READY AD SUBMISSIONS

All ads must be submitted in digital format only. Acceptable formats are PDF, EPS, TIFF and JPEG. All ads must be at least 300 dpi. Black-and-white ads must be 600 dpi PDFs. Camera-ready ad submission deadline is at noon on the Monday before the Wednesday publication. Please e-mail your Ad to design@folioweekly.com and copy

AGE OF FOLIO WEEKLY MAGAZINE READERS



HOUSEHOLD INCOME OF FOLIO WEEKLY MAGAZINE READERS



Source: Scarborough

FOLIO MEDIA HOUSE

FOLIO
WEEKLY MAGAZINE

FOLIO
SAVINGS
MONTHLY

go
FOLIO
WEEKLY



ISSUE DATES AND SPECIALTY ISSUES

Every week, *Folio Weekly Magazine* reaches out to consumers across Northeast Florida. We publish numerous specialty issues that offer even more opportunities to grow your business.

Specialty issue	Specialty issue
WEDNESDAY DELIVERY	
2016	2017
<ul style="list-style-type: none"> □ JULY 6 □ JULY 13 □ JULY 20 □ JULY 27 (Folio Savings Monthly) □ AUG. 3 Bite by Bite By Cuisine □ AUG. 10 Bite by Bite 2 □ AUG. 17 □ AUG. 24 BOJ Voting Ends Aug. 19 □ AUG. 31 (FSM) Fall Arts Preview (Visual) Labor Day September 5 □ SEPT. 7 Fall Arts Preview (Performing) □ SEPT. 14 Jax Beer Week □ SEPT. 21 Best of Jax I Winners □ SEPT. 28 (FSM) Best of Jax II Winners □ OCT. 5 □ OCT. 12 □ OCT. 19 □ OCT. 26 (FSM) Halloween Oct. 31 □ NOV. 2 □ NOV. 9 Holiday Gift Guide □ NOV. 16 Thanksgiving Nov. 24 □ NOV. 23 □ NOV. 30 (Folio Savings Monthly) □ DEC. 7 □ DEC. 14 Last Minute Gift Guide □ DEC. 21 DRINK Christmas Dec. 25 □ DEC. 28 (FSM) DRINK 	<ul style="list-style-type: none"> □ JAN. 4 New Year's Resolutions □ JAN. 11 □ JAN. 18 □ JAN. 25 (Folio Savings Monthly) □ FEB. 1 □ FEB. 8 □ FEB. 15 President's Day February 20 □ FEB. 22 (Folio Savings Monthly) □ MAR. 1 □ MAR. 8 St. Patrick's Day March 17 □ MAR. 15 □ MAR. 22 Bite by Bite by Neighborhood □ MAR. 29 (FSM) Bite by Bite 2 □ APR. 5 Folio Weekly's 30th Anniversary □ APR. 12 Easter Sunday April 16 □ APR. 19 Kids Directory □ APR. 26 (Folio Savings Monthly) □ MAY 3 □ MAY 10 Mother's Day May 14 □ MAY 17 Memorial Day May 29 □ MAY 24 Ultimate Summer Guide □ MAY 31 (Folio Savings Monthly) □ JUNE 7 Pet Lovers □ JUNE 14 Father's Day June 18 □ JUNE 21 □ JUNE 28 (FSM) GO Native! Independence Day July 4

NORTHEAST FLORIDA'S INDEPENDENT VOICE SINCE 1987

FOLIO

W E E K L Y M A G A Z I N E



DISPLAY ADVERTISING

Price per Advertisement (gross)

Rate Card 51	52 ADS In 13 mos.	26 ADS In 12 mos.	12 ADS In 6 mos.	6 ADS In 3 mos.	Open
Advertorial	3	2	1		
1/32 Page	50	85	100	110	120
1/16 T : 1/4 B	150	155	190	215	235
1/8 T : 1/2 B	275	285	350	375	435
3/16 Page	385	425	495	540	645
1/4 T : Full B	495	525	670	715	850
3/8 Page	595	695	935	1030	1215
1/2 T : CS B (H only)	895	950	1260	1370	1615
9/16 Page	995	1050	1340	1480	1750
3/4 Page	1495	1695	1785	1880	2300
Full Page	1765	1875	2280	2485	2645
Center Spread	1995	2100	3900	4300	5140

BANNER ADVERTISING

Price per Advertisement including color (gross)

Super Banner**	550	575	685	750	900
Banner	460	495	550	605	730

**Size only available on Backboard

SPINE BANNER (text only)	\$295
FRONT PAGE BANNER	\$1,595
FRONT PAGE STICKER	\$995 (net)

15% OFF
FOR CAMERA READY
OR PICK UP WITH NO CHANGE

10% OFF FOR B&W

5% OFF FOR PREPAY

50% OFF
FOR CLASSIFIED
DISPLAY
FREQUENCY DISCOUNTS
FOR CONSECUTIVE
INSERTIONS

PREPRINTED INSERTS
(\$600 minimum) \$35 cpm

PRINT & DELIVER INSERTS
(\$1000 minimum) \$125 cpm

COVER BUTTON: \$300

ZONES

1. Amelia Island - Yulee - Northside - Fernandina:
2. Arlington - Southside - Mandarin:
3. Beaches - Ponte Vedra - Mayport:
4. Orange Park - Westside:
5. St. Augustine - St. Augustine Beach:
6. Avondale - Riverside - San Marco - Downtown:
1/8th page minimum

DIGITAL RATES

70,000 Page Views Per Month

30,000 Users Per Month

www.folioweekly.com

Cost Per Month (Net)

Medium Rectangle **\$100 mo**
Leaderboard **\$100 mo**

INSTAGRAM

Instagram: **\$100/Post**

F-BOMB BLASTS

\$100 mo. - \$25 wk

FACEBOOK

Boosted Post: **\$125 ea.**



MOBILE APP

Mobile App Advertising
Starting at **\$50 wk**

SAVINGS

80%

65%

80%

80%

80%

65%

ADVERTISING SPECS

AD SIZES



Size	Width	Depth
Center Spread	21"	x 13"
Full Page	10"	x 13"
3/4 Page (horizontal)	10"	x 9.75"
3/4 Page (vertical)	7.375"	x 13"
Junior Page	7.375"	x 9.75"
1/2 Page (horizontal)	10"	x 6.375"
1/2 Page (vertical)	4.875"	x 13"
3/8 Page (horizontal)	7.375"	x 6.375"
3/8 Page (vertical)	4.875"	x 9.75"
1/4 Page (horizontal)	4.875"	x 6.375"
1/4 Page (vertical)	2.375"	x 13"
Banner ad	10"	x 2"
Spine Banner	13"	x 0.5"
Super Banner ad	10"	x 3.875"
3/16 Page (vertical)	2.375"	x 9.75"
1/8 Page (horizontal)	4.875"	x 3.125"
1/8 Page (vertical)	2.375"	x 6.375"
1/16 Page (horizontal)	4.875"	x 1.5"
1/16 Page (vertical)	2.375"	x 3.125"
1/32 Page	2.375"	x 1.5"

* **Bold type** indicates sizes available in Buy-Local Zones.

* **Shaded areas** indicate Booklet-Ready ad sizes.

WEB AD SIZES

Medium Rectangle 300 pixels x 250 pixels
Leaderboard 728 pixels x 90 pixels