



# The Seaside Times®

Now online at [theseasidetimes.com](http://theseasidetimes.com)



*The Seaside Times* is a bi-monthly publication, publishing around 10,000 copies per issue with an average readership of 25,000 per issue. Our high standards of print quality and editorial content encourage readers to keep the issue on their coffee table, use it as vacation memento or pass it on to a friend.

Our readers are mainly locals who live around 30A and visitors who drive from Birmingham, Atlanta, Montgomery and smaller cities in Alabama and Georgia. We also have a subscription list that includes readers from all over the country. Our readers tend to be in the income range well above \$100,000 per year, and they either own a second home along 30A or make frequent visits to Seaside by renting a cottage.

*The Seaside Times* is distributed all throughout Seaside, plus many locations that span from Destin to the east point of Scenic 30A, including WaterColor, Alys Beach and Rosemary Beach, the Walton County Chamber of Commerce, Walton County Tourist Development Council, Publix at Grand Boulevard, and many restaurants and coffee shops.

Guests who rent a Seaside cottage through one of Seaside's four partner rental agencies are given a copy of the current issue in their welcome bag. There are three newspaper bins on site in Seaside, and multiple copies are placed in Amavida Coffee, Beach Ready Spa, and some other stores in Seaside.

## Our editorial calendar includes the following columns and pages:

Urban Design	Tennis	Calendar of Events
Food	Farmers Market	The Seaside Style (products in Seaside stores)
Wine	The Seaside Institute	What's New in Seaside

## 2017 Deadlines

	Publication Dates	Press Dates	Ads due
Jan/Feb	Dec. 31	Dec. 23	Dec. 1
March/April	March 1	Feb. 23	Feb. 5
May/June	May 1	April 23	April 5
July/Aug	July 1	June 23	June 5
Sept/Oct	Sept. 1	Aug. 23	Aug. 5
Nov/Dec	Nov. 1	Oct. 23	Oct. 5

## Advertising Rates for 2017

	STANDARD RATE	DISCOUNTED RATE*
FULL PAGE BACK COVER 9.9" wide x 20" tall		
FULL PAGE INSIDE 9.9" wide x 19.25" tall		
HALF PAGE 9.9" wide x 9.3" tall		
QUARTER PAGE 4.8" wide x 9.3" tall		
FRIENDS OF SEASIDE 2.35" wide x 4.5" tall		

For the latest rates, contact  
Wendy Dixon at  
[editor@theseasidetimes.com](mailto:editor@theseasidetimes.com)  
or (850) 387-6822.

\*Discount for a year's placement: 20% off for a 6x schedule for 2014.

## Placement

Premium or guaranteed placement additional 25% when available (quarter page and larger).

All ads must be sent camera ready as either a PDF or JPG. Please convert all black ink to "black for newsprint" or use a pure black (not a mixture of colors).

Please email ads to Wendy Dixon at [editor@theseasidetimes.com](mailto:editor@theseasidetimes.com).

## Social Media

*The Seaside Times* recently redesigned its website ([www.theseasidetimes.com](http://www.theseasidetimes.com)) and we're building the Facebook page and appreciate you liking us at *The Seaside Times*.

