

LOGAN MARTIN & NEELY HENRY

LakeLife

MARCH & APRIL 2023

24/7



Alpine Bay

Reviving
a legendary
golf course

Rising Waters

With a two-foot head
start, lake levels on
the rise in April

First Friday

Gadsden's
great outdoor
event
returns

2024 MEDIA KIT

Your #1 Advertising Source for
Logan Martin & Neely Henry Lakes Region

LakeLife

MAGAZINE 24/7®



about our magazine

From the creators of *Discover*, *The Essence of St. Clair*, comes more than a magazine. *LakeLife 24/7*® is a true, multimedia experience for readers and advertisers alike.

In addition to this high-quality publication you'll be proud to display on your coffee table, award-winning writers bring you the stories you'll savor for a long time to come.

Beautiful photography, stunning video, digital advertising, digital page turner, web extras, social media promotion and electronic newsletters capture life along our lakes as no other can.

Comprehensive. Compelling. Connected.
That's *LakeLife 24/7 Magazine!*

delivers... by the numbers

LakeLife 24/7 Magazine® is published 6 times per year, giving your advertising at least a **2-month shelf life**. Statistics confirm magazine readership grows long after publication date.

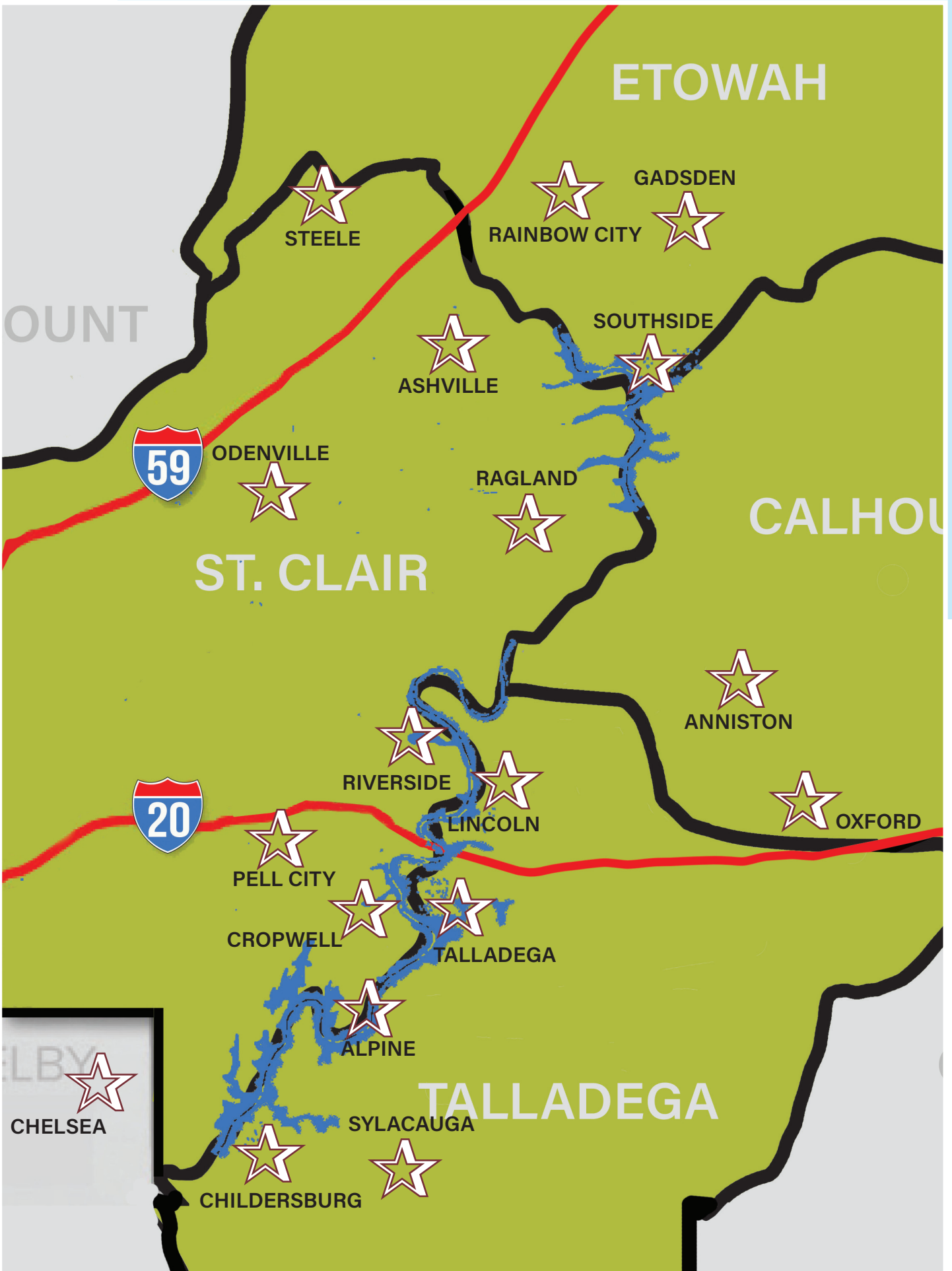
99% of advertisers in 2023 *LakeLife 24/7 Magazine*® ran ads in **2 or more issues** per year, demonstrating a high advertiser satisfaction return rate and return on investment.

LakeLife 24/7 Magazine® distributes **6,000* high quality, full color magazines** each issue in high traffic areas throughout St. Clair, Etowah, Talladega and Calhoun counties as well as through the mail.

Our online site's **digital edition** of the magazine and website generate an additional average of **3,000 views** per issue.

LakeLife 24/7 Magazine® **Facebook following** is approximately 1,600. **Average Facebook Reach** is over 6000.

LakeLife247Magazine.com



Premium Ads 6-Issue Contract

BACK COVER	\$1005
INSIDE COVER	\$927
INSIDE BACK COVER	\$927
PAGE 3	\$927
ACROSS FROM INDEX	\$927
2-PAGE CENTERSPREAD	\$1,210

Includes digital ads on home page of LakeLife247Magazine.com, digital ads in monthly email newsletter and linkable ads in digital publication

Run of Magazine 1 Issue 2 Issues 3 Issues 4 Issues 5-6 Issues

FULL	\$775	\$735	\$695	\$591	\$562	Includes digital ads throughout LakeLife247Magazine.com. Includes linkable ads in digital edition
HALF	\$465	\$440	\$417	\$394	\$374	
THIRD	\$387	\$376	\$348	\$328	\$312	
QUARTER	\$305	\$290	\$273	\$258	\$245	
EIGHTH	\$200	\$191	\$181	\$171	\$162	

Business Directory & Taste of LakeLife Restaurants

BUSINESS CARD \$75 per issue

Social Media Video Messaging

6-issue contract Single Issue
\$200 per issue \$250

60-second video message for your overall business, specific sales, services, etc. Produced and disseminated for you by LakeLife 24/7 Magazine® and available to you for your personal use.

Business-Produced Video

ON MAGAZINE WEBSITE 6-issue contract
\$100 per issue

Have your own video ad? We'll post it on our website corresponding to each issue of the magazine. Can be changed multiple times during contract period. Featured on LakeLife247magazine.com.

Lakelife 24/7-Produced Video Ad

COST \$1,750 per finished minute

Housed on magazine site, unlimited customer use

A PRODUCT OF

PBD | Partners by DESIGN

A MULTIMEDIA MARKETING FIRM

- Magazines • Advertising • Graphic Design
- Websites • Communications

1911 Cogswell Avenue Pell City, AL 35125

(205) 335-0281

PartnersMultimedia.com

2024 Deadlines

PUBLISHED 6 TIMES A YEAR

2024

Distribution Content Deadline

January 4 December 1

March 7 February 1

May 2 April 1

July 2 June 1

September 5 August 1

November 7 October 1

Ad Sizes:

Full Page: 8" x 9.75", bleed available

Half Page Vertical: 3.916" x 9.75"

Half Page Horizontal: 8" x 4.775"

Third Page Vertical: 2.55" x 9.75"

Quarter Page: 3.916" x 4.775"

Eighth Page: 3.916" x 2.295"

SALES

Carol Pappas

cpappas@partnersmultimedia.com

Cell 205-335-0281

Dale Halpin

dhalpin@partnersmultimedia.com

Cell 256-493-0210

Monty Hatch

hatchmarketingsolutions1@gmail.com

Cell 719-213-4425

Credit Cards
Accepted:

