

EMERALD COAST WOMAN

2026 Media Kit

Her coast. Her story. Her magazine.

She's been here all along — now she has the pages to prove it.



A Letter from the Founder

When we set out to build *Emerald Coast Woman*, we weren't looking to add another glossy to the rack. We were looking for the magazine we couldn't find. The one that reads like a long letter from a friend who knows this coast by name. Who knows the boutique owners and the boat captains, the gallery directors and the goat farmers. Who knows that the women shaping the Panhandle deserve a publication that treats them like the cultural force they are.

ECW is that magazine. Woman-owned, woman-led, and rooted in the towns we serve from Pensacola to Apalachicola. Every issue is built around a single editorial promise: stories first, integrity always, and never pay-to-play.

After more than 20 years working in marketing, digital design, publishing, and editorial leadership, I've learned that publications earn trust one story at a time. That experience has shaped every decision behind *Emerald Coast Woman*, from our editorial standards to the way we serve both our readers and our advertising partners.

Editorial and advertising are kept independent at ECW. Our partners pay for premium placement and the reach we deliver, and they earn the trust of an audience that knows the difference. Our editorial is chosen by our editors, on the strength of the story alone. Both have a home in these pages, and the line between them never moves.

This media kit outlines how we invite a small circle of foundational partners to share in that promise. We'd love for you to be one of them.

With gratitude,

Nicole Thompson

Founder & Publisher, *Emerald Coast Woman*

Publisher, Saltgrass Publishing

About the Publication

Launch	July 2026
Frequency	Monthly
Coverage	Florida's Emerald Coast, Pensacola to Apalachicola
Audience	Women across the Panhandle: entrepreneurs, creatives, professionals, mothers, makers, and the businesses that serve them
Editorial Promise	No pay-to-play. Editorial integrity is non-negotiable.
Format	Premium print, integrated digital, active social
Publisher	Saltgrass Publishing, a woman-owned independent press

A Note on Our Launch

We are targeting July 1, 2026, for the debut of *Emerald Coast Woman*. As we celebrate the beginning of America's 250th birthday year, we view this launch as an opportunity to introduce the magazine through a digital "soft opening" that allows us to begin building our audience, establishing our presence, and sharing meaningful content with readers from day one. Depending on production timing and initial investment levels, the first issue — and possibly the second — may publish as a digital-only edition before we transition into print.

Once we release our first printed issue, we will return to any earlier digital editions and produce a special print run of each, ensuring every Founding 15 Partner's placement appears in print exactly as promised. This approach allows us to launch thoughtfully while maintaining our commitment to delivering the full value and visibility included in the Founding 15 Partnership.

The Founding 15 Partners

The Founding 15 Partners program is an exclusive, omni-channel partnership reserved for the first fifteen businesses to commit to ECW. It is built for the partners who believed in us first, and it rewards them with permanent recognition, premium placement, and rates that will never be offered again.

The Lifetime Promise

The launch-day rate is locked for the life of the business. As ECW scales (as our distribution grows, our print run expands, and our standard rates rise), a Founding 15 Partner's rate will never go up.

The Strict Clause: Continuous Enrollment

This rate is tied to active, uninterrupted enrollment. A missed payment, a failed billing cycle, or a lapsed multi-month renewal will result in immediate, permanent forfeiture. The slot will open to the waitlist at current market rates, and the legacy rate cannot be recovered. We hold this line because the Founding 15 Partners program is, by definition, a one-time invitation.

The Founding 15 Partners Bundle

All bundle inclusions are guaranteed for the life of the partnership, subject to the Continuity & Forfeiture terms below.

Print

One full-page advertisement in every issue.

Partners are divided into three rotation blocks (A, B, and C) of five. Each block cycles sequentially through premium Front-of-Book positions, High-Impact Mid-Book Feature Wells, and High-Read Back-of-Book placements facing core sections and columns. Every Founding 15 Partner is guaranteed premium editorial adjacency in every issue, with positions rotating annually.

Digital

A permanent, high-impact digital banner within our Site-Wide Content Network.

Banners rotate dynamically across high-traffic digital articles, regional guides, and category pages for constant exposure.

Social

One dedicated Partner Spotlight feature post per month, plus two dedicated story inclusions and tags monthly across active channels.

VIP & Event Perks

- Permanent legacy recognition in the masthead as a *Founding 15 Partner* for the life of the publication.
- Ten complimentary copies of every issue, delivered to the partner’s business.
- Exclusive shared marketing collateral placement (business cards, flyers, menus) at the official ECW vendor table during community events, expos, and launch parties throughout the year.

 Founding 15 Partners Payment Options

The Founding 15 Partner investment is **\$8,220 per year** — locked for the life of the partnership, and a 50% discount against the rate-card aggregate value of the partnership bundle (\$16,440 annually).

Partners choose how often to be billed within that annual commitment. Bi-annual and annual cadences may also be paid in full at signing, which unlocks an additional discount on the period.

Billing Cadence	Investment
Monthly	\$685 / month · \$8,220 / year
Bi-Annual	\$4,110 / 6-month installment · \$8,220 / year
Annual	\$8,220 / year
Bi-Annual paid upfront	\$3,905 / installment · \$7,810 / year (5% savings)
Annual paid upfront	\$7,400 / year (10% savings)

The First-and-Last Deposit

Every plan begins with a first-and-last payment held as security at signing. The deposit:

- Secures your Founding 15 Partner status from the moment you sign.
- Holds your final billing period in reserve, ensuring no outstanding balance whenever the partnership concludes.
- Provides a built-in cushion that helps safeguard your lifetime rate against accidental billing interruptions.



Print Advertising Rate Card

All print rates are billed per issue. Frequency commitments unlock significant savings.

Standard & Editorial Positions

Placement	1x	6x	12x
Full Page	\$1,250	\$1,060	\$875
2/3 Page	\$945	\$800	\$660
1/2 Page (Horizontal or Vertical)	\$745	\$630	\$520
Edge Ad / 1/3 Page Vertical	\$605	\$515	\$420
1/4 Page	\$440	\$370	\$310
Next to TOC / Publisher / Editor	\$1,350	\$1,145	\$945
Editorial Page (facing core content)	\$1,285	\$1,090	\$900

Premium Covers & Spreads

Cover positions are limited inventory. A minimum 6x or 12x commitment is required for cover placement.

Placement	1x	6x	12x
1st Page Spread	\$2,670	\$2,265	\$1,870
2nd Spread in Front	\$2,430	\$2,070	\$1,705
3rd Spread in Front	\$2,295	\$1,950	\$1,610
Double Page Spread	\$2,160	\$1,840	\$1,515
Inside Front Cover + Page 3 Spread	—	\$2,295	\$1,960
Inside Front Cover (Page 2)	—	\$1,320	\$1,115

Placement	1x	6x	12x
Page 3 (facing Inside Front)	—	\$1,250	\$1,045
Inside Back Cover	—	\$1,180	\$980
Back Cover	—	\$1,555	\$1,320

Digital Advertising Rate Card

All digital placements billed monthly unless otherwise noted.

Web Banner Network

Placement	1x	6x	12x
Pushdown / Top Ad Pushdown	\$575	\$485	\$400
Wallpaper (Site Background)	\$505	\$430	\$355
Expandable Ad	\$405	\$345	\$285
Sidekick Ad	\$370	\$315	\$260
Header / Leaderboard	\$340	\$285	\$235
Half Page Monster (300 x 600)	\$305	\$255	\$215
Feature Gallery	\$270	\$230	\$190
Scrolling Marquee	\$235	\$200	\$165
Homepage Sidebar	\$235	\$200	\$165
Medium Rectangle (300 x 250)	\$205	\$170	\$140
Footer Ad	\$170	\$140	\$120

Content, Email & Video

Product	Rate
Digital Sponsored Article / Blog Feature	\$340 per published entry

Product	Rate
E-Newsletter Banner (single blast)	\$135
E-Newsletter Banner (6x bundle)	\$710
E-Newsletter Banner (12x bundle)	\$1,285
YouTube Spot (4-month run)	\$305 / month
YouTube Spot (8-month run)	\$255 / month



Social Media & Spotlight Rate Card

À La Carte Posts

Placement	1x	6x	12x
Instagram Post	\$135	\$115	\$95
LinkedIn Post	\$120	\$100	\$80
Facebook Post	\$100	\$85	\$70
Pinterest Post	\$70	\$55	\$45
Twitter (X) Post	\$50	\$40	\$35

Editorial & Business Spotlights

Project Spotlight \$270 (1x) | \$230 (6x) | \$190 (12x)

A deep-dive, behind-the-scenes showcase highlighting a prominent local build, interior design project, development, or business milestone.

Vendor Highlight \$170 (1x) | \$140 (6x) | \$120 (12x)

A dedicated multi-image carousel post or structured short-form video reel, shared across all active social channels.

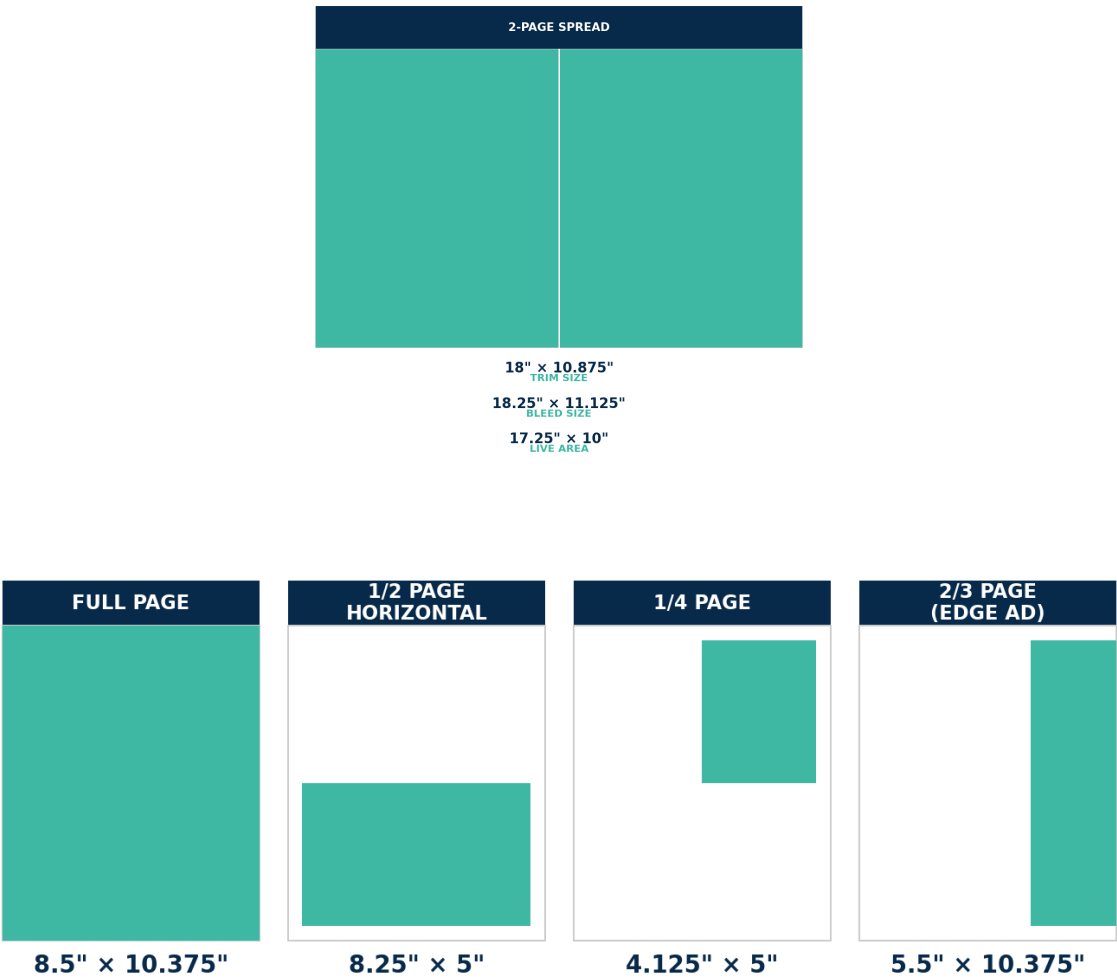
Vendor Shoutout \$50 (1x) | \$40 (6x) | \$35 (12x)

A quick, engaging social story mention, layout tag, or brief event capture shoutout.

Print Ad Sizes

High-impact placements. Beautiful results.

Emerald Coast Woman connects sophisticated women and local businesses through trusted stories and elevated design.



FULL PAGE ◆ Make a bold statement with a full-page ad that commands attention and delivers your message with impact.	2-PAGE SPREAD ◆ Our most expansive placement — ideal for immersive storytelling, showcasing your brand across a powerful, uninterrupted canvas.	1/2 PAGE HORIZONTAL ◆ A perfect balance of visibility and value — ideal for building brand awareness with refined simplicity.	1/4 PAGE ◆ A smart choice for targeted messaging and promotions that fit your goals and budget.	2/3 PAGE (EDGE AD) ◆ Stand out along the edge of the page for maximum visibility and a magazine-premium look.
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Summary of Terms

Payment & Billing. All invoices are billed upon insertion and due net 30 days from invoice date. A finance charge of 1.5% per month applies to balances unpaid after the due date. Credit card payments are subject to a 3% convenience fee.

Materials & Deadlines. Ad creative must be received by the published materials deadline for each issue. Late submissions may incur a \$100 expedite fee or be deferred to a subsequent issue.

File Specifications. High-resolution PDF, CMYK color, 300 DPI minimum, with all fonts embedded. Bleed of 0.125" required on all sides for full-bleed placements. Submit files to advertising@emeraldcoastwoman.com.

Cancellation. Standard cancellations require thirty (30) days written notice prior to publication. Founding 15 Partners are subject to the Lifetime Rate Continuity & Immediate Forfeiture clause set forth below.

Make-Goods. Production errors caused by the publication will be remedied with a make-good placement or credit at the publisher's discretion. Cash refunds are not issued for accepted insertions.

Publisher Rights. Emerald Coast Woman reserves the right to refuse any advertising that conflicts with the publication's editorial standards or brand integrity.



Founding 15 Partners Agreement Terms

Lifetime Rate Continuity & Immediate Forfeiture

The Advertiser acknowledges that the "Founding 15 Partner" annual investment of \$8,220 (or its equivalent monthly or bi-annual installment per the agreed billing cadence) is a highly discounted legacy rate granted exclusively to early foundational supporters of Emerald Coast Woman. This rate remains fixed and immune to all future standard rate increases under the strict condition of uninterrupted, continuous enrollment. In the event of a canceled contract, a missed payment cycle, or an automated billing failure that is not successfully cured within forty-eight (48) hours of written notice, this agreement will immediately terminate. The Advertiser will permanently forfeit their Founding 15 Partner status, premium multi-channel bundle inclusions, event collateral placement, and lifetime pricing. Re-enrollment will only be permitted under standard market rates at the time of a new application, subject to inventory availability.

EMERALD COAST WOMAN

Join the Founding 15 Partners

Only fifteen seats. Once they're claimed, they're claimed for life.

To reserve, request a sample issue mockup, or speak with our team:

 emeraldcoastwoman@gmail.com

 (813) 326-3005

 emeraldcoastwoman.com

 *Soli Deo gloria* 

Emerald Coast Woman is published by **Saltgrass Publishing**, a woman-owned independent press serving Florida's Panhandle.