

NICHE media kit

Niche is the flagship marketing tool of Destin Real Estate Company. This exclusive, self-published magazine is professionally designed and printed. It contains the entire listing inventory of Destin Real Estate Company accompanied by useful articles by local professionals. Two issues of Niche are released each year in print as well as in an interactive electronic book format. It is distributed to qualified, interested buyers by mail and e-mail and is available for pickup on local newstands along the Emerald Coast.



DISTRIBUTION

Frequency

2 Issues – Bi-annually

Circulation

- 20,000 total copies
- Approximately 15,000 display copies
- Approximately 5,000 direct-mail copies

Display Distribution

- Advertisers
- Publix Supermarkets: Paradise Key in Destin, Grand Boulevard at Sandestin, Santa Rosa Beach and Water-Color Crossing

Direct-mail Distribution

- Owners of Gulf-front homes and vacant land from Destin to Rosemary Beach
- Owners of homes, condos and vacant land in Walton County at: Adagio Condo, Alys Beach, Andante Condo, Bella Vita Condo, Blue Mountain Beach, Grand Dunes Condo, Paradise by the Sea, The Retreat, Rosemary Beach, Seacrest Beach, Seaside, Stallworth Preserve, WaterColor, WaterSound Beach, Camp Creek Point, Longue Vue, Park Place on Seagrove Beach Condo and Sanctuary by the Sea Condo; in Okaloosa County at: Destiny by the Sea and Villa Coyaba Condo

Digital Distribution

The current and most recent past issue are made available online in an interactive, digital format where they are exposed to approximately 30,000 unique, online visitors annually. Each online issue is introduced via e-mail to a database of approximately 20,000 addresses.



DEMOGRAPHICS

According to 2011 data gathered from Metro Market Trends...

- 65% of property owners on the Niche direct-mail distribution list mortgaged an average of approximately \$815K on their Okaloosa/Walton County home, condo or vacant land
- the remaining 35% of property owners on the Niche direct-mail distribution list paid approximately \$1.133M on average in cash for their Okaloosa/Walton County home, condo or vacant land
- the average sale price of the Okaloosa/Walton County homes, condos and vacant land of property owners on the Niche direct-mail distribution list is approximately \$1.099M



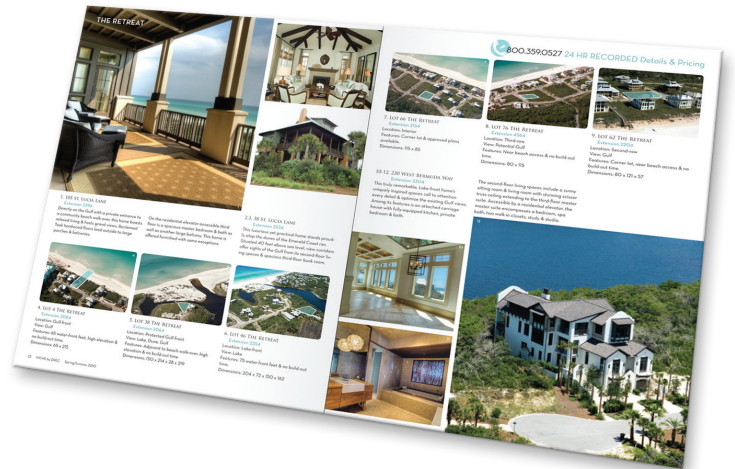
RATES

Standard	1x	2x
Full Page	\$1,500	\$1,350
2/3 Page	\$975	\$875
1/3 Page	\$575	\$525
Premium	1x	2x
Back Cover	\$1,750	\$1,575
Inside Back Cover	\$1,750	\$1,575
2-Page Spread	\$3,450	\$3,105

Special Placement Requests – Add 10%

Ad Design (includes one revision) – \$100

Additional Ad Revision – \$25 per additional revision



Additional design and discounted print services are available for advertisers to take advantage of. Postcards, rack cards, fliers and other materials can be designed to complement their Niche ads. These materials can be shipped directly to the advertiser for distribution, mailed directly to a distribution list supplied by the advertiser or a distribution list of Okaloosa/Walton County property owners specified by the advertiser. Design, print and mailing costs will vary.

Important Dates	Spring/Summer	Fall/Winter
Ad Reservation Deadline	February 15	August 15
Materials Deadline	February 25	August 25
Release	April	October



SPECIFICATIONS

Size	Live Area	Trim Size	Bleed Size
2-Page Spread*	17 in. x 11 in.	17 in. x 11 in.	17.25 in. x 11.25 in.
Full Page*	8.5 in. x 11 in.	8.5 in. x 11 in.	8.75 in. x 11.25 in.
Back Cover*	8.5 in. x 9 in.	8.5 in. x 9 in.	8.75 in. x 9.25 in.
2/3 Page	7.75 in. x 6.5 in.	N/A	N/A
1/3 Page	7.75 in. x 3.125 in.	N/A	N/A

Keep all text and important elements .5 inches from the trim edge of all bleed ads.

File Submission

Files may be submitted by e-mail and hard-copy.

E-mail Instructions

Files up to 10MB can be e-mailed directly to will@destinproperties.com. Files over 10MB can be e-mailed to will@destinproperties.com via www.YouSendIt.com at no charge.

Hard-copy Instructions

Files must be provided on a CD or DVD labeled with date submitted, issue, advertiser or agency name, contact name, phone number and e-mail address. Discs should only include files prepared according to Niche file specifications.

Mailing Address

Will Maberry
Destin Real Estate Company
3305 West County Highway 30A
Santa Rosa Beach, FL 32459

Output

PRESS-READY PDF ONLY

To be considered press-ready, files must:

- be saved in .PDF format
- use CMYK color mode, including all elements such as photos and vector art within the file
- be saved with a setting of high quality print or press quality at 300dpi or higher
- have all fonts embedded or converted to outlines

*All 1/3 and 2/3 Page ads should be saved with NO bleed or crop marks. All other ad sizes must be saved with .125 in. of bleed and crop marks. No other printer marks are needed, such as color bars and registration marks.