

Abby's MAG



Media Kit
2024

www.AbbysHealthFood.com

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Rate Sheet

Abby's Magazine is a bi-monthly full-color gloss publication servicing the local community of Tampa Bay and surrounding areas. Our goal is to offer the local community another education tool about health and nutrition. Abby's Magazine is distributed locally and directly into the hands of your target consumers. Abby's Digital Magazine (on-line publication) is available online for our readers at no extra cost to you. Be Healthy!

AD Size	1 Issue (2mos) contract	3 Issues (6mos) contract	6 Issues (12mos) contract
<input type="checkbox"/> 1/8 Page	<input type="checkbox"/> 179 / issue	<input type="checkbox"/> 169 / issue	<input type="checkbox"/> 159 / issue
<input type="checkbox"/> 1/4 Page	<input type="checkbox"/> 279 / issue	<input type="checkbox"/> 269 / issue	<input type="checkbox"/> 245 / issue
<input type="checkbox"/> 1/2 Page Vert/Hor	<input type="checkbox"/> 449 / issue	<input type="checkbox"/> 429 / issue	<input type="checkbox"/> 395 / issue
<input type="checkbox"/> Full Page	<input type="checkbox"/> 749 / issue	<input type="checkbox"/> 709 / issue	<input type="checkbox"/> 675 / issue
<input type="checkbox"/> Two Page Fold	<input type="checkbox"/> 1,399 / issue	<input type="checkbox"/> 1,369 / issue	<input type="checkbox"/> 1,329 / issue

* All Advertisements Include Placements in Printed and Digital Publications.

Premium Pages	1 Issue (2mos) contract	3 Issues (6mos) contract	6 Issues (12mos) contract
<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> 945 / issue	<input type="checkbox"/> 915 / issue	<input type="checkbox"/> 860 / issue
<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> 875 / issue	<input type="checkbox"/> 845 / issue	<input type="checkbox"/> 810 / issue
<input type="checkbox"/> Back Cover	<input type="checkbox"/> 910 / issue	<input type="checkbox"/> 870 / issue	<input type="checkbox"/> 840 / issue

* All Advertisements Include Slides in our T.V. Screens and Cash Registers.

Readership: 10,000 in circulation to direct target consumers. We are continuously expanding the distribution to additional locations in the North Tampa area.

Layout and Exposure:

Printed Ads: Advertisement in Publication

OnLine Ads: Advertisement in On-Line Publication (Digital Magazine).

Banner Ads are featured on Abby's Check-Out Registers Screens

Banner Ads are featured in our TV Screens around the store and in Cafe Eden.

A \$50 One Time Design Fee per Ad Applies, for Non-Print-Ready Advertisements

No Charges Apply for Corrections and Changes on Ads

Print Ready Ads must be emailed in High Resolution PDF, AI, PSD Format (min. 300 D.P.I.) with Fonts Outlined and Images Embedded.

Abby's Health & Nutrition Magazine 2024 Deadline Submissions:

- Jan/Feb 2024 issue: Dec 1, 2023
- Mar/Apr 2024 issue: Feb 1, 2024
- May/June 2024 issue: Apr 1, 2024
- Jul/Aug 2024 issue: Jun 1, 2024
- Sep/Oct 2024 issue: Aug 1, 2024
- Nov/Dec 2024 issue: Oct 1, 2024

Two Page Spread w: 17.5" x h: 11.5" Full Bleed
- keep text and important design elements within 16.5" x 10.5"

Full Page Bleeds w: 9" x h: 11.5" Full Bleed
- keep text and important design elements within 8" x 10.5"

Full Page NO Bleed w: 8" x h: 10.25"
- keep text and important design elements within 7.5" x 9.75"

1/2 Page Vertical w: 3.875" x h: 10.25"

1/2 Page Horizontal w: 8" x h: 5"

1/4 Page Vertical w: 3.875" x h: 5"

1/8 Page Horizontal w: 3.875" x h: 2.25"

Deadlines may have a grace period depending on the time of the year and the type of advertisement you will be featuring.

Your advertisement may be paid by product trade out. Copy of the credit memo must be mailed as the form of payment.