

JANUARY - JUNE 2019

Living

PUBLICATIONS



WHAT ARE THE LIVING PUBLICATIONS?

The Living Publications are high-quality monthly newsletters that serve targeted gated and un-gated communities in the Jacksonville area. The content of each newsletter is hyper-local – it comes from the golf clubs, social committees, homeowners association board members, management companies and the average resident who cares about keeping neighbors informed. The printing and distribution costs associated with these newsletters are covered by advertising sales.

Nearly 20,000 homeowners receive Living newsletters each month. Every home receives a copy designed specifically for that community. In addition, copies are placed at popular community locations such as golf clubhouses, pool areas and amenity centers. Living newsletters are highly valued in these communities due to meaningful content within each issue. And, thanks to the partnership with The Florida Times-Union, local businesses have a unique opportunity to deliver valuable advertising messages within these select communities!

2019 AD DEADLINE SCHEDULE

PRODUCTION WEEK 1

ORANGE PARK GOLF & COUNTRY CLUB/LOCH RANE (OPCC)
FLEMING ISLAND PLANTATION (FIP)
MAGNOLIA POINT GOLF & COUNTRY CLUB (MPL)

PRODUCTION WEEK 2

OAKLEAF (OLE)
EAGLE HARBOR (EHL)
CIMARRONE (CIM)

PRODUCTION WEEK 3

JULINGTON CREEK PLANTATION (JCP)
QUEEN'S HARBOUR YACHT & COUNTRY CLUB (QHL)
DEERCREEK COUNTRY CLUB (DCC)

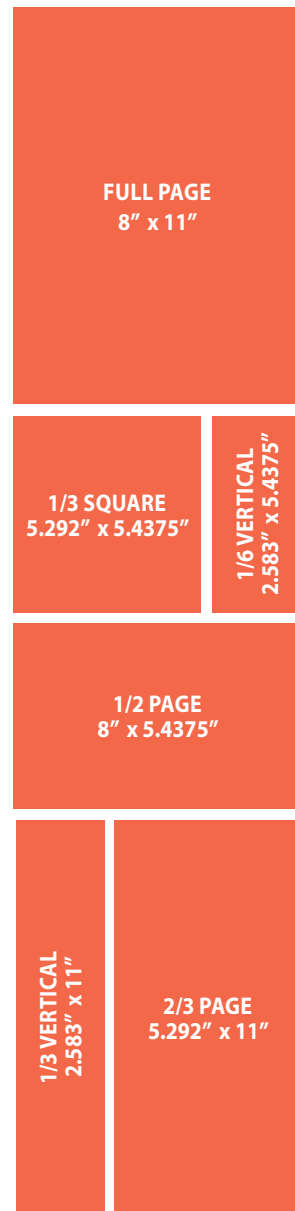
ISSUE	PRODUCTION WEEK	COMMUNITIES	AD SPACE RESERVATION DEADLINE	FINAL AD APPROVAL DEADLINE	ESTIMATED DELIVERY DATE
JANUARY	1	OPCC, FIP, MPL	11/21/2018	11/30/2018	12/9/2018
	2	OLE, EHL, CIM	11/28/2018	12/07/2018	12/16/2018
	3	JCP, QHL, DCC	12/05/2018	12/14/2018	12/26/2018
FEBRUARY	1	OPCC, FIP, MPL	12/26/2018	1/04/2019	1/13/2019
	2	OLE, EHL, CIM	1/02/2019	1/11/2019	1/20/2019
	3	JCP, QHL, DCC	1/09/2019	1/18/2019	1/27/2019
MARCH	1	OPCC, FIP, MPL	1/23/2019	2/01/2019	2/10/2019
	2	OLE, EHL, CIM	1/30/2019	2/08/2019	2/17/2019
	3	JCP, QHL, DCC	2/06/2019	2/15/2019	2/24/2019
APRIL	1	OPCC, FIP, MPL	2/20/2019	3/01/2019	3/10/2019
	2	OLE, EHL, CIM	2/27/2019	3/08/2019	3/17/2019
	3	JCP, QHL, DCC	3/06/2019	3/15/2019	3/24/2019
MAY	1	OPCC, FIP, MPL	3/27/2019	4/05/2019	4/14/2019
	2	OLE, EHL, CIM	4/03/2019	4/12/2019	4/21/2019
	3	JCP, QHL, DCC	4/10/2019	4/19/2019	4/28/2019
JUNE	1	OPCC, FIP, MPL	4/24/2019	5/03/2019	5/12/2019
	2	OLE, EHL, CIM	5/01/2019	5/10/2019	5/19/2019
	3	JCP, QHL, DCC	5/08/2019	5/17/2019	5/26/2019

TO RESERVE SPACE, CONTACT YOUR MEDIA CONSULTANT AT THE FLORIDA TIMES-UNION

INDIVIDUAL PUBLICATION RATES

(PRICING INCLUDES COLOR. RATES LISTED ARE PER PUBLICATION/PER MONTH)

AD SIZE	COMMUNITIES	OPEN	6 MONTHS	12 MONTHS
FULL PAGE	OPCC, CIM, MPL, QHL or DCC	\$443	\$373	\$316
	EHL, FIP or OLE	\$477	\$419	\$363
	JCP	\$800	\$720	\$640
2/3 PAGE	OPCC, CIM, MPL, QHL or DCC	\$347	\$291	\$243
	EHL, FIP or OLE	\$390	\$310	\$289
	JCP	\$550	\$500	\$450
1/2 PAGE	OPCC, CIM, MPL, QHL or DCC	\$279	\$244	\$212
	EHL, FIP or OLE	\$303	\$264	\$237
	JCP	\$430	\$380	\$350
1/3 PAGE	OPCC, CIM, MPL, QHL or DCC	\$156	\$130	\$114
	EHL, FIP or OLE	\$184	\$156	\$135
	JCP	\$325	\$275	\$245
1/6 PAGE	OPCC, CIM, MPL, QHL or DCC	\$103	\$88	\$82
	EHL, FIP or OLE	\$130	\$104	\$97
	JCP	\$200	\$165	\$140



ADVERTISING INSERTS

Businesses also have the opportunity to insert special advertising fliers inside the Living newsletters. Pre-printed inserts are placed inside each home-delivered newsletter (excluding Queen's Harbour due to mailing).

MAXIMUM PAGE SIZE IS 8 1/2" X 11"

\$250 PER INSERT / PER COMMUNITY

\$400 PER INSERT / PER COMMUNITY
for Eagle Harbor, Fleming Island and Oakleaf

\$750 PER INSERT / PER COMMUNITY
for Julington Creek Plantation



LET OUR EXPERT DESIGNERS WOW YOU!

CUSTOM DESIGN IS ALWAYS INCLUDED

The Florida Times-Union can custom-create and print your insert! Pricing is based on size and print order amount. Please ask your T-U sales associate for more details!

PREMIUM POSITIONS:

BACK PAGE	\$75
INSIDE FRONT	\$50
PAGE 3	\$50
NEXT TO CALENDAR	\$50

ST. JOHNS COUNTY

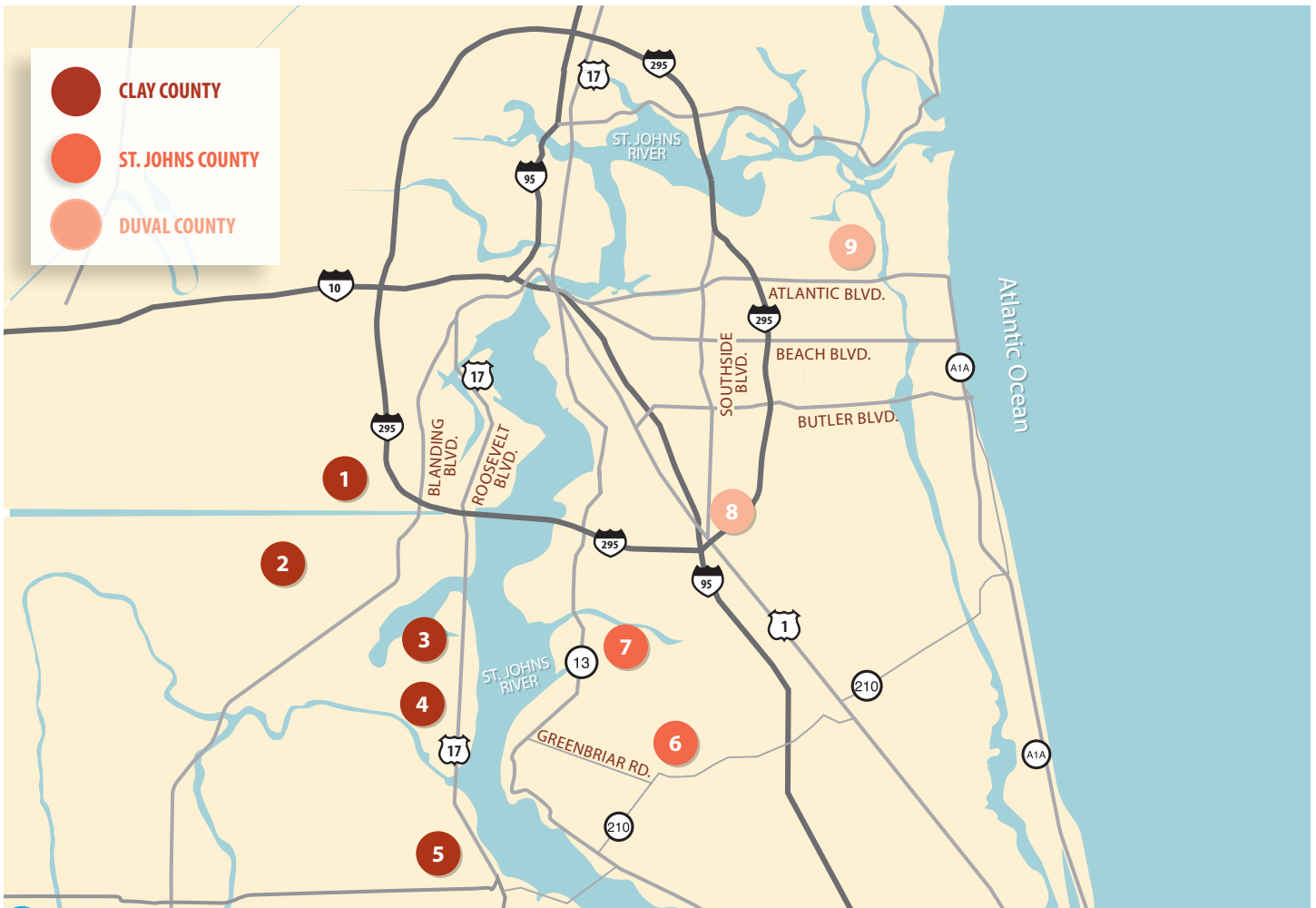
CIMARRONE (CIM)
JULINGTON CREEK PLANTATION (JCP)

CLAY COUNTY

EAGLE HARBOR (EHL), ORANGE PARK CC/LOCH RANE (OPCC),
OAKLEAF (OLE), FLEMING ISLAND PLANTATION (FIP),
AND MAGNOLIA POINT GOLF & CC (MPL)

DUVAL COUNTY

QUEEN'S HARBOUR (QHL)
DEERCREEK COUNTRY CLUB (DCC)



LIVING PUBLICATION LOCATIONS

CLAY COUNTY

- 1 ORANGE PARK COUNTRY CLUB/ LOCH RANE**
950 HOMES - 1,100 COPIES
The average combined household income of homeowners in zip code 32073 in Clay County is \$70,403*
- 2 OAKLEAF PLANTATION**
3,050 HOMES - 3,175 COPIES
The average combined household income of homeowners in zip code 32073 in Clay County is \$70,403*
- 3 EAGLE HARBOR**
3,495 HOMES - 3,615 COPIES
The average combined household income of homeowners in zip code 32003 in Clay County is \$97,023*
- 4 FLEMING ISLAND PLANTATION**
2,150 HOMES - 2,600 COPIES
The average combined household income of homeowners in zip code 32003 in Clay County is \$97,023*
- 5 MAGNOLIA POINT GOLF & COUNTRY CLUB**
850 HOMES - 875 COPIES
The average combined household income of homeowners in zip code 32043 in Clay County is \$72,788*

ST. JOHNS COUNTY

- 6 CIMARRONE**
700 HOMES - 775 COPIES
The average combined household income of homeowners in zip code 32259 in St. Johns County is \$123,391*
- 7 JULINGTON CREEK PLANTATION**
5,875 HOMES - 6,000 COPIES
The average combined household income of homeowners in zip code 32259 in St. Johns County is \$123,391*

DUVAL COUNTY

- 8 DEERCREEK COUNTRY CLUB**
750 HOMES - 800 COPIES
The average combined household income of homeowners in zip code 32256 in Duval County is \$76,081*
- 9 QUEEN'S HARBOUR YACHT & COUNTRY CLUB**
925 HOMES - 1,145 COPIES
The average list price in Queen's Harbor is \$605,331.**

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Jacksonville, FL 32202

* Source: Census Fact Finder **Source: Comparative Market Analysis, from a local licensed Realtor®