



2026  
MEDIA KIT &  
RATES

SERVING JACKSON, CALHOUN AND NORTHERN GULF COUNTIES  
THE LIFESTYLE MAGAZINE OF THE CHIPOLA RIVER VALLEY

PINES & RIVER

# About Us

Step into the vibrant tapestry of life along the tranquil banks of the Chipola River Valley with Pines & River, the premier lifestyle magazine dedicated to celebrating the essence of our cherished community.

As the seasons change, so too does the landscape of our valley, offering an ever-evolving canvas of experiences, flavors, and stories waiting to be discovered. From the rustling pines to the meandering Chipola River, each page of Pines & River invites you to explore the unique charm and rich tapestry of life that defines our corner of the world.

Our seasonal magazine is a delightful journey through the heart of the Chipola River Valley, capturing the essence of our lifestyle through captivating features, stunning photography, and insightful articles that celebrate our natural surroundings, vibrant culture, and close-knit community.

Join us as we embark quarterly on this exciting adventure together, where every page is an invitation to savor the beauty, flavors, and experiences that make our Chipola River Valley truly special.



*“Where the rhythm of the river meets the pulse of the community.”*

*C. Scott Stephens  
Editor-in-Chief*

# Our Focus

Pines and River is Northwest Florida’s premier lifestyle publication, celebrating the people, places, and traditions that make the Chipola River Valley and surrounding region such a uniquely rich community. Rooted in authenticity and guided by a love for home, land, and craft, our magazine brings together stories that inspire intentional living. From homesteads to hometown businesses, from local makers to outdoor adventures, Pines and River curates meaningful content for readers who value quality, connection, and a life built close to the land.

## What We Cover:

- Home, Design & Land — Showcasing crafted homes, renovations, architecture, gardens, farms, homesteads, and the self-sufficient lifestyle rooted in the land.
- Local Makers & Small Businesses — Featuring artisans, potters, woodworkers, creators, shops, and entrepreneurs shaping the culture of Northwest Florida.
- Outdoor Life & Adventure — Hunting, fishing, rivers, trails, conservation, and the natural landscapes that define our region’s traditions.
- Community, Culture & Family — Profiles of inspiring residents, historic towns, local events, faith, legacy, and the quiet strength of family life.
- Food, Gatherings & Hospitality — Regional recipes, Southern cooking, seasonal flavors, and the moments that bring neighbors together.

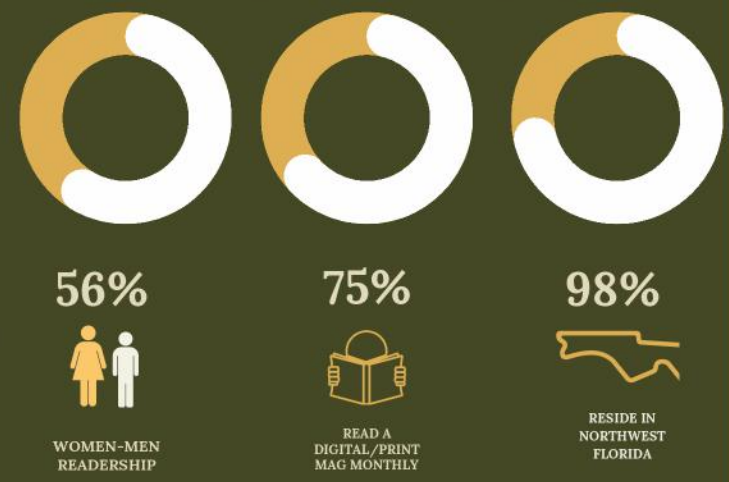




# ***PINES AND RIVER Statistics***

Pines and River Magazine reaches an influential, high-net-worth audience rooted in the heart of Northwest Florida. Our readers are established homeowners, landowners, business leaders, and families who value quality craftsmanship, intentional living, and meaningful investments. They are decision-makers with strong purchasing power—dedicated to enhancing their homes, supporting local makers, exploring the outdoors, and investing in brands that align with their lifestyle. By advertising with us, you’re placing your message directly in front of a discerning audience that prioritizes authenticity, longevity, and premium experiences.

## ***PINES AND RIVER READERS***



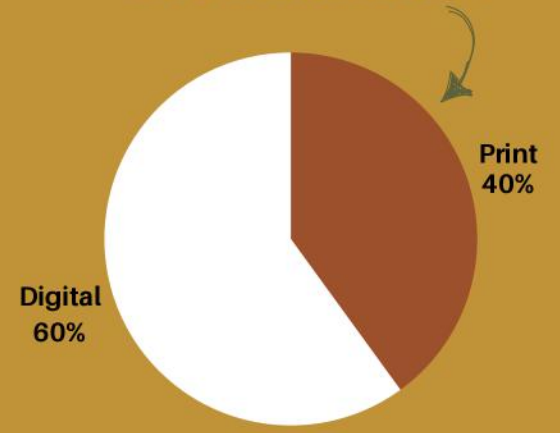
## ***BREAKDOWN***

## ***TOTAL MARKET PENETRATION***

- JACKSON COUNTY: 48,622
- CALHOUN COUNTY: 13,470
- GULF COUNTY: 15,693

# **78K**

## READER MIX BY TYPE OF PUBLICATION



Pines and River Magazine is proudly distributed throughout the Chipola River Valley with strategic placement designed to keep your business in front of the region’s most engaged audience. Each issue is delivered to select high-traffic locations—boutiques, cafés, offices, visitor hubs, and community touchpoints—where complimentary copies are picked up quickly and consistently. A curated number of magazines are also mailed directly to high-net-worth homes across the region as a courtesy, ensuring your brand reaches households with meaningful purchasing power. In addition to our print presence, our growing subscription base continues to expand our reach even further with every issue. We also receive an overwhelming volume of online traffic from readers who access our free digital editions on the Pines and River website, giving advertisers extended visibility well beyond print and into the broader digital audience.

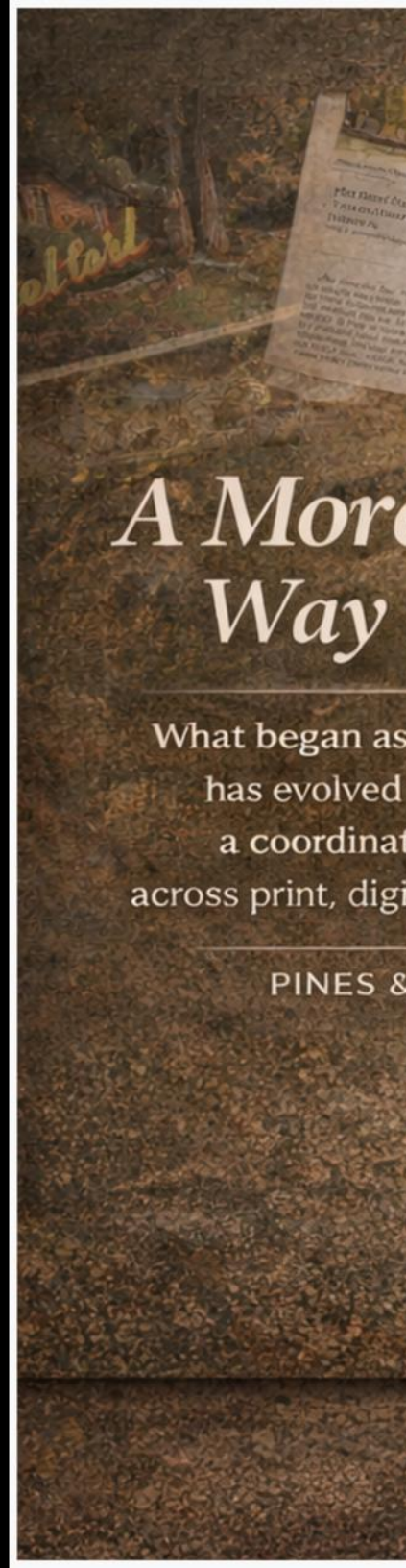


# Your Seasonal Lifestyle Magazine

# CONNEXIO. group

**We connect brands to audience,  
authority, and growth.**

**Built in the Chipola River Valley. Extended through  
media, digital platforms, and commerce  
to audiences nationwide.**



# The Powerful to Be Seen

a trusted print platform  
into something more —  
ted system of visibility  
ital, and realworld environments.

x RIVER x CONNEXIO



## From Placement → To Presence

Most advertising is built around  
a single moment.

A page. A post. A *placement*.

But visibility today doesn't work  
that way.

It builds through repetition.

Through timing.

Through showing up across  
multiple environments in a way  
that reinforces itself.

*Seen once is an impression.*

*Seen repeatedly is a position.*

### INTRODUCING CONNEXIO GROUP

A Strategic Growth Platform

Connexio connects everything we've built—  
Pines & River Magazine, The River Ledger, and  
our growing digital network—into one  
coordinated system.

- ✓ Editorial presence across trusted platforms
- ✓ Reinforced digital visibility
- ✓ Screen-based placements in everyday environments.
- ✓ Campaign timing designed to build *momentum*.

The result isn't *more noise*.

*It's more recognition.*

See What This Could Look Like For Your Business

SEE YOUR VISIBILITY PLAN

Custom. Strategic. Built to work together.

Connexio partnerships are structured as annual visibility plans—designed



connexio.group

# ***Ad Specifications***

## **Full Page**

**8.5" × 11" (trim) + 0.125" bleed**

## **Half-Page (horizontal)**

**7.5" × 5" (no bleed)**

## **Half-Page (vertical)**

**3.75" × 10" (no bleed)**

## **Two-Page Spread**

**17" × 11" (trim) + bleed**

## **Quarter Page (vertical)**

**3.75" × 4.875" (no bleed)**

## **Quarter Page (horizontal)**

**7.75" × 2.375" (no bleed)**

***We would love to  
help you with an ad  
if you don't have  
print ready  
art FREE!***

### **Additional Charges:**

- Excessive proof changes and extensive graphic design will be charged to the client at a rate of \$50 per hour. For example, requesting more than the maximum 2 proofs or requiring a total redesign of ad concept once ad goes out for proof.
- Payment is due upon receipt of invoice prior to running ad's in issue. Accounts not paid within these terms are subject to a late payment finance charge computed at 1.5% per month on any balance 30 days after billing date.

# Ads Specifications



## 300 DPI Supplied

To obtain a professional printed result any images



## TRIMMARKS & BLEED

Must be added to all artwork according to our specifications.



## A MINIMUM OF 5MM BLEED

on each edge is required on Full Page & DPS bleed advertisements only.



## CMYK

For printing purpose we need CMYK version of your document.



## DOUBLE PAGE SPREAD ADS

must be supplied as single page files. We will not accept DPS artwork or manipulate DPS artwork.



## COLOUR PROOFS

Color laser proofs are a rough guide only and not to be relied on for color accuracy.



## Material Delivery

Pines and River Magazine

Requires advertising material to be supplied via electric transfer.

ADVERTISING PRODUCTION  
& DIGITAL ADS

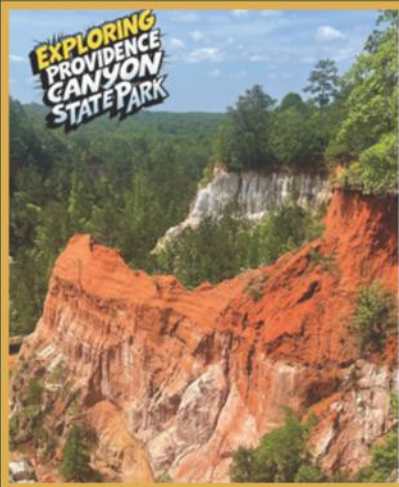
[admin@pinesandriver.com](mailto:admin@pinesandriver.com)

FOR ASSISTANCE CALL

850.800.8432

**remember**

***Deadlines will be updated  
each quarter via Media  
Kit Web Page!***



**On a Tankful**

"On a Tankful" is Pine and River Magazine's new travel log series, guiding readers from the Chipola River Valley to unforgettable destinations — all reachable on just one tank of gas."

Tucked into the deep heart of west Georgia is a place that seems almost too good to be true. It's Providence Canyon State Park, a hidden gem that has been tucked away from the mainstream tourism and instead tucked into the heart of the state's natural beauty. After a long drive, you'll find yourself in a natural wonder that makes an unforgettable memory. The canyon is a mix of red earth, beauty, and wonder. It's a place that's been around for thousands of years, and it's still here today. The canyon is a mix of red earth, beauty, and wonder. It's a place that's been around for thousands of years, and it's still here today. The canyon is a mix of red earth, beauty, and wonder. It's a place that's been around for thousands of years, and it's still here today.

**LOCAL WOMEN IN AGRICULTURE**  
THE FUTURE, THE FACILITATION, AND THE FINANCING OF FOOD

In my last 10 years of being mom to 7 high school students, I have seen agricultural involvement skyrocket the confidence and abilities of several of my children and the women in those positions of teaching and guiding them have influenced our communities like no other. In that time, I have watched more and more young women step forward as leaders in their schools, communities, and even at the state level and agriculture is at the heart of it all. This month, I had the opportunity to talk with several of these women who represent the future of agriculture in our area. They all have such passion for what they do, and such great pride accompanies their work.

"Learning to Do, Doing to Learn, Earning to Live, Living to Serve" is the motto of FFA. Macy Jordan, Jocelyn Eubanks, Kayla Gonzales, Valena Alexander, and Kim Barber all have heavy ties to FFA and for several of them, it is where their journey starts. Macy Jordan is currently serving as FL FFA State Secretary, Jocelyn Eubanks is currently serving as FL FFA Area 1 Vice President. Kayla Gonzales has served in various organizations like Florida Farm Bureau



**BIZ SPOTLIGHT**  
SOUTHERN FIELDS BREWING

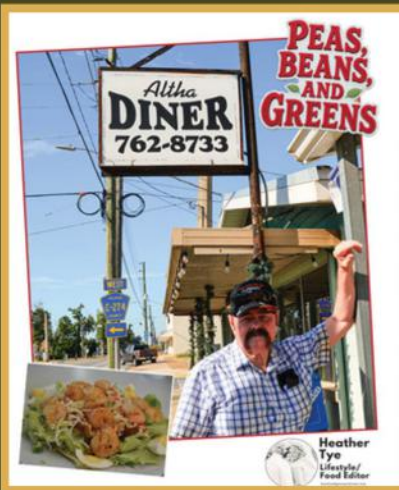


**H: Brian, why beer and why HERE?**

Brian: I am from here but lived in New York for 10 plus years. Beer is part of that culture and while living there, I worked in hospitality. I noticed that beer bonds people. People get together and share meals, beer, and life experiences around beer. After Hurricane Michael, I wanted to make something that brought people together and be able to have fun again.

**H: It is obvious that you are passionate about this. How did you get started?**

Well, I had a vision of what I wanted to do. I wanted to create a place where people could come together and enjoy a good beer. I started by researching the market and finding the right location. I then started brewing and selling my beer. It's been a journey, but I'm proud of what we've accomplished.



**ALPHA DINER HAS BUILT ITS REPUTATION ON HEARTY, TRADITIONAL SOUTHERN COOKING. DAILY LUNCH AND SUPPER SPECIALS KEEP REGULARS COMING BACK, WHILE SATURDAY NIGHTS ARE FAMOUS FOR ALL-YOU-CAN-EAT SHRIMP, CATFISH, OR WHELLS.**

Looking ahead, Clark plans to renovate and freshen up the Diner but has no intention of changing what works. "Every table fills up at different times of the day, and as long as that continues, we'll keep serving the town of Alpha. I'm grateful for the whole community that has supported us, and especially for my long-time employees who've always had my back."

For Clark, the recipe for success is simple: good food, good people, and a place where everyone feels at home.



**PROUD SPONSOR**

**Earthren Vessels Women's Recovery**

Run with Purpose. 58 COLOR RUN.

Heather Tye, Lifestyle/ Food Editor

Photo by Heather Tye, Lifestyle/ Food Editor



**PAST, PRESENT, AND FUTURE ALONG THE APALACHICOLA RIVER**  
A GLANCE AT WHAT LIFE WAS LIKE AND HOW IT COULD STILL BE

Rob Neto Outdoor Editor

Life Along the Apalachicola River

Photo by Heather Tye, Lifestyle/ Food Editor

Photo by Heather Tye, Lifestyle/ Food Editor

Photo by Heather Tye, Lifestyle/ Food Editor

Photo by Heather Tye, Lifestyle/ Food Editor

8-9  
size  
specs  
on  
pages

rates 2-4X are paid up  
front for discount

Double Page Spread

Full Page

Inside Front Cover

Inside Back Cover

Half Page

Quarter Page

Print Advertising

	1X	2X	3X	4X
Double Page Spread	460.00	442.00	423.00	400.00
Full Page	345.00	331.00	317.00	300.00
Inside Front Cover	385.00	370.00	354.00	340.00
Inside Back Cover	370.00	355.00	340.00	325.00
Half Page	175.00	168.00	161.00	150.00
Quarter Page	115.00	110.00	106.00	100.00

Digital Advertising Website

- Footer Banner 728×90 px 1 Month \$150
- Homepage Feature Banner 970×250 px 1 Month \$250
- Leaderboard Banner (Top of Page) 728×90 px 1 Month \$300

Email Advertising

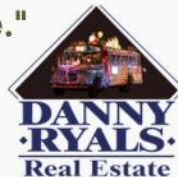
- Banner Ad 600×200 px banner placed within the weekly newsletter Per Issue \$150
- Sponsored Message Custom text + image + link integrated into newsletter content Per Issue \$250
- Exclusive Newsletter Sponsorship Top placement, premium exposure, sole sponsor of that issue Per Issue \$400

**Standalone  
Placement  
Options  
(Limited  
Availability)**

"Pines and River Magazine fills a unique niche in our region and represents some of the best our area has to offer. With each issue, its circulation and community buzz continue to grow, giving us a strong platform to connect with the audience we want to reach. The advertising rates are very affordable, and it delivers excellent value for the investment. For Calhoun Liberty Hospital, it's been an effective way to build brand awareness and name recognition with both current and future patients."



"Advertising in Pines and River Magazine has been one of the best marketing decisions we've made for our business. The magazine captures the heart of our community, and its professional design and local focus ensure that our message reaches the right audience—people who live, work, and invest right here in the Chipola River Valley. Since partnering with Pines and River, we've seen increased recognition of our brand and stronger connections with clients who value doing business locally. It's more than advertising; it's being part of a publication that celebrates the community we're proud to serve."



"Advertising in Pines and River Magazine has been a blessing for Rivertown Community Church. The magazine allows us to share God's message and connect with families in our community in a meaningful way. Through Pines and River, we can invite neighbors to worship, participate in ministries, and grow in faith together. It's more than just advertising—it's a way to spread hope, encouragement, and the love of Christ throughout our hometown."



"Pines and River Magazine has been an incredible platform for showcasing the style and personality of Sassi Frass Boutique. The magazine's beautiful design and strong local following make it the perfect place to connect with customers who love fashion and supporting small businesses. Advertising here has helped us grow our brand, bring in new shoppers, and share the latest trends with a community that appreciates unique style. Pines and River isn't just a magazine—it's a trusted style guide and a true supporter of local boutiques."



## **ADVERTISING TERMS & CONDITIONS:**

*Governing Law: State of Florida*

These Terms & Conditions apply to all advertising placed in Pines and River Magazine ("Publisher") by any business, organization, or individual ("Advertiser"). By submitting an advertisement, insertion order, payment, or participation in any advertising package, the Advertiser agrees to the following:

### **Advertising Content & Approval**

All advertising is subject to Publisher's approval. Publisher may reject, revise, or cancel any advertisement at its sole discretion.

Advertiser warrants that all content submitted is truthful, lawful, and free of copyright or trademark violations.

Advertiser is responsible for the accuracy of all information in the ad.

Publisher may label ads that resemble editorial content as "Advertisement" or similar.

### **Deadlines & Material Submission**

All materials must be submitted by the deadlines provided by Publisher.

Ads submitted late may be omitted without refund.

If Advertiser fails to supply materials, Publisher may repeat a previous ad or leave the space blank. Advertiser remains responsible for full payment.

### **Payment Terms**

Payment is due upon receipt of invoice unless otherwise arranged in writing.

First-time advertisers may be required to prepay in full.

Late payments may incur a 1.5% monthly finance charge or the maximum allowed under Florida law.

### **Cancellations & Changes**

Cancellations must be submitted in writing prior to the issue's ad deadline.

Cancellations after the deadline will be billed at 100% of the contracted amount.

Changes requested after submission may incur revision fees.

### **Placement & Positioning**

Position requests are accepted but not guaranteed. Premium positions are only guaranteed with a written agreement.

Publisher may adjust ad placement as needed to maintain editorial and design flow.

### **Liability & Indemnification**

Publisher is not responsible for errors beyond the cost of the space occupied by the error.

Publisher is not liable for consequential or special damages.

Advertiser agrees to indemnify and hold harmless Publisher from any claims arising from the advertisement, including copyright infringement, defamation, false advertising, or legal violations.

### **Publishing Schedule & Distribution**

Production schedules and distribution quantities may vary due to operational or unforeseen circumstances.

Publisher is not liable for delays beyond its control.

### **Multi-Issue Contracts**

Discounts for multi-issue commitments are contingent on full contract fulfillment. Early cancellation triggers retroactive billing at standard rates.

Contracts automatically renew unless terminated in writing at least 30 days before the next issue's deadline.

### **Digital Advertising (if applicable)**

Publisher does not guarantee specific digital metrics such as clicks or engagement unless stated in writing.

Advertiser must comply with applicable FTC guidelines and platform advertising rules.

### **Governing Law & Venue**

This Agreement is governed by Florida law.

Any disputes will be resolved exclusively in the state courts of Calhoun County, Florida.

### **Entire Agreement**

These Terms & Conditions and the signed insertion order constitute the full agreement between Publisher and Advertiser.

No verbal agreements or informal changes are binding unless made in writing and signed by both parties.

# ***Terms & Conditions***

## Contact Us

# PINES&RIVER

Pines and River Magazine is a wholly owned subsidiary of The Pine Cone Group LLC

admin@pinesandriver.com  
850.800.8432  
pinesandriver.com

**C.Scott Stephens**  
*Editor-in-Chief*

