



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*

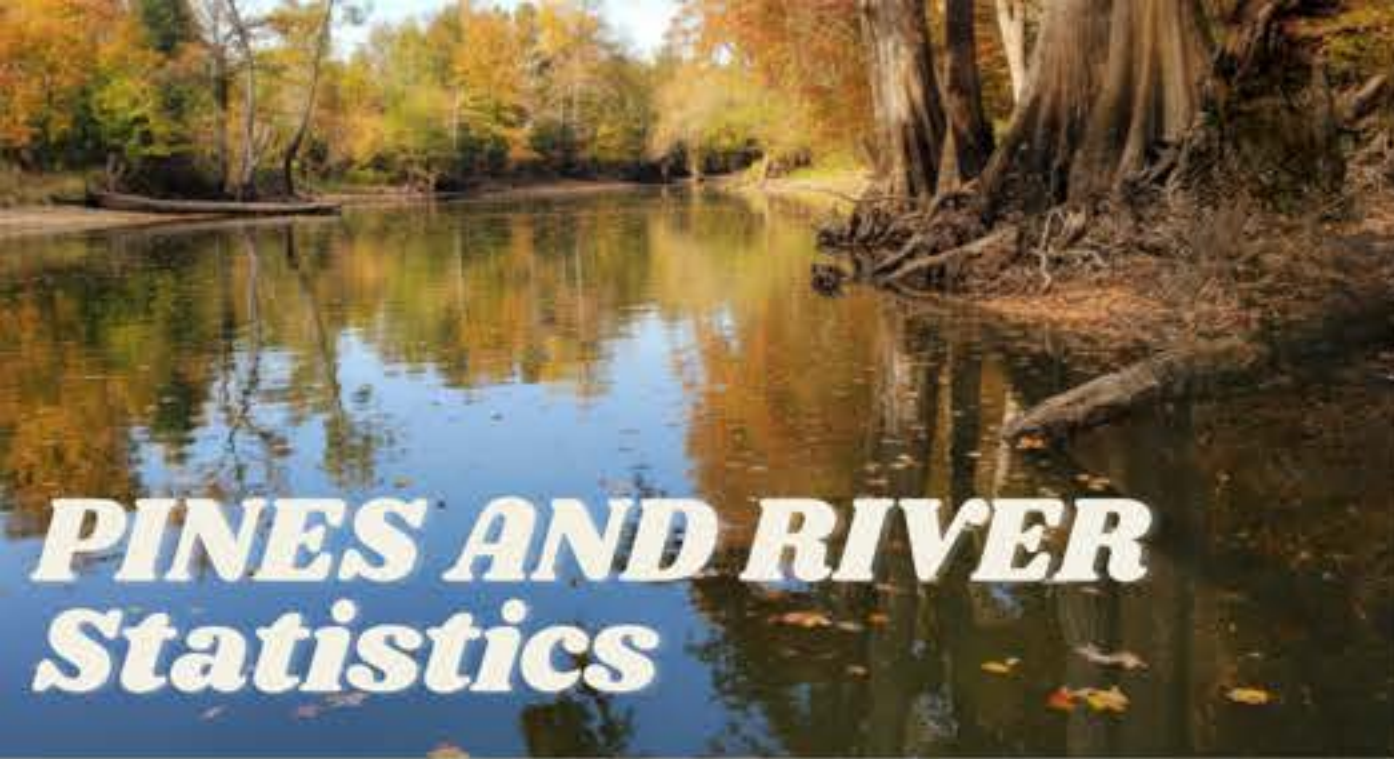
Our Focus

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.

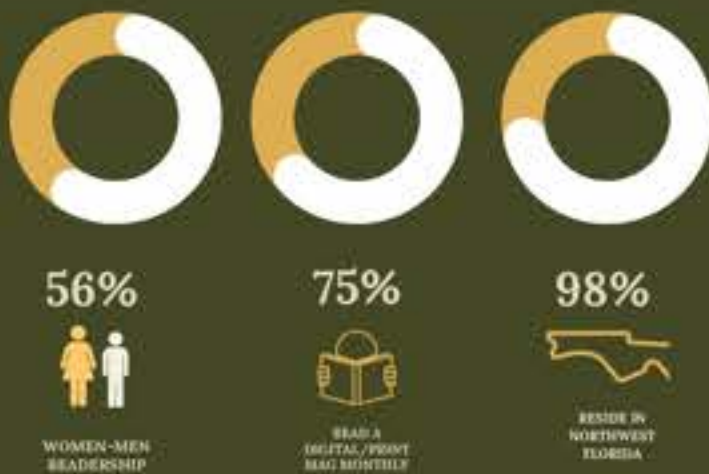




PINES AND RIVER Statistics

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



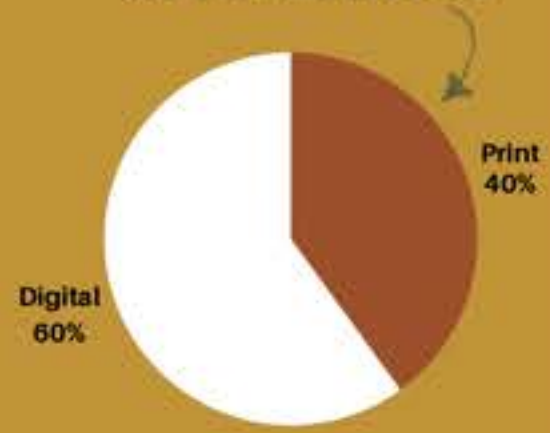
BREAKDOWN

TOTAL MARKET PENETRATION

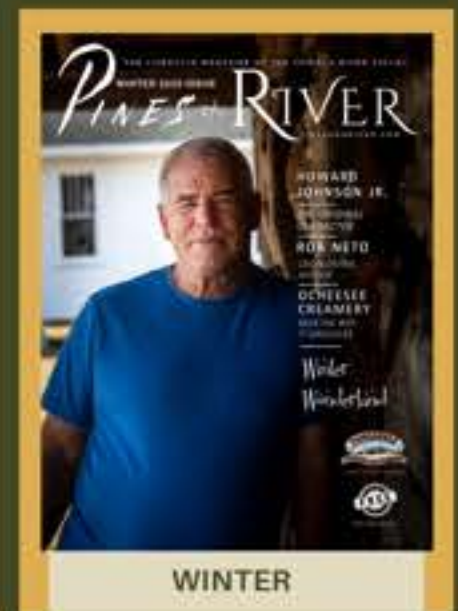
- JACKSON COUNTY: 48,622
- CALHOUN COUNTY: 13,470
- GULF COUNTY: 15,693

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



In every issue of Pines and River Magazine, our cover character represents the spirit of the Chipola River Valley—a person of grit, heart, and unwavering commitment to the people and places that make this region special. That character, though illustrated in ink and color, is deeply rooted in the real-life inspiration of Howard Johnson Jr., a man whose love for family, music, and laughter has left an unforgettable mark on those who know him.

Born and raised in the Chipola River Valley town of Blountstown, Howard embodies everything this land represents—deep roots, strong values, and an ever-present love for the simple joys of life. Whether he's tickling the ivories of a grand piano, sharing stories with old and new friends, or lending a helping hand to a neighbor or civic organization, his presence brings warmth and light to those around him. His life is a song composed of love, tradition, and an endless desire to bring joy to others.

HOWARD JOHNSON JR.

THE ORIGINAL CHARACTER



Our content instantly resonates with readers who value authenticity, craftsmanship, and the rich character of the Chipola River Valley. From homesteaders and outdoor enthusiasts to design-minded homeowners and community-focused families, Pines and River speaks directly to those who appreciate stories rooted in place, purpose, and the people who make this region exceptional.



size
specs
on
pages

2026 Ratecard

Back Cover Not
Available for 2026
RATES NOT INCLUDED
FOR SPECIAL ISSUES

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

460.00

442.00

423.00

400.00

345.00

331.00

317.00

300.00

385.00

370.00

354.00

340.00

370.00

355.00

340.00

325.00

175.00

168.00

161.00

150.00

115.00

110.00

106.00

100.00

Registered Non-Profit/Government
Agency Discount is 35% Off List

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

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

FOR ASSISTANCE CALL

850.800.8432

remember

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



On a Tankfull

By Scott Taylor, Editor-in-Chief

It's a little off the beaten path, but the scenic views of the winding roads to the top of the mountain are well worth the drive. The road is a beautiful mix of red rock and green trees, and the views are simply breathtaking. The drive is a must-do for anyone who loves a good road trip.

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Frankly, it is my thing. I love food. I love the way it goes together. I love the way it tastes. I love the way it makes me feel. I love the way it brings people together. I love the way it makes me feel. I love the way it brings people together.

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LOCAL WOMEN IN AGRICULTURE

THE FUTURE, THE FACILITATION, AND THE FINANCING OF FOOD

By [Name]

When it comes to agriculture, women are the future. They are the ones who are making the most significant contributions to the industry. They are the ones who are making the most significant contributions to the industry.

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BIZ SPOTLIGHT

SOUTHERN FIELDS BREWING



It's Brian, why beer and why here?

Brian is a man from here that found in his heart for 10 years ago. He is a man from here that found in his heart for 10 years ago. He is a man from here that found in his heart for 10 years ago.

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PROUD SPONSOR

Earthen Vessels Women's Recross

Earthen Vessels Women's Recross is a triathlon event that is open to women of all ages. It is a triathlon event that is open to women of all ages. It is a triathlon event that is open to women of all ages.

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PEAS, BEANS, AND GREENS

Alito Diner 762-8733

Alito Diner is a family-owned business that has been serving the community for over 50 years. It is a family-owned business that has been serving the community for over 50 years. It is a family-owned business that has been serving the community for over 50 years.

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PAST, PRESENT, AND FUTURE ALONG THE APALACHICOLA RIVER

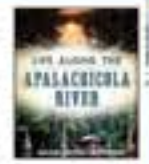
A GLANCE AT WHAT LIFE WAS LIKE AND HOW IT COULD STILL BE

By Rob Neto, Outdoor Editor

The Apalachicola River is a place of great beauty and history. It is a place of great beauty and history. It is a place of great beauty and history. It is a place of great beauty and history.

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special issues for 2026

Pines and River Magazine is excited to present two highly anticipated special issues in the year ahead. Our Spring Parade of Homes Issue will offer an inspiring look inside some of the region's most beautiful residences—celebrating architecture, craftsmanship, interior design, and the people who bring these homes to life. Later in the year, our immersive Fall Outdoor Issue will highlight the best of living, working, and exploring in the Chipola River Valley's great outdoors, from hunting and fishing to conservation, camping, and rural lifestyle features. These special editions attract exceptional reader engagement and offer prime opportunities for advertisers to align with highly sought-after content. Ad Rates for these 2 issues will be forthcoming and on a limited basis.



**PARADE
OF
HOMES
SPRING
2026**

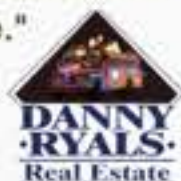
**OUTDOOR
FALL
2026**



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

admin@pinesandriverr.com
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pinesandriverr.com

C.Scott Stephens
Editor-in-Chief

PINES&RIVER

