The NAVARRE market: We have it - You need it. WE CAN HELP YOU TO REACH IT!
Reach the fastest growing area in Northwest Florida

Population from 2000 to 2016 increased in Navarre by 69% while Pensacola decreased by 6.75%, Gulf Breeze increased by 3%, Midway increased by 35% and Fort Walton Beach had zero growth.

Navarre Beach No. 25 in U.S. in TripAdvisor Travelers Choice Awards

Analysis Area: Highway 87 at Navarre Pkwy, Navarre, FL 32566 Travel Time: 20 minutes

Navarre
$216,700
Pensacola: $125,500
Fort Walton: $190,000

Pensacola
$45,727
Fort Walton Beach
$49,552

2016 Population Estimate: 62,701
69% growth since 2000
Total households: 23,718
62.6% of households with no children under the age of 18.

Medians:
Median Home Cost: NAVARRE $216,700
Pensacola: $125,500
Fort Walton: $190,000

Median Household income: NAVARRE $60,685
Approximately 29.4% more than county, 31.5% state, 13.1% nation

Median Home Cost: PENASCOLA $216,700
Pensacola: $125,500
Fort Walton: $190,000
SANTA ROSA COUNTY

NAVARRE ACCOUNTS FOR

30%

OF TAX REVENUE
FOR SANTA ROSA COUNTY

TOTAL SQUARE MILES OF LAND IN SANTA ROSA COUNTY:

1284 SQUARE MILES = 647,430.4 acres*

TOTAL SQUARE MILES OF LAND IN NAVARRE:

23 = 14,720*

NAVARRE AS A PERCENTAGE OF THE COUNTY:

2.273%

NAVARRE PRESS

We’re one of the best weekly newspapers in Florida... and we can back that up.

Winner of 22 Florida Press Awards for 2016

Florida Press Association Awards to-date: 167 editorial, 123 advertising

“If all newspapers looked like this one, there would be no more talk of newspapers dying.”

—Florida Press Association Better Weekly Newspaper Judge

Dean Ridings, President/CEO of the Florida Press Association (FPA), lauded Publisher Sandi Kemp for her innovative approach to the journalism business, remarking on her ability to remain ahead of the industry during her 2010-2011 term as Chairman of the Florida Press Association board.

“I believe Sandi will be able to lead the organization and give us good input, particularly in light of the changes the industry is going through,” Ridings said. “I expect that she will be able to help us continue to improve how we relate with our newspaper and provide services.”

Ridings highlighted Kemp’s business model of pay-per news, where readers are asked to pay for news read at Navarre Press’ website, www.navarrepress.com.

“She recognized the value of the newspaper and has been employing techniques to leverage that and many newspapers are starting that,” Ridings said. “They are starting to wake up, because (free news) is not necessarily the best way anymore. I think Sandi is a step ahead of where the industry is going when it comes to leveraging the online content.”

“Sandi Kemp is a dynamic publisher and a strong leader in the news industry. She will bring broad vision and smart business sense to the Florida Press Association, as well as a deep appreciation of the value of local news.”

—Jim Baltzelle, chief of the Florida AP bureau based in Miami, and a member of the FPA board of directors.

“There are some caring, creative people producing this newspaper. This is the kind of work we need to see more of — bravo!”

—Florida Press Association Better Weekly Newspaper Judge
“This newspaper serves up great graphics, spectacular photos (great photos deserve to be showcased in an appropriate size and this paper does that), nice typography, drop quotes; inside pages are thoughtfully produced; section covers are high impact — super sports package.”
—Florida Press Association Better Weekly Newspaper Judge

“I love reading the Navarre Press. The stories and their presentation to the readers is excellent. The lively layout and the outstanding use of photographs makes this newspaper exciting!”
—Florida Press Association Better Weekly Newspaper Judge

Navarre Press
Florida’s Best Weekly Newspaper
by Florida Press Association

Pat Dorsey, Publisher
Sarasota Herald Tribune

Sandi Kemp, Publisher
Navarre Press
80% population reach with online and print.

30 outlets for single copy sales.
As far east as Hurlburt Field, as far west as Gulf Breeze proper and Pensacola Beach, and as far north as Milton.

12,000 Circulation

34,000 Readership

Community involvement:
Navarre Relay for Life, FunFest, Caring and Sharing, Juana’s Regatta, Rotary Club, YMCA, NYSA, Christmas in the Park, Navarre Beach Mardis Gras Parade, and many, many more.

Members of:
Fort Walton Beach Chamber of Commerce
Gulf Breeze Chamber of Commerce
Navarre Beach Area Chamber of Commerce
Pensacola Beach Chamber of Commerce
Santa Rosa County Chamber of Commerce
NAVARRE PRESS Multimedia

- Easier multimedia ad placement with a single marketing investment
- Expanded reach of your message to a new, desirable audience
- Enhanced frequency of your message by thousands of impressions
- Increased search engine optimization on the world’s most powerful search engines, like Google, Yahoo and Bing!

navarrepress.com audience is worth talking to

25,000 - 35,000 monthly unique visitors on average
65,000 visits per month on average

If you really want to know about hits we’re usually around 3 million. But we don’t like using that number because website hits should never be used to report traffic. navarrepress.com readership is young, affluent and growing!

Newspaper online readers are wired
91% recently shopped online
89% recently bought online
71% are online daily at work
70% frequently bank online
64% recently checked classifieds online
68% have home broadband

Newspaper print and online is a powerful combination

The Navarre Press reaches more than 34,000 readers per month. • navarrepress.com reaches more than 65,000 visits each month.
“I find no better resource through which to stay abreast of my hometown happenings than Navarre Press. I look forward each Thursday afternoon to picking up the mail. I relax in my office and thoroughly browse each section of the paper. It covers it all - from community issues, our schools, churches, military, senior citizens, to sports and more. I simply can’t imagine anyone with ties to Navarre not reading the Navarre Press.”

– Chris Beam, Navarre

“We really enjoy your newsy newspaper. It is first rate!”

– Carolyn & Francis Dailey

“Congratulations on all your awards. I enjoy reading Sandi’s editorial.”

– James Higginbotham, Albuquerque, N.M.

“Your paper is the best in all the surrounding areas. It’s great!”

– C.C. Smith, Gulf Breeze

“We are lucky to have such a good local newspaper.”

– Giselle Alvarez

“Great paper! Thanks for your outstanding coverage of Navarre!”

– Michele Tucker, Navarre

“We love Navarre Press!! I have learned about opportunities and events that I didn’t glean from anywhere else. Thanks!”

– Deanna Smotherman, Navarre
What NAVARRE PRESS advertisers are saying...

“Each week, our sales insert comes out in other newspapers on Wednesdays, but the noticeable increase in sales volume happens on Thursdays, when the Navarre Press is in the newstands and in subscribers’ mailboxes. I believe this increase is due to the Navarre Press.”

— Tomell Johnson
Store Manager, Publix Navarre

Advertising through Navarre Press’s Business Billboard was the best advertising I have ever done — hands down. I’ve spent money on social media ads and I got nothing compared to my advertising in Navarre Press. And, the clients I received were quality clients that are repeat customers and are high quality clientele. This was the best advertising investment that I have made in my business to date and I recouped the cost of my ad many times over and with the repeat business, it continues to pay for itself over and over again. I actually had to take a break due to my capacity but if I ever start to slow down again or add a day to my schedule, I know where I’ll go to get new clients — Navarre Press.

—Eileen on Style

We chose to advertise with the Navarre Press and they recently did a feature story on our store for the Business Billboard. From the day they featured us and even now, people still come in and mention the article. It really more than doubled our local business! Navarre Press has been an asset to us for advertising, and at this point I wish I had forgone all the other advertising and only advertised with them and in their sources. It has, by far, been the best money spent advertising wise. The sales representative has become a friend to the store and we love seeing her come into our store! She is always pleasant and helpful, and very knowledgeable about every aspect of advertising in this small town environment. If you haven’t advertised with Navarre Press yet, I highly recommend you doing so. You will see an immediate upswing in your business!

—Lisa Gambill & Magda Morton
Southern Specialty Market

Navarre Press has always been exceptional to work with. The quality of their paper and friendliness of their staff make advertising with them a delightful experience. We have advertised with Navarre Press for several years and have never been disappointed with the quality of the ads or their ability to capture our stories. With all of the different media outlets that our business can advertise with in our community, we always continue to advertise in Navarre Press.

— Tiffany Rollins, The Beacon
**Navarre Press Advertising Rates**

**Page size:**

- 11” x 21”
- Column width: 1.55” wide
- Preferred resolution: 300 dpi

**Readership:**

34,000 weekly

**Distribution:**

Available via subscription and news racks in the Navarre Beach area, including shopping plazas and other high traffic locations in the surrounding area, (Hurlburt Field, Pensacola Beach, Gulf Breeze and Milton).

**Deadlines:**

For inclusion in any edition, stories and ad reservations are due at close of business Friday prior to next Thursday publication. Press releases are considered on a space available basis subject to editor approval.

**Payment:**

- All open rate advertising (display or classified) is due in full the Monday prior to publication. Other rates are paid in monthly installments the month of publication. Check, cash and credit cards accepted.

**Display ads:**

Ads are priced based on size and duration. $15 Per Column Inch (PCI) applies for a 1x ad placement. Discounted rates apply with long-term commitments. The following sample formula is used to arrive at ad rates:

$$\text{Ad Height} \times \text{Number of Columns} \times \text{Rate} = \text{Cost}$$

Example: Ad is (3” tall) x (3) columns across x ($10) = $90

**Inserts:**

- 1 page preprinted inserts $59/thousand
- 2-8 pages $75/thousand

**Classified ads:**

Classifieds listings/ads are priced as follows (Classifieds must be prepaid):

- $10 per week for a 20 word description, add $1 per additional word
- $25 for listings with picture or logo included in a box.
- Sell any household item or your automobile on the Classifieds page for $20 for four weeks or until you sell it. (20 words or less)

**Full color:**

- Add $50 to the ad rate (up to 8 column inches)
- Add $7 per column inch to the ad rate for any ad over 8 column inches (no > $250).

**Business Billboard**

Sign a 12 week or 52 week agreement purchasing an approximately 2.3 x 1.87 inch ad for $50 a week and receive a free feature story with photos, valued at $1,100.

**Neighborhood Favorites**

Geared toward restaurants. Sign a 12, 26 or 52 week agreement for either a 3.22 x 2 inch ad, a 3.22 x 4 inch ad or 4.89 x 5 ad and receive a feature story with photos on your restaurant.

**Service Market**

Be placed under a service directory heading in an ad-style listing with a service icon or picture.

- $10/week (with 12-week agreement)

**Discount options & special features**

For the consistent advertiser

- If you advertise with the Navarre Press for.....
  - 1 week at a time ........................................... $15 PCI
  - 2-3 weeks .................................................... $12 PCI
  - 4-12 weeks ................................................... $10 PCI
  - 13 weeks ...................................................... $9 PCI
  - 26 weeks ...................................................... $8 PCI
  - 52 weeks ...................................................... $6 PCI

Prices have not changed since 2000, and once you are in on any special your price never goes up. *As long as there are no breaks in your contract.

Contact our marketing specialist at 939-8040 for other programs or a custom plan.

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**Staff Report**

Kendra Sue Cohens, 41, of Nina Street in Navarre was called a night of partying at a popular holiday event Dec. 24 when the deputy entered the home she found Cohens’ mother, age 58, with a deadly weapon. Deputies arrested Dec. 27, and charged Nina Street in Navarre was home she found Cohens’ mother, age 58, with a deadly weapon. Deputies arrested Dec. 27, and charged...
Holley by the Sea News (HBTS News) is a niche news and information source for Holley by the Sea, the second largest homeowners association in Florida and the largest homeowners association in north Florida. The Board of Directors of Holley by the Sea communicates directly to the owners and residents through this publication and it is full of news stories that concern the community. The neighborhood of Holley by the Sea has Hidden Creek Golf Course within its boundaries. HBTS News is published 15x per year and is mailed free of charge to every homeowner and renter that resides in HBTS and appears online as it does in print and is accessible 24/7. Copies of HBTS News are also available at the HBTS Recreation Facility. HBTS News is full color and has a readership of 12,000 online and in print monthly. See HBTSNews.com for previous issues.

Navarre Beach News (NB News) is the news and information source for residents and owners of property on Navarre Beach. The Navarre Beach Leaseholder and Residents Association (NBLRA) communicate to their members and the owners directly through this niche publication. NB News is published 12x per year and is mailed to every owner regardless of their permanent address. It is also mailed to every resident on Navarre Beach. NB News appears online as it does in print and is accessible 24/7. Additional copies of NB News can be found at area attractions, condominium offices, restaurants as well as the utility offices. NB News is full color and has a readership of 8000 online and in print monthly — and growing. See NavarreBeachNews.com for previous issues.
**Mind, Body, Spirit** — In conjunction with the Navarre Beach Area Chamber of Commerce’s Annual Health & Business Expo, this guide is full of information about the Expo as well as health and wellness tips and guidelines, and business and medical related information.

**Fall Sports Guide** — includes photos, rosters and schedules for football, golf, swimming, volleyball, cheerleading and band.

**Holiday Happenings & Gift Guide** — A special collection of happenings in Navarre and the surrounding area during the holiday season. This tab also features a local shopping guide.
Emerald Coast Visitor’s Guide is an award winning annual publication provides visitors with everything they need to know about the Navarre area including dining and shopping options. It is the perfect way to shake hands with our summer visitors. The guide is distributed in May to visitor centers, hotels, condos on the beach, Hurlburt Field and Eglin AFB.
Your School Calendars - Your marketing dream realized... reach more than 100,000 students plus their families with school calendars. Families will be planning their lives around this wall calendar. Includes, school holidays, early release days, teacher workdays, fall break, holiday breaks, spring break.