

# LAGNIAPPE

SOMETHING EXTRA FOR MOBILE BAY



# MEDIA KIT

Print ♦ Digital ♦ Events

# 2025 ADVERTISING CALENDAR

## JANUARY ISSUE DATES

JANUARY 1  
JANUARY 8  
JANUARY 15  
JANUARY 22  
JANUARY 29

### ADVERTISING STRATEGIES FOR JANUARY

- New Year's Resolutions
- Fitness/ Gyms
- Weight loss
- Beauty
- Financial Planning
- Mardi Gras (Attire, Throws, Decor, Catering, Etc.)

### SPECIAL EVENTS/ISSUES

January 20: MLK Day

## FEBRUARY ISSUE DATES

FEBRUARY 5  
FEBRUARY 12  
FEBRUARY 19  
FEBRUARY 26

### ADVERTISING STRATEGIES FOR FEBRUARY

- Valentine's Day: (Florists, Lingerie, Restaurants, Candies, Jewelry, Massages, Gift Cards)
- Mardi Gras (Attire, Throws, Decor, Catering, Etc.)

• American Heart Month

### SPECIAL EVENTS/ISSUES

*Feb 14: Valentine's Day*  
*Feb 26: Mardi Gras Issue*

## MARCH ISSUE DATES

MARCH 5  
MARCH 12  
MARCH 19  
MARCH 26

### ADVERTISING STRATEGIES FOR MARCH

- Nappie Awards Nominations
- St. Patrick's Day
- Azalea Trail Run
- Mardi Gras
- Gardening/Patio

### SPECIAL EVENTS/ISSUES

*March 2: Joe Cain Day*

*March 4: Fat Tuesday*

*Nappie Nominations Issues:*

*March 12, 19 & 26 and April 2*

*Nappie Nominations Voting:*

*March 12 through April 6*

## APRIL ISSUE DATES

APRIL 2  
APRIL 9  
APRIL 16  
APRIL 23  
APRIL 30

### ADVERTISING STRATEGIES FOR APRIL

- Spring Break
- Passover
- Gardening/Patio

### SPECIAL EVENTS/ISSUES

*April 20: Easter Sunday*

*April 30: Nappie Finals Begin*  
*Spring Break*

## MAY ISSUE DATES

MAY 7  
MAY 14  
MAY 21  
MAY 28

### ADVERTISING STRATEGIES FOR MAY

- Mother's Day
- Memorial Day
- School Year Ends

- Graduation Gifts/Parties
- Summer Fun and Camps
- Nappie Finals

### SPECIAL EVENTS/ISSUES

*May 7, 14, 21, 28 Nappie Finals Issue*

*May 7-June 1: Nappies Final Voting*

*May 11: Mother's Day*

*May 26: Memorial Day*

## JUNE ISSUE DATES

JUNE 4  
JUNE 11  
JUNE 18  
JUNE 25

### ADVERTISING STRATEGIES FOR JUNE

- Summer (Camps, Swimming Vacation, AC Tune Ups)
- Father's Day
- Juneteenth
- Men's Health Month

### SPECIAL EVENTS

*June 15: Father's Day*

## JULY ISSUE DATES

JULY 2  
JULY 9  
JULY 16  
JULY 23  
JULY 30

### ADVERTISING STRATEGIES FOR JULY

- Fourth of July
- Dauphin Island Deep Sea Fishing Rodeo
- Nappie Awards

### SPECIAL EVENTS/ISSUES

*July 16: Nappie Awards Issue*

*July 18: Nappie Awards Ceremony*

## AUGUST ISSUE DATES

AUGUST 6  
AUGUST 13  
AUGUST 20  
AUGUST 27

### ADVERTISING STRATEGIES FOR AUGUST

- Football/Tailgating
- Back to School

## SEPTEMBER ISSUE DATES

SEPTEMBER 3  
SEPTEMBER 10  
SEPTEMBER 17  
SEPTEMBER 24

### ADVERTISING STRATEGIES FOR SEPTEMBER

- Labor Day
- Football, Fall

### SPECIAL EVENTS/ISSUES

*September 1: Labor Day*

## OCTOBER ISSUE DATES

OCTOBER 1  
OCTOBER 8  
OCTOBER 15  
OCTOBER 22  
OCTOBER 29

### ADVERTISING STRATEGIES FOR OCTOBER

- Greater Gulf State Fair
- Fall Decor
- Halloween
- Breast Cancer Awareness Month

### SPECIAL EVENTS

*October 31: Halloween*

## NOVEMBER ISSUE DATES

NOVEMBER 5  
NOVEMBER 12  
NOVEMBER 19  
NOVEMBER 26

### ADVERTISING STRATEGIES FOR NOVEMBER

- Thanksgiving
- Holiday Shopping
- Black Friday
- Wish Book
- Holiday Office Party Planning

• Political

### SPECIAL EVENTS/ISSUES

*November 26: Thanksgiving/Black Friday*

*"Wish Book"/Iron Bowl Issue*

*November 27: Thanksgiving*

*November 28: Black Friday*

*November 29: Iron Bowl*

## DECEMBER ISSUE DATES

DECEMBER 3  
DECEMBER 10  
DECEMBER 17  
DECEMBER 24  
DECEMBER 31

### ADVERTISING STRATEGIES FOR DECEMBER

- Holiday Shopping
- Holiday Meal Planning
- Bowl Games
- New Year's Eve/Resolution Planning

### SPECIAL EVENTS

*December 25: Christmas Day*

*December 31: New Year's Eve*



# ADVERTISING RATES 2025

## DEADLINE

Deadline to reserve space in each Wednesday publication is the Friday prior by 5 p.m. If Lagniappe is designing and building the ad, all copy must be in Friday at noon. One proof will be issued for changes and corrections. A second proof will be issued for final approval. Any changes on Lagniappe-produced ads must be approved by 5 p.m. on Monday prior to publication date. Deadline for camera-ready/advertiser provided copy is by 5 p.m. on Monday prior to publication date.

**Any cancellations after 5p.m. on Monday are subject to a 50% cancellation fee.**

## DESIGN SPECS

Ads should be delivered in PDF or JPEG format to ads@lagniappemobile.com CMYK color, 300 dpi resolution. No rich black small text.

## PRE-PRINTED INSERTS

Customer provided pre-prints can be inserted in Lagniappe at the following cost per thousand rates: Single Sheet -\$45 per thousand, 4-8 page inserts \$55 per thousand, 8 pages and larger - quoted on the size and weight. Reservation deadline is two weeks prior to publication.

All inserts must be shipped to:  
Baton Rouge Press, 2621 E Perdue Ave,  
Baton Rouge, LA 70814, (225)275-8429.

## GLOSSY WRAP

Lagniappe's most high impact, exclusive advertising vehicle. Only one advertiser allowed per issue. A full color glossy wrap is bound and stitched to the outside of the issue. The wrap occupies just under one half of the lower portion of the front and back covers and provides four areas for copy. Equivalent to just under two pages of advertising. \$3500/issue

Glossy wraps must be booked well in advance. Not all dates will be available.

SIZE	1X	4X	6X	12X	26X	52X
	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W	COLOR/B&W
FULL PAGE	\$2093/\$1893	\$1907/\$1707	\$1724/\$1524	\$1630/\$1430	\$1483/\$1283	\$1360/\$1160
1/2 PAGE	\$1046/\$946	\$954/\$854	\$863/\$763	\$816/\$716	\$743/\$643	\$681/\$581
1/3 PAGE	\$819/\$744	\$746/\$671	\$689/\$614	\$651/\$576	\$603/\$528	\$553/\$478
1/4 PAGE	\$524/\$474	\$493/\$443	\$432/\$382	\$408/\$358	\$374/\$324	\$344/\$294
1/8 PAGE	\$296/\$271	\$268/\$243	\$258/\$233	\$244/\$219	\$229/\$204	\$210/\$185
1/16 PAGE	\$157/\$137	\$144/\$124	\$138/\$118	\$132/\$112	\$123/\$103	\$114/\$94
<b>PREMIUM PLACEMENT</b>	<b>1X COLOR</b>	<b>4X COLOR</b>	<b>6X COLOR</b>	<b>12X COLOR</b>	<b>26X COLOR</b>	<b>52X COLOR</b>
<b>CENTER SPREAD</b> (2 FULL PAGES)	\$4814	\$4386	\$3965	\$3749	\$3411	\$3128
<b>BACK COVER</b>	\$2407	\$2193	\$1983	\$1875	\$1706	\$1564
<b>INSIDE FRONT</b> (PAGE 2)	\$2407	\$2193	\$1983	\$1975	\$1706	\$1564

\*For guaranteed placement on any other page, please add a 15 percent premium to contract rate. Subject to approval. All rates are net.

**1170 x 260 PX - \$200/WEEK**

**300 X 600 PX - \$150/WEEK**  
**300 X 300 PX - \$125/WEEK**

## LAGNIAPPEMOBILE.COM WEB ADS

Advertise your business on Mobile's most dynamic news website! With constant breaking news updates, Lagniappe readers are driven back to the site multiple times per day. And while they may come for news, they stay for a robust calendar of events, comments section as well as other community features.



# ADDITIONAL ADVERTISING OPPORTUNITIES



## SUNDAY BRUNCH - EMAIL BLAST

Every Sunday morning, Co-publisher Rob Holbert offers his take on various news events shaping our community while also recapping the stories readers may have missed on [lagniappemobile.com](http://lagniappemobile.com). Rob's goal is to give readers that Sunday morning reading experience they once had from their daily newspaper. This newsletter is sent out to more than 37,000 subscribers each week and has quickly become one of the hottest reads in town.

## ON DECK - EMAIL BLAST

Since joining Lagniappe in late 2020, Tommy Hicks has quickly made Lagniappe's sports coverage the strongest in Mobile and Baldwin Counties. Every Friday, his On Deck newsletter goes out to more than 46,000 subscribers to inform them about not only what's new in the world of sports, but also what they should be looking for during the coming weekend. With decades of experience as a sports reporter, Tommy has the inside scoop on the local scene that you won't get anywhere else.



## HOT OFF THE PRESS - EMAIL BLAST

Each Wednesday, Hot Off the Press is sent out to more than 47,000 Lagniappe newsletter subscribers to inform them of the latest stories hitting the streets and the web in this week's edition of the paper. It's a quick compendium designed to pique readers' interests and to let them know what's on tap at [lagniappemobile.com](http://lagniappemobile.com)



ADVERTISE ON ALL THREE EMAIL BLASTS FOR \$500/WEEK.  
SPECS: 1250 X 375 PX

## LAGNIA-POD PODCAST

Advertise your :30 second spot (provided by client) on Lagniappe's award-winning podcast, Lagnia-POD. Lagniappe's publishers and reporters discuss the hottest local topics, while sports editor Tommy Hicks gives the rundown on what's happening in area sports.  
**\$50 PER SPOT**



**CONTACT US:** LAGNIAPPE  
[www.lagniappemobile.com](http://www.lagniappemobile.com)  
 Physical Address: 704 Government St. Mobile, AL 36602  
 Mailing: P.O. Box 3003 Mobile, AL 36652 • Office: 251-450-4466  
 For billing inquiries: [accounting@lagniappemobile.com](mailto:accounting@lagniappemobile.com)  
 To place public notices/legal advertising: [www.lagniappemobile.com/legals](http://www.lagniappemobile.com/legals)

# DISTRIBUTION

## THE MOST ROBUST DISTRIBUTION IN THE MARKET

Lagniappe delivers 23,000 papers to hundreds of locations across Mobile and Baldwin Counties, giving it THE BROADDEST distribution of any print publication in the market. You can find Lagniappe in one of our more than 100 'regal purple' boxes across the area or one of the many restaurants, bars, coffee shops or other businesses who proudly carry Lagniappe. In addition to outside delivery, Lagniappe has an ever growing list of subscribers who have it delivered each week via the USPS.

## POPULAR DISTRIBUTION SPOTS

### INSIDE RACKS

- Rouses Supermarkets - Springhill & Daphne
- Greer's - Dauphin & 65 AND Bay Minette
- Piggly Wiggly - University Blvd. Mobile & Foley
- Fooksackly's - All area locations
- University of South Alabama Rec Center
- Mobile Infirmary
- University Hospital
- Springhill Medical Center
- Fairhope Public Library
- Coffee Loft - Fairhope
- Street's Seafood - Bay Minette

### BOXES

- Krystal - Dauphin & 65
- Heroes Downtown
- Government Plaza
- Dew Drop Inn
- Winn Dixie - Tillman's Corner
- B&B Pet Stop - Cottage Hill Road
- Rouses Supermarket - Spanish Fort
- Greer's St. Louis Market AND Fairhope
- Piggly Wiggly - DIP, Spanish Fort, Loxley AND Fairhope
- Sally's Piece of Cake - Three Notch
- Judy's Place - Government & Azalea
- Dick Russell's Tillman's Corner
- Lighthouse Restaurant - Irvington

## LAGNIAPPE WEEKLY READER DEMOGRAPHICS

Approximately  
**77,000**  
 Unique print readers each week

AVERAGE INCOME  
**\$72,000**  
 WITH 44,000 EARNING  
**\$50,000**  
 OR MORE ANNUALLY

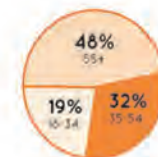
32,000 READERS EARN  
**\$100,000**  
 AND 9,000  
**\$150,000**  
 OR MORE ANNUALLY



Approximately  
**141,000**  
 Unique print readers every six months



## AUDIENCE AGE



Lagniappe readers have disposable income, are well-educated and active in their communities