

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

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

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
PREMIUM PLACEMENT	1X COLOR	4X COLOR	6X COLOR	12X COLOR	26X COLOR	52X COLOR
CENTER SPREAD (2 FULL PAGES)	\$4814	\$4386	\$3965	\$3749	\$3411	\$3128
BACK COVER	\$2407	\$2193	\$1983	\$1875	\$1706	\$1564
INSIDE FRONT (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.

1

FULL

10(w)x12(h)

1/2

HALF

vertical
5(w)x12(h)

1/2

HALF

horizontal
10(w)x6(h)

1/3

THIRD

5(w)x9(h)

1/4

QUARTER

regular
5(w)x6(h)

1/4

QUARTER

super horizontal
10(w)x3(h)

1/4

QUARTER

super vertical
2.5(w)x12(h)

CENTER SPREAD

21(w)x12(h)

1/16

SIXTEENTH

2.5(w)x3(h)

EIGHTH

vertical
2.5(w)x6(h)

1/8

EIGHTH

horizontal
5(w)x3(h)

1170 x 260 PX - \$200/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.

300 X
600 PX
- \$150/
WEEK

300 X
300 PX
- \$125/
WEEK

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.

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. 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



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
 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
 To place public notices/legal advertising: 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 BROADEST 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
- Foosackly'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

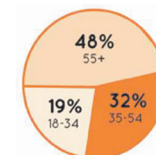


Approximately
141,000
 Unique print readers every six
 months



52% MEN
48% WOMEN

**AUDIENCE
AGE**



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