



Target your advertising to reach young, trendy, successful women with

# Bella

the newest targeted-market publication of the Pensacola News Journal.

**Beautiful women.  
Sassy attitude.  
Smart magazine.**

Bella sheds its light on...

- health and beauty
- cooking and entertaining
- fitness and nutrition
- regional and national travel
- arts, entertainment and dining out
- fashion and shopping
- relationships and family
- money tips
- and so much more!

**Who will be drawn to read Bella?**

- Bella's target audience is women, ages 21-49, living in Escambia and Santa Rosa counties.
- The 76,000 women in this demographic spend \$65 million annually on clothing, shoes, and jewelry.
- Of these 76,000 women:
  - About half live in households that earn \$50,000 or more annually,
  - 56 percent are married, 63 percent have children under the age of 17 and 63 percent have attended college.

## Publication Dates & Distribution

Bella publishes the third Friday of every month.

## Space & Copy Deadlines

Advertising deadlines are Tuesdays, 17 days in advance of publication.

## Ad Page Format

- Tabloid: Full-Page, Half-Page and Quarter-Page
- Features glossy paper with stitched binding

## Rates

12-month contract rates listed. See your Account Executive for additional rates.

Full-Page (one color)	\$538
Half-Page (one color)	\$342
Quarter-Page (one color)	\$225
Center Spread Strip*	\$350
Back Page*	\$1,500
Inside Back Page*	\$1,200
Inside Front Cover*	\$1,200

All rates are for one color (plus black) unless otherwise indicated. Add full color for \$100.

\* Includes full color.

**Call your Account Executive today!**

**850 - 435 - 8554**

PENSACOLA  
**News Journal**  
pnj.com

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Source: Scarborough Research, Release 1, 2006 for  
Pensacola CBSA (Escambia and Santa Rosa Counties.)