building stronger cities

Q1 2021 MEDIA KIT

BUNGALOWER

Covering Orlando's Bungalow Neighborhoods

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at a glance

SOCIAL - 60,000+

Our social platforms are diverse and engaging and pull in over 500,000+ impressions each week.

WEBSITE - 300,000+ SESSIONS

It's not just about eyeballs, it's about aligning your brand with a trusted local network. Just 65,000 people live in the Bungalow neighborhoods and most of them read us.

NEWSLETTER - 5,000+

With an industry open rate average of 18 percent, our 35 percent open rate means our subscribers really love getting their e-newsletters!

PRINT PRODUCT - 2,000 ISSUES

Our monthly mini-magazine is featured in some of the most popular local businesses in the City Beautiful.

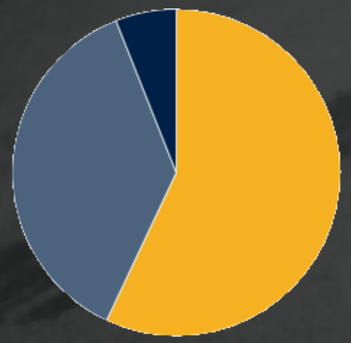
BEST SOCIAL FEED - ORLANDO MAGAZINE 2020
BEST SOCIAL INFLUENCER - ORLANDO MAGAZINE 2020
BEST PUBLICATION - ORLANDO WEEKLY
BEST LOCAL PODCAST - ORLANDO MAGAZINE 2019
BEST SOCIAL MEDIA INFLUENCER - ORLANDO MAGAZINE 2019
BEST INSTAGRAM - ORLANDO WEEKLY 2018, 2019
BEST BLOGGER - ORLANDO MAGAZINE 2018
TOP 15 TO WATCH - ORLANDO MAGAZINE 2019

WHO READS BUNGALOWER?

Our readers are most interested in:

- Shoppers/Value Shoppers
- Technology
- Media and Entertainment
- Travel
- Lifestyles and Hobbies
- Beauty and Wellness
- Food and Dining

How Bungalowers read their news:



65% Mobile

28% Desktop

7% Tablet

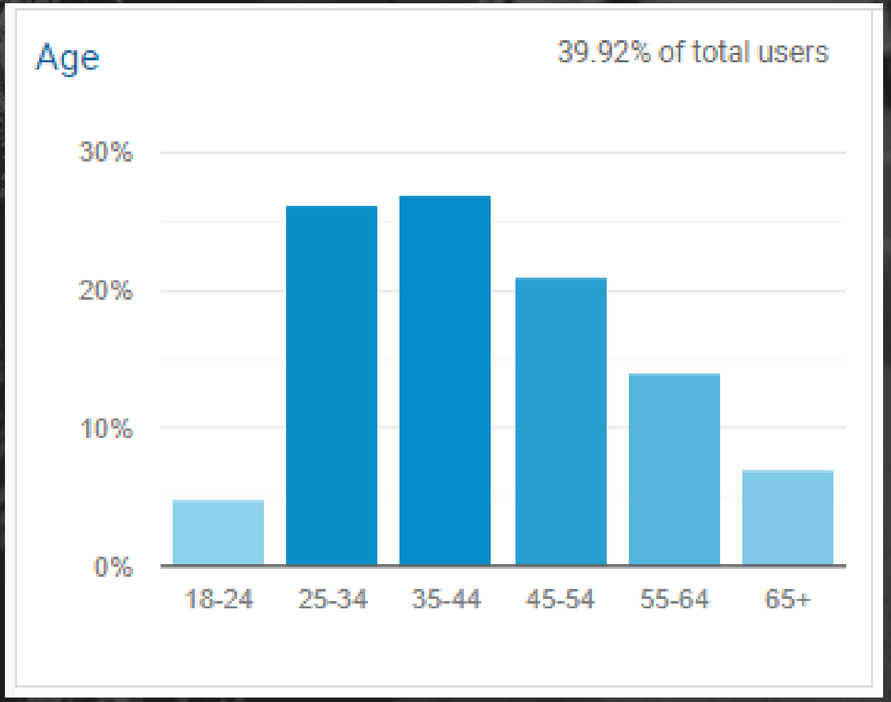
96% OF BUNGALOWER READERS LIVE IN THE UNITED STATES

GENDER - WEBSITE

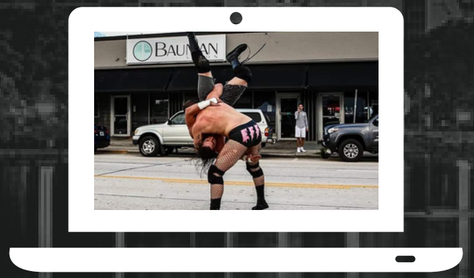
♂ 50.9% ♀ 49.1%

GENDER - SOCIAL

♂ 34% ♀ 66%



AD RATES:



WEB ADS

We have a robust offering of curated online real estate to help you reach our Downtown plugged-in audience. Ask us what works best for you and we'll design a custom package.

SEE NEXT PAGE FOR PRICES AND DIMENSIONS

MONTHLY PRINT MAGAZINE

Our monthly mini-magazine is featured in some of the most popular local businesses in the City Beautiful.. It's fun, it's super-collectible, and there's nothing else like it in town. It's got a calendar, a short story series, editorial, and more.

FULL PAGE - $500
HALF PAGE - $250
SPREAD - $800
CENTERFOLD - $250

SOCIAL CAMPAIGNS

Our award-winning social platforms keep our followers engaged, entertained, and up-to-date with all the things they need to know about living their best lives in Orlando. Help us keep them informed about what you're doing to contribute to this community we all call home.

SPONSORED POST - $500+
LIVE SESSION - $500+
GIVEAWAYS - $250+

RADIO PROMOTIONS

Every week our editor joins journalist and storyteller Jon Busdeker on our show, "Bungalower and The Bus" on Real Radio 104.1 to share the hottest stories of the week while recording in real locations around the Bungalow neighborhoods.

SITE VISIT - LIQUOR/FOOD
1-MINUTE SPOT - $150
SPONSORED EPISODE - $250

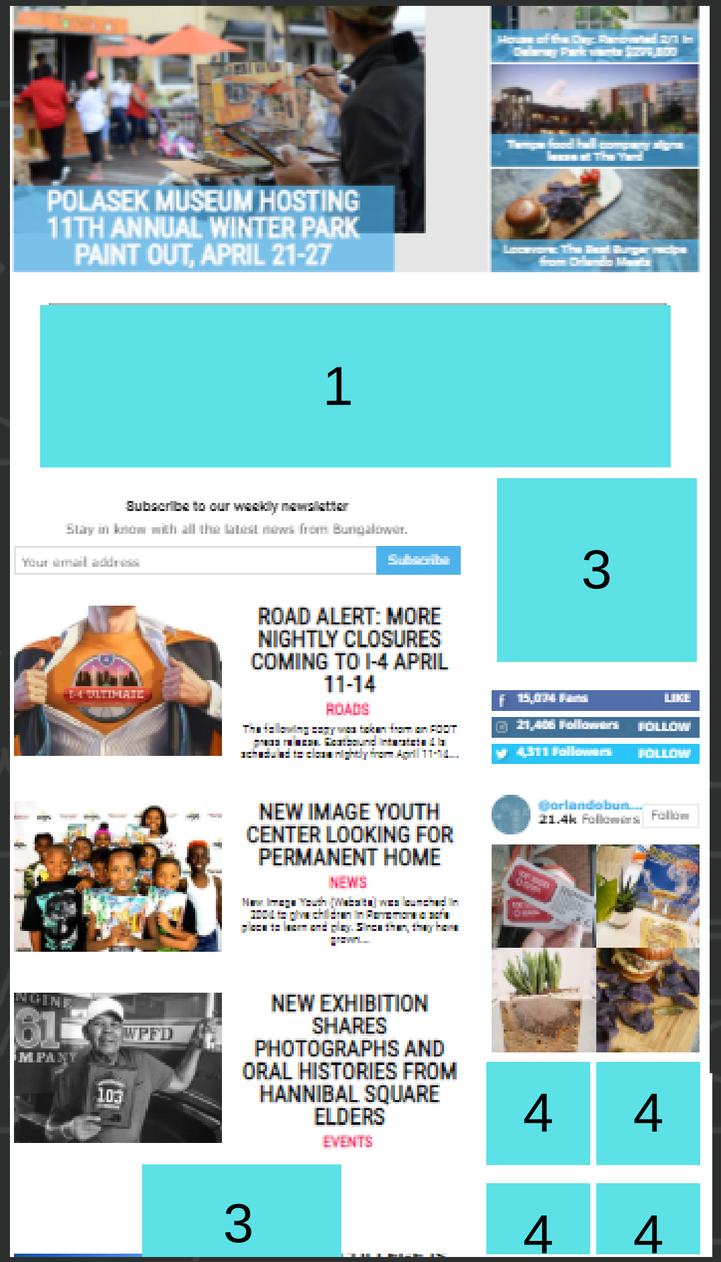
WEB AD SIZES

		WIDTH	HEIGHT
1	Banner	960	250
2	Article	300	600
3	Box	300	250
4	Shingle	125	125

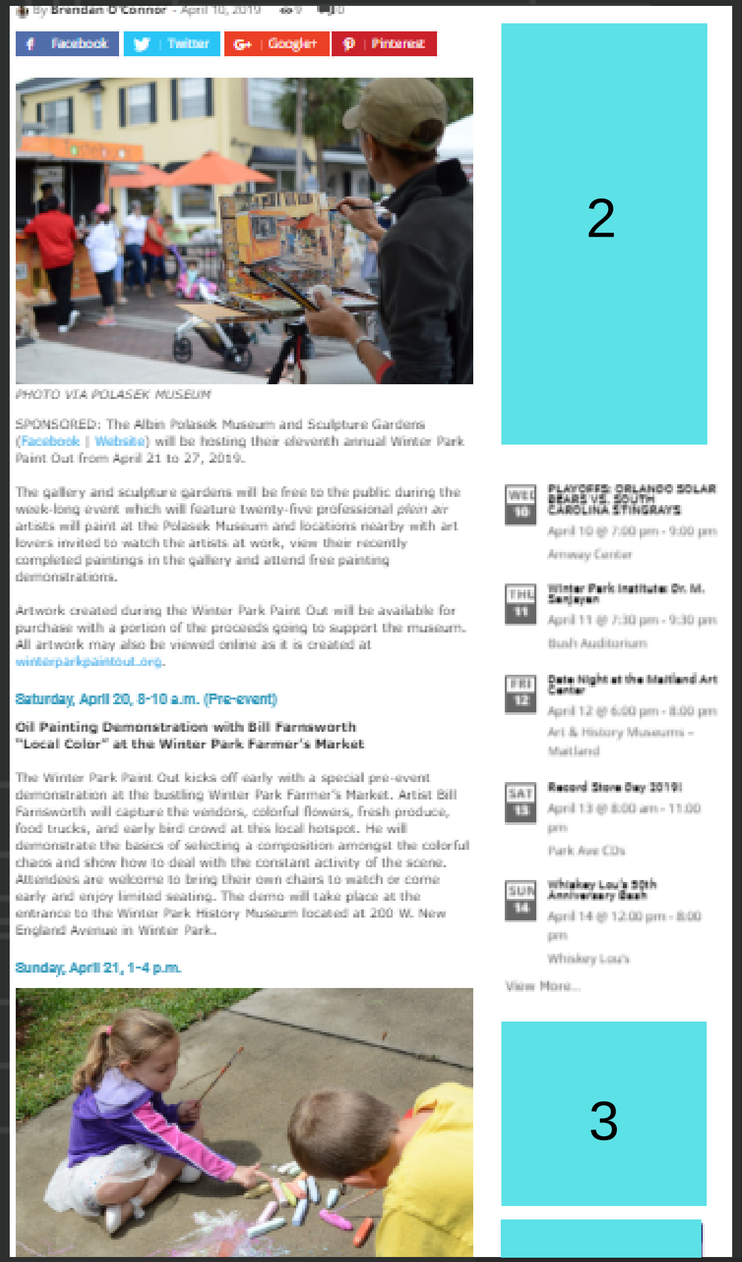
BANNER - $450/MONTH
BOX AD - $375/MONTH
(ASK ABOUT THE SOCIAL BOX!)
ARTICLE PAGE - $500/MONTH
SHINGLE - $150/MONTH

** GIF, JPG, PNG FORMATS ONLY*

MAIN PAGE



IN-STORY ADS



WEEKLY E-NEWSLETTERS

TOP TEN THINGS TO KNOW

Our weekly newsletters round up the top hyper-local headlines of the previous week and share them with our ever-growing number of subscribers.

We have an awesome open rate of 37-45 percent, compared to an industry average of 18 percent.

Sponsorship of our newsletters includes a banner placement at the top of the e-newsletter email and in our Top Ten Things post which gets shared on our website and to our socials that same day.

Ask us about how to sponsor all three newsletters!

AD MEASURES 563 X 140 - GIF, JPG, PNG FORMATS ONLY

$150 for one Top Ten Things email placement

$300 for all three newsletter placements that week.

MONTHLY MINI MAGAZINE

BUNGALOWER ZINE

Each month we share a print edition of our hyper-local online coverage from the previous month, including our Top Ten headlines, a curated list of the best events to check out that month, a short story by local author and playwright Scottie Campbell called “Storied Orlando,” vintage recipes, hard-hitting editorial, and much more.

The "zines" can be found at some of the most popular restaurants, shops, and businesses in the City Beautiful and we always share a list of brick and mortars where they're available when we post the digital version of the zine on bungalower.com.

REGULAR PRINT AD SIZES

1) FULL PAGE - $500

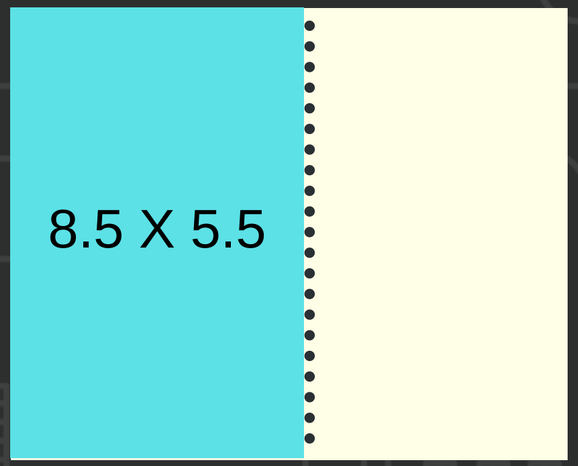
2) HALF PAGE - $250

3) CNTRFOLD - $450

4) SPREAD - $800

** All ads must have 0.25-inch bleed*

1



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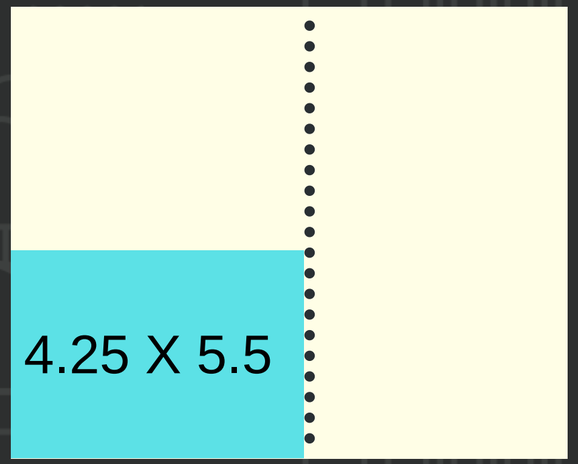

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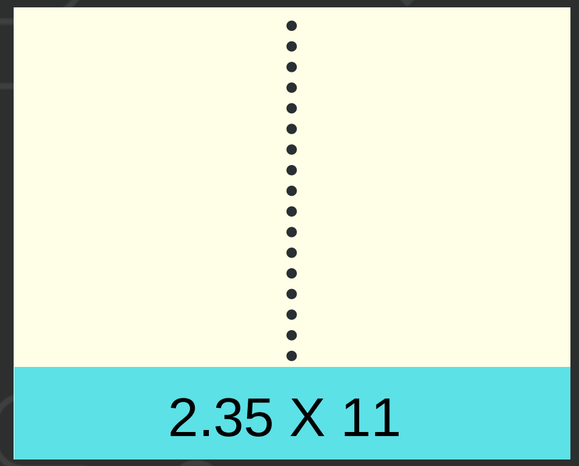

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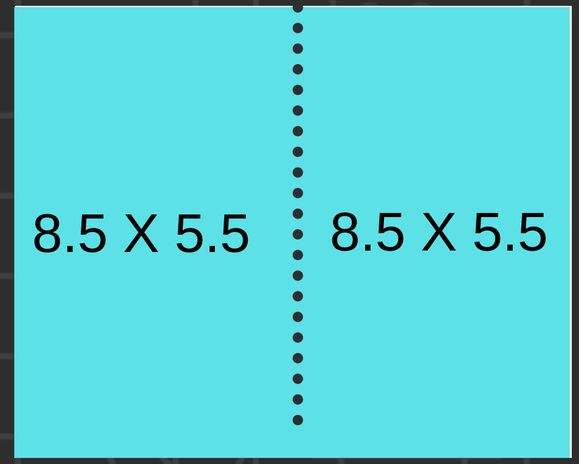

ASK US ABOUT EXCLUSIVE AD PLACEMENT ON SPECIFIC PAGES FOR MONTHLY PACKAGES - $750-$1000

RADIO PROMO SPOTS

"BUNGALOWER AND THE BUS"

SITE VISIT

Want Brendan and Jon to come visit your business or event? All they need is a place to hang and have some food and drink ready. Photos shared to Instagram.

SITE VISIT - LIQUOR/FOOD TRADE FOR SHOUT-OUTS

1-MINUTE SPOT

We can air 1-minute commercials in our podcast and on-air on Real Radio 104.1 FM. You tape it, we play it.

1-MINUTE SPOT - $150

SPONSORED EPISODE

Have a lot to say? Get a 5-7-minute spot with you, mention you at the beginning and end of the show. We'll even give you a shout out on the Jim Colbert Show at 4 p.m the day before.

SPONSORED EPISODE - $250

HOUSE OF THE DAY

REAL ESTATE PACKAGES

SPONSORED LISTINGS -$250

You get a custom story based on your listing but in the bungalower voice, that's shared on our website. Then we boost it on Facebook to reach more of our readers, and included it in our Top Ten Things e-newsletter the following Monday.

HOUSE OF THE WEEK - $650

- Top Ten Things e-newsletter
- Social shares and boosted on Facebook
- Sponsored post on Bungalower.com
- Box Ad on Bungalower.com
- Dedicated Orlando Magazine e-blast
- Social flights on OMag platforms
- Highlighted Insta-Stories
- Sponsored post with homepage placement

WHAT IS A BUNGALOWER BUDDY?

GETTING LOCAL BUTTS IN SEATS

EVERY MONTH, BUNGALOWER SENDS OUT AN EMAIL FULL OF E-OFFERS AND PROMO CODES TO COOL LOCAL EVENTS, RESTAURANTS, AND CALENDAR-WORTHY EXPERIENCES.

WE ALSO HAVE A NEW BUY LOCAL-ISH KEYHOLDER PROGRAM THAT LETS OUR MEMBERS "UNLOCK" SPECIAL DEALS AT PARTICIPATING BUSINESSES AROUND THE REGION.

PEOPLE CAN JOIN FOR A $20 DONATION TO OUR NEWSROOM OR PURCHASE THEM IN BULK AS PERKS.

IT IS FREE FOR BUSINESSES TO PARTICIPATE AND OFFER A DEAL TO OUR KEYHOLDERS.

ASK US ABOUT IT OR HEAD TO BUNGALOWER.COM/SUPPORT-US/ FOR MORE INFORMATION.

INFLUENCER PACKAGES

WE KNOW ALL THE RIGHT PEOPLE

"BEST LOCAL INSTAGRAM"
- ORLANDO WEEKLY, 2018, 2019

"BEST SOCIAL MEDIA INFLUENCER"
- ORLANDO MAGAZINE, 2019. 2020

"BEST BLOGGER"
- WATERMARK 2017, 2018, 2019

"BEST LOCAL PUBLICATION"
- ORLANDO WEEKLY 2019, 2020

RESTAURANT

Opening a new restaurant in a Bungalow neighborhood? Having an opening or unveiling a new menu? Let us invite the right local influencers who know how to get the word out about your work.

Starts at $800+ for custom packages.

EVENTS

Hosting an event and you don't know who to invite? Ask us about our Bungalower Buddies program and let us invite some of the coolest people in town. Great way to stock your event with hip, young influencers.

Bungalower Buddies is a free service. More on the next page.

BUNGALOWER

CONTACT US

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