

CIRCULATION + DISTRIBUTION

PRINT QUANTITY: 10,000

8,500 DIRECT-MAILED
TO HOMEOWNERS WITH
PROPERTIES VALUED AT \$750,000+
IN WALTON, OKALOOSA, AND
BAY COUNTIES

1,500 DROPPED OR SHIPPED
TO HIGH-TRAFFIC PARTNER
LOCATIONS (DESIGN SHOWROOMS,
REAL ESTATE OFFICES, AND INDUSTRY
EVENTS) AS WELL AS GENERAL
CONTRACTORS

DIGITAL EDITION

HOSTED ON ISSUU
WITH LIVE LINKS TO
PARTNER WEBSITES

TARGET AUDIENCE

HOMEOWNERS, ASSOCIATION
MANAGERS, BUILDERS,
ARCHITECTS, INTERIOR
DESIGNERS, AND CONSTRUCTION
PROFESSIONALS

FREQUENCY

ANNUAL
EARLY 2027

TRIM SIZE

7" x 10"

FULL COLOR

CMYK,
PERFECT BOUND

BUILT FOR INFLUENCE

PLACED IN FRONT OF HOMEOWNERS
ACTIVELY INVESTING IN BUILDING,
REMODELING, FURNISHING, AND
DESIGN DECISIONS ACROSS THE
EMERALD COAST.

MORE THAN A MAILER

BLUEPRINT IS DESIGNED TO BE
KEPT, REFERENCED, AND SHARED
—GIVING PARTNERS VALUE
BEYOND A SINGLE GLANCE.

BLUEPRINT DEBUTS IN EARLY 2027 AND WILL PUBLISH ANNUALLY THEREAFTER,
TIMED TO ALIGN WITH PEAK BUILDING AND DESIGN SEASON.