



The CLOSING TABLE

THE MONTHLY MAGAZINE FOR MARION COUNTY'S
TOP REAL ESTATE PROFESSIONALS

MEDIA KIT 2026

A PUBLICATION OF GET ROOTED MEDIA



THE STORY

Nobody was building this room.

No one gets to *the closing table* alone.

Behind every sale in Marion County there is a team. The lender who made the numbers work. The inspector who protected the buyer. The title company who cleared the path. The photographer who made the listing move. The stager, the appraiser, the attorney, the insurance agent.

They all did their job. Then they went home and waited for the next referral.

Nobody was telling their story. Nobody was putting them in the same room as the agents who drive their business. The ecosystem was producing nearly \$2.8 billion in annual sales volume and nobody had thought to connect it.

The agents close the deals. The service companies make them possible. We put everyone in the same room, every month.

The Closing Table is a monthly print magazine mailed directly to the top real estate agents and referring businesses in Marion County. It profiles the people behind the deals and builds the kind of connection that turns a name in a magazine into a trusted referral partner.

This is not a coupon book. It is not a flyer. It is a premium publication that top agents in this county read, share, and talk about.



THE MARKET

There is no better market in the country to be in right now.

Marion County is the fastest-growing metro in America.

That is not a marketing claim. The U.S. Census Bureau made it official in March 2025:

#1	16,567	\$2.8B	~10K
FASTEST-GROWING METRO IN THE U.S.	NEW RESIDENTS IN ONE YEAR	ANNUAL SALES VOLUME	HOMES SOLD PER YEAR

Out of 387 metro areas measured nationwide, Ocala ranked number one. The growth rate hit 4 percent between July 2023 and July 2024. No other metro in the country crossed that threshold. Marion County was not near the top. It was the top.

The population reached 428,905 as of July 2024, up 16,567 in a single year and up nearly 57,000 since 2020. An estimated 318 people moved here every week throughout 2023 and 2024. Marion County added nearly as many new residents last year as Miami-Dade, a metro ten times its size.

Nearly 10,000 homes sold here in 2024. Every single one involved agents, lenders, title companies, inspectors, photographers, and stagers. If your business depends on referrals from the professionals closing those deals, there is no better market in the country to be in right now.

The Closing Table is the only publication built specifically to connect the professionals driving this market.



THE AUDIENCE

*The top 500 agents out of 8,800.
That is who receives this magazine.*

350

TOP MARION COUNTY AGENTS
OUT OF 7,000+ LICENSED

150

TOP VILLAGES / SUMTER AGENTS
THE PRODUCERS WHO CLOSE THE MARKET

There are more than 7,000 licensed real estate agents in Marion County. Most close a handful of deals a year. The top 350 close the market.

When you advertise somewhere that reaches all 7,000, you are paying to be ignored by 6,650 people. The Closing Table mails to the 350 who are actually referring business right now. That list comes directly from Stellar MLS transaction data, verified by name and brokerage every single issue.

We also mail to the top 150 producing agents serving The Villages in Sumter County. That is 500 of the most active real estate professionals in two of the fastest-growing markets in Florida. In one publication. Every month.

The magazine also reaches 500 or more real estate service companies across Marion and Sumter counties. The full deal team in one publication. Agents receive The Closing Table at no cost because they are both the audience and the distribution engine. When they see your business in the magazine they already read and trust, the referral conversation starts before you ever pick up the phone.

*When your name appears in The Closing Table, you are
not cold-calling anymore. You are already known.*



WHAT YOU GET

Print. Social. Events. All of it working together.

A premium print ad, every month.

Your ad appears in a magazine that sits on desks, gets passed around offices, and stays in the hands of the people who refer business. A social post disappears in seconds. A magazine gets picked up four to five times. When an agent sees your name next to a cover story on a top producer, that is credibility no digital ad can buy.

Seen. Found. Chosen.

Most advertising asks people to pay attention to you. This is different.

Your print ad runs every month in the magazine the top 500 agents and referring businesses in this market already read. They see your business in a context they trust. That is where it starts.

Your social campaign then runs as a collab post through The Closing Table's Instagram and Facebook pages. Not your account. Ours. On Instagram, both handles appear side by side. Your business is not promoting itself. It is being recommended by the publication they already follow.

By the time a top agent or referring partner is ready to make a call, they have already seen your name in print and found you on social through a source they trust. That is not a marketing strategy. That is how trust actually gets built.

Three ways to be in the room with the best in the business.

Every Closing Table advertiser is a partner in this community.

- **Two exclusive networking mixers per year.** The top 500 agents and referring businesses in Marion and Sumter counties in the same room. Every advertiser receives two complimentary tickets. Your brand on the invite, your name in the room.
- **The Closing Table Annual Awards.** Once a year, the best agents and service companies in these two counties get recognized. Black tie. Trophies. The people who close this market in the same room at their best. Every advertiser receives two tickets. Full tables are available to purchase.
- **Every month in the magazine and on social.** Print and digital running together all year so that by the time you shake someone's hand at the mixer, they already know your name.



PRINT ADVERTISING

12-month commitment. Billed monthly.

POSITION	WHAT YOU GET	MONTHLY RATE
Front Cover	The most visible real estate publication in Marion County. Full cover feature. One advertiser.	\$5,000
Back Cover	Premium visibility. The first thing seen from the mailbox. One advertiser.	\$2,500
Inside Covers (Front or Back)	Prime position, high-traffic placement. One advertiser per spot.	\$1,800
Full Page	Maximum interior impact. Own the page.	\$1,325
Half Page	Strong visibility at a lower entry point.	\$795
Quarter Page	In front of every top agent and referring business in the county, every month.	\$530

All print advertising is a 12-month commitment, billed monthly. Special rates available for 24-month agreements. Your first month is collected at signing.

The math that matters.

A QUARTER-PAGE AD IS \$530 PER MONTH. THAT IS \$17 PER DAY TO BE IN FRONT OF THE 500 AGENTS AND REFERRING BUSINESSES WHO CONTROL THIS MARKET.

What is one referral from a top producer worth to your business?



SOCIAL MEDIA COLLABORATION

Seen. Found. Chosen.

Your ad in the magazine. Your business on their phone. Your name when the decision gets made

Every advertiser can add a social media collaboration package. All campaigns run as collab posts through our pages, not yours. You get third-party credibility, a targeted audience of Marion County real estate professionals, and monthly performance reports.

	MONTHLY IMPRESSIONS	MONTHLY CREATIVES	FEATURES	MONTHLY RATE
Tier 1	10–12K	2	Targeted to RE professionals	\$400
Tier 2	20–25K	4	Targeted + A/B Testing	\$900
Tier 3	40–45K	6	Targeted+ A/B Testing + Retargeting	\$1,350

All social packages are 12-month commitments, billed monthly. Print and social bundles available. Most advertisers do both.



HOW IT WORKS

From handshake to print in five steps.

Step 1: We meet.

We sit down, learn your business, and find the right fit. Cover position, interior ad, social package, both publications. We build what makes sense for you, not a package that sounds good in a brochure.

Step 2: You sign.

One agreement. Annual term. Monthly billing. Your first month is collected at signing. No surprises, no hidden fees, no awkward conversations later.

Step 3: You send us your ad, or we build it.

Have artwork? Send it over. Need something built? For \$200 we design your ad using your logo, photos, and website. One round of revisions included. Flat fee, not a monthly add-on.

Step 4: You're in the magazine.

Your ad runs in a premium publication mailed to every top agent and service company in Marion and Sumter counties. Every month. For a full year. While your competitors are hoping agents remember their name, you are on the desk.

Step 5: You're on their phone.

If you added social, your collab campaign launches through our pages the same week. Targeted. Tracked. Reported monthly. You see exactly how many people saw your business, clicked, and engaged.

We do not disappear after the sale. You get a monthly magazine, a social presence, and a team that wants your renewal because we earned it.



BECOME A FOUNDING PARTNER

Issue 1 launches Spring 2027.

Right now, there is a difference between being first and being next.

The businesses coming in now are not buying ad space. They are locking in a position in the first issue of a publication this market has never had. After Issue 1, that window closes.

Founding partners receive four commitments that are not available after the launch issue.

- **Rate lock.** Your monthly rate never increases as long as you remain an advertiser. Rates go up after Issue 1. Founding partner rates do not.
- **Founding Partner recognition in Issue 1.** Your business acknowledged by name in the launch issue. The one people keep.
- **First right of renewal.** Before any new advertiser can take your position or category, you get the first call. No one displaces a founding partner.
- **Featured in the launch story.** The founding partners are part of the story we tell when this magazine launches this spring. That coverage goes everywhere Issue 1 goes.

Cover positions are limited to four per issue. Interior spots are filling now. After Issue 1, you are an advertiser. Right now, you are a founding partner. There is a difference.

LET'S TALK

The first issue is being built right now. This conversation takes 30 minutes and will tell you whether Get Rooted Media is the right move for your business. Most people who sit down already know it is.

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