

The FRONT PORCH



THE BI-MONTHLY RESOURCE GUIDE FOR EVERY
NEW HOMEOWNER IN MARION COUNTY

MEDIA KIT 2026

A PUBLICATION OF GET ROOTED MEDIA



Here's what nobody tells you about buying a home.

The agent finds you the house. The lender makes the numbers work. The inspector gives you the green light. The title company handles the paperwork. And then one afternoon you are standing in a kitchen that is yours, holding a set of keys, and the entire team that got you there has moved on to their next deal.

Now you need a doctor. Your kid needs a school. Your AC is going to run ten months a year in Florida and you do not know a single HVAC company. You need a dentist, a good restaurant for date night, a vet for the dog, and someone to fix the fence before the next storm. You do not know anyone yet.

That window, right after the keys change hands, is when every buying decision gets made. Most of those choices stick for years

You're home, but you're not rooted. The question every new resident asks: 'Who do you use for _____?' That is why we exist.

The Front Porch is a premium bi-monthly resource guide mailed to every new homeowner in Marion County within their first 60 days. Not a coupon book. Not junk mail. A beautifully designed answer to the question every new resident asks the moment they get the keys.

Primary care, dentists, pediatricians, and specialists. HVAC, pest control, and plumbing. Landscapers, pool companies, and painters. Restaurants, gyms, salons, and veterinarians. Private schools, daycares, and tutoring centers. Insurance, financial advisors, and attorneys. The equestrian community, the springs, the golf clubs, and everything else that makes Marion County home.

The guide people actually keep.



THE MARKET

318 people moved to Marion County last week. And the week before that. And the week before that.

The number one fastest-growing metro in America has been growing this fast for five straight years.

#1

**FASTEST-GROWING
METRO IN THE U.S.**

318

**NEW RESIDENTS
PER WEEK**

1,500+

**NEW HOMEOWNERS
PER ISSUE**

60

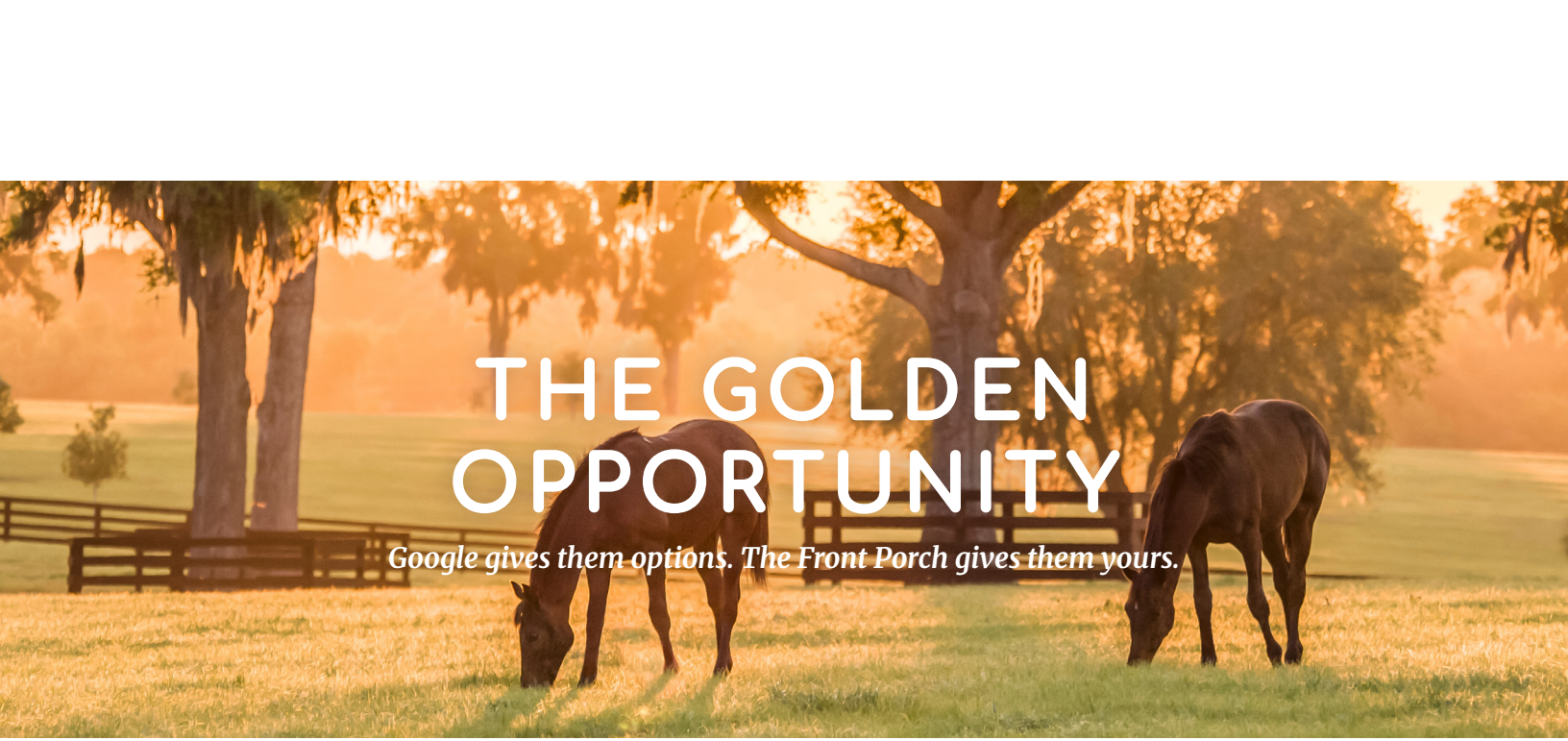
**DAYS TO MAKE
AN IMPACT**

The U.S. Census Bureau ranked the Ocala metro area the number one fastest-growing metro in the entire country between July 2023 and July 2024. No other metro came close. U-Haul named Ocala the number one relocation destination in the country. Marion County added nearly as many residents last year as Miami-Dade, a metro ten times its size.

That means approximately 1,500 to 2,000 new homeowners receive each issue of The Front Porch. Every single one arrives not knowing a single local business. No doctor. No dentist. No HVAC company. Starting from zero in every category at the same time.

In their first 60 days, they make more purchase decisions than in any comparable stretch of their lives. The doctor they find in month one is probably their doctor for the next decade. The HVAC company that shows up in July is probably their HVAC company until they move.

The Front Porch arrives in their mailbox during that window. Before Google. Before a neighbor's recommendation. Before anyone else.



THE GOLDEN OPPORTUNITY

Google gives them options. The Front Porch gives them yours.

Every new homeowner in Marion County will spend their first 60 days choosing businesses they will use for years.

They will search Google and find national chains, paid listings, and businesses that haven't updated their profile since 2021. They are not looking for the most options. They are looking for someone they can trust.

The Front Porch reads like a neighbor's advice because that is how we write it. It arrives in their mailbox before any other marketing reaches them.

This is not a mass mailer. We do not send 50,000 copies to people who have lived here for 20 years and already have a dentist. We send to the people who just moved in and are choosing everything for the first time

The dentist a new family finds in month one is probably their dentist for the next decade. The landscaper they hire before summer is probably their landscaper until they move. That is the window The Front Porch occupies.

WHAT YOU GET

Print. Social. Category-limited spots.



Your business in the hands of every new homeowner.

Your ad appears in a guide designed to be kept. Premium paper. Clean editorial layout. Useful content. New homeowners put this on the kitchen counter, the fridge, the junk drawer, and they come back to it. When the AC breaks in July, they do not Google. They grab *The Front Porch*.

Category-limited spots that actually mean something.

Only a few spots are available per business category. The first to sign get the strongest positions. We keep it limited so your business stands out, not competes with five others in the same category.

Seen. Found. Chosen.

Your ad lands in their mailbox within their first 60 days. They see your business before they have chosen anyone in your category. That is the print side.

Then we follow them on social media every single month through our collab posts on The Front Porch's Instagram and Facebook pages. Not your account. Ours together. Their feed. Your business. Co-signed by the publication they found useful on day one.

When the AC breaks in July or they need a dentist in September, they choose the business they have already seen in print and found on social. Every month we are in their feed, we are keeping your name in front of them until they are ready.

Six issues. Thousands of households.

Your ad appears in all six bi-monthly issues. Six separate waves of 1,500–2,000 brand-new homeowners see your business during their first 60 days. Over the year, that is between 10,000–12,000 households with your name in their hands before they have chosen anyone.



ADVERTISING

12-month commitment. Billed monthly.

Print Advertising

POSITION	WHAT YOU GET	MONTHLY RATE
Front Cover	The face of the guide. Cover feature. One advertiser.	\$2,000*
Back Cover	High visibility before the guide is opened. One advertiser.	\$1,667
Inside Covers	Prime position, immediate visibility on open.	\$1,000
Full Page	Maximum impact. Own the category.	\$865
Half Page	Strong presence at an accessible rate.	\$520
Quarter Page	In front of every new homeowner, every issue.	\$345

*\$6,000 per issue, billed as \$2,000/month. All other rates billed monthly on annual agreements.

A quarter-page ad is \$345 per month. Over six bi-monthly issues, that is more than 12,000 new homeowners seeing your business for about \$11 per day.

What is one new patient, one new customer, one new family worth to you over the next five years?

Social Media Collaboration

Same collaboration model as The Closing Table. Your ad runs in the guide. Your campaign runs on our social pages. New homeowners see your name before they have chosen anyone. Ask about advertising in both publications for a combined rate.

	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



HOW IT WORKS

From handshake to mailbox in five steps.

Step 1: We meet.

We sit down, learn your business, and find the right fit. Category position, ad size, social package, or both publications. We build what makes sense for you.

Step 2: You sign.

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

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 revision included.

Step 4: You're in the guide.

Your ad runs in a premium bi-monthly guide mailed to every new homeowner in Marion County within their first 60 days. Six times a year. While your competitors are hoping someone Googles them, you are already on the kitchen counter.

Step 5: You're on their phone.

Your collab campaign launches through our pages the same week the guide mails and runs every month after that. Targeted. Tracked. Reported monthly.

We do not disappear after the sale. You get a bi-monthly guide, a social presence that follows them until they are ready, and a team that wants your renewal because we earned it.



BECOME A FOUNDING PARTNER

Issue 1 mails Fall 2026.

Businesses who move first own the category.

The businesses coming in now are not buying an ad. They are becoming the first name every new Marion County resident sees in their category for the next full year. 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.
- **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.
- **Featured in the launch story.** The founding partners are part of the story we tell when this guide launches this fall.

Category spots are limited and filling now. Once a few companies are in, that category is set for the year. The businesses who move first get the strongest position.

The first issue is being built right now.

Let's Talk. It takes just 30 minutes to figure out whether this is the right move for your business. The category positions are going to the businesses who decide first.

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*Remember: 318 people moved here last week.
They need a doctor, a dentist, an HVAC company, and a
restaurant for date night. Make sure they find yours first.*