

BLUEPRINT



A LUXURY
HOME & CONSTRUCTION
PUBLICATION





ABOUT BLUEPRINT

A LUXURY ANNUAL FOR THE BUILDING INDUSTRY

Blueprint is a premium annual publication created to become a trusted source for construction, remodeling, and design on the Emerald Coast. Built around an editorial-first and highly curated model, it introduces discerning homeowners to the builders, designers, brands, and industry experts shaping the region's most exceptional homes. Blueprint is designed to offer more than traditional advertising.

Through refined editorial storytelling, selective partnerships, premium visual presentation, and sophisticated print production, the publication creates a more meaningful platform for the businesses chosen to be included. Blueprint is intended to be kept, referenced, and remembered long after it arrives.

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.

ADVERTISING OPPORTUNITIES

PLACEMENT/TYPE	DESCRIPTION	RATE
Fold-Out Feature	A multi-panel fold-out placement that creates significantly more room for storytelling, imagery, and brand impact than a standard full-page ad.	\$10,000
Premium Spread (Front Cover + Back Cover)	A premium two-page spread featuring either the inside front cover or inside back cover paired with the facing page for standout visibility.	\$7,500 1 of 2 REMAINING
Two Page Spread	Spacious two-page layout with ample room for brand messaging, strong visuals, and a polished presentation.	\$4,000
Full-Page Display Ad	High-visibility full-page placement designed to showcase your brand with strong visuals and clear messaging.	\$2,500

CONTRACTORS CONNECT MEMBERS GET 10% OFF ALL ADVERTISING OPPORTUNITIES. SOCIAL MEDIA HIGHLIGHTS INCLUDED FOR FULL-PAGE ADVERTISERS AND ABOVE. PROMOTIONAL SUPPORT VARIES BY PACKAGE. DIRECTORY LISTINGS EXCLUDED.

PRODUCTION + DESIGN

- All ads are designed in-house to maintain Blueprint's premium aesthetic
- Ad design fee: Included in all packages
- Photography: Advertiser's responsibility (photography services available upon request)
- Proofs provided for all display ads prior to print

PAYMENT TERMS

- 50% due upon contract signing
- Remaining 50% August 1st, 2026
- Make checks payable to Beespoke Consulting

DEADLINES

Ad Space Reservation **due September 1, 2026**
Materials/Content Due **due October 1, 2026**
Publication Date **Early 2027**





ABOUT CONTRACTORS CONNECT

Contractors Connect is a premier networking group organized by Beespoke Consulting for contractors, subcontractors, and other building specialists along the Emerald Coast. Our events provide a unique opportunity for professionals in the commercial and residential construction industries to build meaningful business relationships in a relaxed and engaging environment.



CONTACT

BLUEPRINT MEDIA TEAM

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www.contractors-connect.com/blueprint
Emerald Coast, Florida

BLUEPRINT'S BEST INVITE-ONLY EDITORIAL HIGHLIGHTS

WHERE STANDOUT BUSINESSES ARE THOUGHTFULLY FEATURED
THROUGH REFINED EDITORIAL STORYTELLING

An Intentional Distinction

Blueprint's Best is an invitation-only feature reserved for businesses whose work, reputation, and brand presence reflect the highest standard within their category. Each partner is selected with intention to ensure the publication remains polished, credible, and highly curated.

A Signature Storytelling Experience

Each feature includes a professionally written editorial spotlight, artful layout design, and a recorded one-on-one conversation that helps shape the written story. Hosted in a setting selected by the featured partner, these interviews are designed to feel thoughtful, relaxed, and personal while also becoming a polished podcast feature.

Added Partner Value

In addition to the editorial feature itself, each Blueprint's Best partner receives a thoughtfully layered package designed to extend visibility well beyond the page.

- **Contractors Connect Membership**

A one-year Contractors Connect membership, creating added connection and visibility within the local building and design community. (\$400 value)

- **Recorded Interview + Podcast Feature + Content Capture**

A recorded one-on-one conversation that helps shape the written feature while also becoming a polished podcast feature. A major part of the package's value, it creates voice, personality, and a rich bank of content that can be extended through reels, clips, video moments, and social storytelling across Blueprint and Contractors Connect channels. (\$1,000 value)

- **Network Table at a 2027 Contractors Connect Meetup**

An in-person brand presence at a 2027 Contractors Connect event, creating another meaningful touchpoint for visibility and connection. (\$350 value)

- **Expanded Social Media Visibility**

Additional promotional support tied to the editorial feature, podcast feature, and captured content, helping the story carry further across relevant Blueprint and Contractors Connect platforms.

A Limited Opportunity

Participation is intentionally limited by category, allowing each selected partner to be presented with greater distinction and stronger editorial value within the inaugural issue

Blueprint's Best is offered at \$6,500 for the inaugural issue and includes \$1,750 in added partner value. Payment options are available. Professional photography can be arranged for an additional fee.

Editorial Highlight Deadlines

Reservations are due July 1, 2026

Materials and content are due September 1, 2026

The publication will mail in early 2027

MORE THAN AN ADVERTISEMENT, BLUEPRINT'S BEST IS A MARK OF DISTINCTION—PLACING YOUR BRAND INSIDE A TRUSTED, CURATED ANNUAL GUIDE CREATED TO INSPIRE AND INFORM DISCERNING HOMEOWNERS.

