



Sarasota Magazine

2025 Media Kit

About Sarasota Magazine

At Sarasota Magazine, we are dedicated to celebrating the vibrant culture, rich history, and dynamic future of Sarasota.

With an award-winning 45-year history as the region's premier publication, we deliver insightful, high-quality content that resonates with our readers and reflects the unique spirit of our community.

Published 9 times a year, the magazine is an indispensable guide to the best of Sarasota and the local authority on everything our beautiful, vibrant and sophisticated community has to offer.

270,000 Annual Readers

3.9MM Website Readers

Subscribers in 49 states

2024
Magazine
of the
Year!





Our Numbers

270,000+
Print Readership

3.9MM
Website Readers

50,000+
Digital Subscribers

51,000+
Facebook Fans

39%
*E-Newsletter
Clickthrough Rate*

32,500+
Instagram Followers

\$323,000
*Average Household
Income*

18,000+
Twitter/X Followers

100% *Passionate about Sarasota!*



Our Numbers

Our Readers Are...

Well Educated

92% ATTENDED COLLEGE

29% HAVE A MASTERS OR DOCTORATE DEGREE

Affluent

\$323k AVERAGE HOUSEHOLD INCOME

37% NET WORTH OVER \$1MM

92% OWN A HOME

Socially Savvy

88% HAVE A FACEBOOK ACCOUNT

75% HAVE AN INSTAGRAM ACCOUNT

93% WATCH VIDEO CONTENT ONLINE

Generous

92% DONATE TO LOCAL OR NATIONAL CHARITIES





2025 EDITORIAL & ADVERTORIAL CALENDAR

Published 9 times a year, the magazine is an indispensable guide to the best of Sarasota and the local authority on everything our beautiful, vibrant and sophisticated community has to offer.

JAN/FEB	MARCH	APRIL	MAY	JUNE	JULY/AUG	SEP/OCT	NOV	DEC
FOCUS AREA Sarasota's Neighborhoods	FOCUS AREA Unity Awards	FOCUS AREA 25 Most Powerful People	FOCUS AREA Best of Sarasota	FOCUS AREA Top Doctors	FOCUS AREA The Women's Issue	FOCUS AREA Guide to Giving	FOCUS AREA The 1925 Issue	FOCUS AREA Annual Insider's Guide
ADVERTISING Dwelling: Luxury Homes Shine On Home Front	ADVERTISING Faces of Sarasota Home Front Insiders Shopping Guide Insiders Dining Guide Monthly Mixology	ADVERTISING Top Dentists Wealth, Trust, Insurance Home Front Insiders Shopping Guide Insiders Dining Guide	ADVERTISING Best of Profiles Best of Shopping Best of Dining Home Front	ADVERTISING Top Doctor Profiles Luxury Goods + Services Home Front Insiders Shopping Guide Insiders Dining Guide	ADVERTISING Women of Influence Profiles Wedding Guide Home Front Insiders Shopping Guide Best Brunches	ADVERTISING Nonprofit Profiles Hearts of Sarasota Home Front Insiders Shopping Guide Insiders Dining Guide Giving Guide	ADVERTISING Guide to the Arts Legacy Business Profiles Home Front Insiders Shopping Guide Insiders Dining Guide	ADVERTISING Healthcare & Hospital Insiders The Best of the Best Extraordinary Getaways Insiders Shopping Guide Insiders Dining Guide Gift Guide
EVENTS 45 Over 45 Celebration	EVENTS Unity Awards Luncheon	EVENTS Movers & Shakers	EVENTS Annual Best Of Celebration	EVENTS Top Doctors Event	EVENTS Beats & Bubbles: Celebrating Women of Influence	EVENTS Guide to Giving Celebration	EVENTS The 100-Year Party 45 over 45	EVENTS PINC Experience
SPACE CLOSE 11/11/24 CREATIVE DUE 11/18/24	SPACE CLOSE 12/27/24 CREATIVE DUE 1/3/25	SPACE CLOSE 2/4/25 CREATIVE DUE 2/11/25	SPACE CLOSE 3/4/25 CREATIVE DUE 3/11/25	SPACE CLOSE 4/7/25 CREATIVE DUE 4/14/25	SPACE CLOSE 5/2/25 CREATIVE DUE 5/9/25	SPACE CLOSE 6/30/25 CREATIVE DUE 7/7/25	SPACE CLOSE 9/2/25 CREATIVE DUE 9/9/25	SPACE CLOSE 10/7/25 CREATIVE DUE 10/14/25



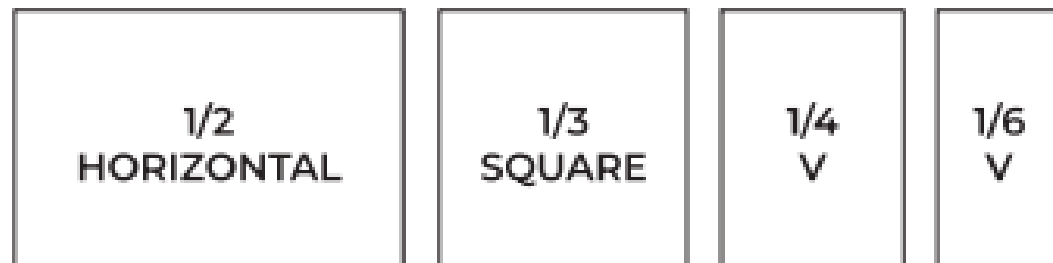
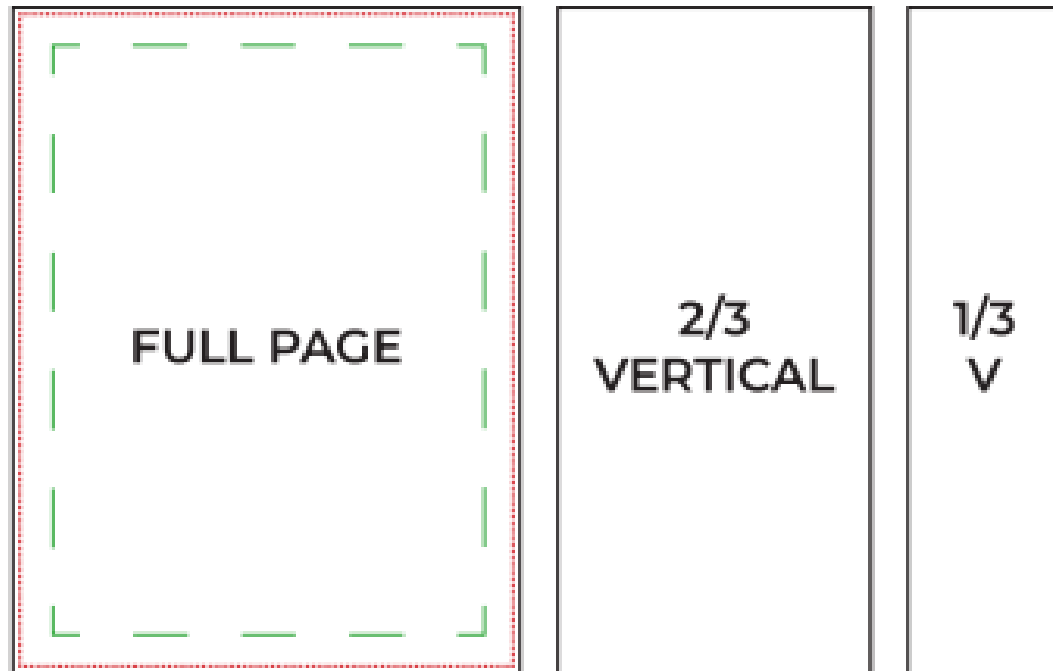
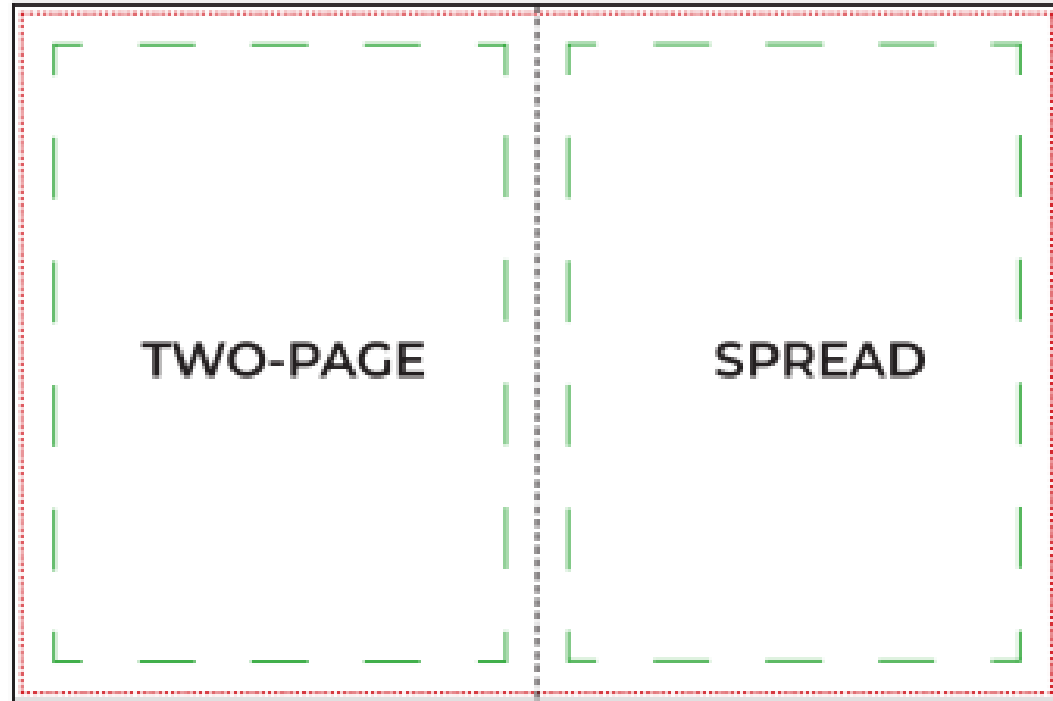
2025 PRINT PRICING GUIDE

With 9 issues a year, the magazine is an indispensable guide to the best of Sarasota and the local authority on everything our beautiful, vibrant and sophisticated community has to offer.

Size	BEST VALUE!			
	1-Issue	3-Issues	6-Issues	9-Issues
2 Page Spread	\$9,300	\$8,370	\$6,700	\$5,500
Full Page	\$5,800	\$4,650	\$3,700	\$3,200
2/3 Vertical	\$4,100	\$3,700	\$3,000	\$2,400
1/2 Horizontal	\$3,500	\$3,150	\$2,550	\$1,950
1/3 Vertical	\$2,325	\$2,100	\$1,895	\$1,550
1/3 Horizontal	\$2,325	\$2,100	\$1,895	\$1,550

*15% premium for preferred placement.

PRINT AD SPECS



TWO-PAGE SPREAD BLEED 16.5" X 11"

TRIM SIZE 16.25" X 10.75"

NON-BLEED 15" X 9.5"

*Keep all live matter .5" away from final trim and gutter area.

FULL PAGE BLEED* 8.375" X 11"

TRIM SIZE 8.125" X 10.75"

NON-BLEED 6.875" X 9.5"

*Keep all live matter .5" from trim.

2/3 VERTICAL 4.5" X 9.562"

1/2 HORIZONTAL 6.875" X 4.687"

1/4 PAGE* 3.3125" X 4.687"

1/3 VERTICAL 2.187" X 9.562"

1/3 SQUARE 4.5" X 4.687"

1/6 VERTICAL 2.187" X 4.687"

*Special section only

ACCEPTABLE FILE FORMATS

- **ONLY high-res MAC-based InDesign, PhotoShop or Illustrator files** with all supporting electronic files and typefaces (both screen and printer fonts). Illustrator files must have all text converted to outlines.
- PDF files must be saved at **300 DPI** and as **4-color CMYK**, with all fonts embedded.
- Electronic images must be provided at full print size and no less than 300 DPI and saved as CMYK. Spot Colors, RGB and Indexed Color are not supported. Image files must be saved as TIF, EPS or JPG format. Line art must be supplied at a minimum of 800 DPI.
- Use Type I fonts only- preferably Adobe. True Type fonts are not supported, and a similar font may be substituted. **Roboto and Geneva font families are not accepted by the printer.**
- Documents must be created 100% to size. Compressed files are not recommended.
- **Advertiser must own the rights to any original photo provided. Please include any required photo credits.**

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Join our community.

Sarasota Magazine is more than just a publication; it's a community of readers, contributors, and local leaders passionate about making Sarasota the best it can be.

We invite you to join us in celebrating and shaping the future of our beautiful city.

SarasotaMagazine.com

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