

Sarasota Magazine

2024 MEDIA KIT & ADVERTISING PACKAGES

WHO READS SARASOTA MAGAZINE?

MEDIAN AGE

44

WELL EDUCATED

92%

ATTENDED COLLEGE

29%

HAVE A MASTERS OR DOCTORATE DEGREE

ARE CONNECTED

88%

HAVE SOCIAL MEDIA ACCOUNT

AFFLUENT

\$323k

AVERAGE HH INCOME

37%

NET WORTH > \$1M

HOMEOWNERS

92%

OWN A HOME

GENEROUS

92%

DONATE TO LOCAL OR NATIONAL CHARITIES



OVER
2.4 MILLION
PART-TIME
AND FULL-TIME
RESIDENTS
READ
SARASOTA
MAGAZINE

CONTENT THEY RELY ON



Food & Drink

98% of readers choose *Sarasota Magazine* for local restaurant information. That's more than Yelp, *The Sarasota Herald-Tribune*, *The Observer*, or any other local source!

5.7M PAGE VIEWS LAST YEAR ALONE!



Arts & Entertainment

95% of readers report using *Sarasota Magazine* when looking at local entertainment / arts / events information, and to make decisions about what to attend.



Home & Real Estate

Readers trust *Sarasota* to learn about neighborhoods, home values and key properties in our market.



Health & Wellness

When it's essential to their health, Sarasotans turn to *Sarasota's* health content and our Top Doctor / Top Dentist lists are the city's most respected databases.



Style & Shopping

We scour the city to report on the hottest local designers, newest retail stores and top beauty trends, keeping our most retail-savvy locals and visitors informed on where to shop now.



Travel & Outdoors

87% of our readers use *Sarasota Magazine* and sarasotamagazine.com to plan local travel; more than any other website or print publication.



News & City Life

The region's most engaged readers — 3.4M last year alone — come to *Sarasota Magazine* and website for our in-depth storytelling around the issues that affect the future of our city.

EDITORIAL CALENDAR* 2024-2025 PRINT ISSUES



JAN/FEB

Space Close 11/3/24 | Materials Due 11/16/23
On Sale 1/2/24

UNITY AWARDS
HOW SARASOTA IS CHANGING
GUIDE TO THE LEGACY TRAIL

SPECIAL AD SECTIONS:

CHAMPIONS OF DIVERSITY
GLOW UP PROFILES
SENIOR LIVING



MAR/APRIL

Space Close 1/4/24 | Materials Due 01/12/24
On Sale 2/27/24

LISTENING TO BLACK VOICES
BEST WATERFRONT RESTAURANTS
TOP DENTISTS

SPECIAL AD SECTIONS:

REAL ESTATE / BUILDERS PROFILES
DENTAL PROFILES
SARASOTA ICONS



MAY/JUNE

Space Close 3/8/24 | Materials Due 3/21/24
On Sale 4/30/24

BEST OF SARASOTA-MANATEE
TOP DOCTORS

SPECIAL AD SECTIONS:

BEST OF SARASOTA-MANATEE
DOCTOR PROFILES
LEADING LIGHTS IN HEALTH



JUL/AUG

Space Close 5/10/24 | Materials Due 5/23/24
On Sale 7/2/24

ANNUAL WOMEN'S ISSUE
EXOTIC ANIMALS
SANDBAR GUIDE

SPECIAL AD SECTIONS:

WOMEN OF INFLUENCE
COUNTRY CLUB LIVING
MADE IN SARASOTA



SEPT/OCT

Space Close 7/12/24 | Materials Due 7/25/24
On Sale 9/3/24

GUIDE TO GIVING
HIDDEN DINING GEMS

SPECIAL AD SECTIONS:

GUIDE TO GIVING



NOV/DEC

Space Close 9/13/24 | Materials Due 9/27/24
On Sale 11/5/24

2024 INSIDER'S GUIDE
FOR THE LOVE OF THE ARTS
MOST POWERFUL PEOPLE

SPECIAL AD SECTIONS:

TASTEMAKERS
TRAILBLAZERS & INNOVATORS
SHOPPING GUIDE

IN EVERY ISSUE

Our editorial team creates six print and six digital magazines yearly filled with insightful articles, inspiring photography, and innovative design. Each issue includes inside information on food and dining, home and real estate, arts and culture, shopping and style, and local topics that our readers need to know about.

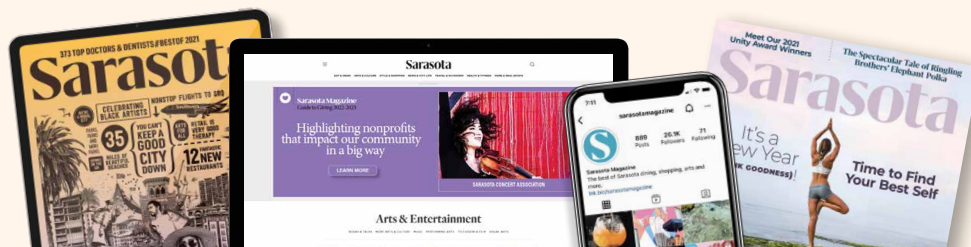
*Editorial calendar is subject to change

OMNICHANNEL ADVERTISING OPPORTUNITIES

DISPLAY ADS • EMAIL CAMPAIGNS • NEWSLETTERS • SOCIAL MEDIA • EXTENDED REACH • PRINT • ADVERTORIAL

We want to simplify the media buying process for our advertising partners! Each of our tailored Omnichannel Packages reaches customers across all our channels and platforms while they are engaging with our award-winning content. Throughout your package, our deployment specialists will monitor your campaign and help increase awareness, improve engagement, and facilitate interaction with our partners' brands.

By advertising alongside Sarasota lifestyle content, you reach an engaged, educated and affluent audience during their leisure time when they are relaxed and open to new experiences.



SEASONAL PACKAGE: 3-Month Duration

\$28,650



Our most extensive program, the Seasonal three-month program is tailored to organizations who are looking to make a significant impact on our readers. Use your extended campaign to build on your message, swapping out creative every 4 weeks.

Your 3-month commitment comes with a significant discount - **50% off our ala cart pricing!**

The Seasonal Omnichannel Package includes advertorial article creation, high impact digital display advertising, email marketing and print magazine advertising.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	3 SETS (1 per month)	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	6 (2 per month)	EMAIL SUBSCRIBERS
TARGETED E-BLAST	6 (2 per month)	50,000 RECIPIENTS <small>(option for fewer deployments to larger audience)</small>
SPONSORED ARTICLE	3 (1 per month)	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	6 (2 per month)	EMAIL SUBSCRIBERS
PAID SOCIAL AD	6 (2 per month)	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	3 (1 per month)	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	87,400 READERS

Sponsored content article copy writing/editing is included for our Seasonal Package advertising partners.

40% OFF
a la carte
rates!

PREMIUM: 4-Weeks

\$12,550

The Premium Omnichannel Package is our most robust one-month print and digital marketing program that spans all our product offerings, including article content development, high-impact digital display advertising, email marketing services, and magazine advertising.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	EMAIL SUBSCRIBERS
TARGETED E-BLAST	2	50,000 RECIPIENTS
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	EMAIL SUBSCRIBERS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	1	87,400 READERS

DOMINANT: 4-Weeks

\$8,750

The Dominant Package is an impactful digital-only program that offers our advertisement partners the opportunity to create a multi-pronged campaign that includes content marketing, display ads, and email outreach.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	EMAIL SUBSCRIBERS
TARGETED E-BLAST	2	50,000 RECIPIENTS
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	EMAIL SUBSCRIBERS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

COMPETITIVE: 4-Weeks

\$5,650

The Competitive Package is a cost-effective solution for partners who wish to explore a variety of digital marketing solutions using multiple creative messaging tactics. This program includes high impact placements in addition to brand awareness offerings.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	EMAIL SUBSCRIBERS
TARGETED E-BLAST	1	50,000 RECIPIENTS
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	1	EMAIL SUBSCRIBERS
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

Sponsored content article copy writing/editing is included in our Premium/Dominant/Competitive Packages.

BASIC: 4-Weeks

\$3,400

Our Basic Package is ideal to promote an event or occasion. For four weeks, your campaign will feature high-impact digital solutions with a focus on quick response in a short amount of time.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	1	EMAIL SUBSCRIBERS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

SPONSORED CONTENT: 4-Weeks **\$1,950**

Tell your story and build trust by positioning your messaging alongside our highly relevant content on our website. Work with a writer to create original content or to enhance your existing content. Article headline ads nested within our editorial content direct readers to your article.

PRODUCT/CHANNEL	QUANTITY	REACH
SPONSORED CONTENT WRITING + PRODUCTION	1 ARTICLE 500-750 words	SARASOTAMAGAZINE.COM AUDIENCE
NATIVE DISPLAY AD	1	20,000 NATIVE IMP
NEWSLETTER NATIVE AD	1	EMAIL SUBSCRIBERS

Extend your article's reach with any of our a la carte options.

AD PRODUCT EXAMPLES

RICH MEDIA ADS



PRINT ADVERTISING



NEWSLETTER BANNER AD



NEWSLETTER NATIVE AD



TARGETED E-BLAST



SPONSORED CONTENT



SPONSORED CONTENT ADS



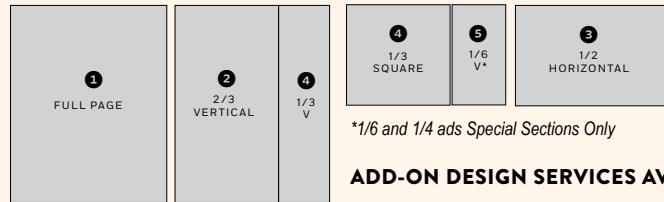
ALA CARTE / ADD-ONS

PRINT ADS Six super-sized seasonal magazines each year.



POSITION	JAN-NOV	DEC INSIDER'S GUIDE
FULL PAGE	\$5,515	\$7,300
2/3 VERTICAL	\$4,085	\$5,410
1/2 HORIZONTAL	\$3,434	\$4,535
1/3 HORZ OR VERT	\$2,310	\$3,090
1/6 VERTICAL	\$1,325	\$1,745

Ask about cover and special position rates



ADD-ON DESIGN SERVICES AVAILABLE

A LA CARTE DIGITAL

SARASOTAMAGAZINE.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted E-Blast	\$1,875
Sponsored E-Blast	\$1,250
Paid Social Media Ad	\$850
Co-Branded Social Media Post	\$1,400
E-Newsletter Banner Ad	\$240-\$500
Campaign Creative Design	\$300

EXTENDED REACH

Targeted Display Ads	Custom Quote
Device ID Targeting	Custom Quote
Location-Based Display Ads	Custom Quote

SARASOTAMAGAZINE.COM CONTENT CHANNELS:

Travel & Outdoors • Home & Real Estate • Eat & Drink
Arts & Culture • Health & Wellness • Style & Shopping
News & City Life

ADVERTISING REACH

WEBSITE
4.6M+
visitors annually

AUDIENCE
407K
print+digital

FACEBOOK
48K
friends

INSTAGRAM
29K
followers

NEWSLETTERS
15K
households

EBLASTS
50K
targeted emails

A nighttime photograph of a bridge and city skyline over water. The bridge is illuminated with green lights, and the city buildings in the background are lit up with warm yellow and orange lights. The water in the foreground is dark blue with some reflections.

Sarasota Magazine

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