

Sarasota Magazine
Print & Digital
MEDIA KIT 2022

**The Most Respected
Magazine Brand
in Sarasota-Manatee**

TOGETHER, LET'S MAKE A BIG IMPACT ON YOUR BUSINESS

WELCOME FROM SARASOTA MAGAZINE'S SALES AND MARKETING TEAM

We take your business seriously. We know that effectiveness of your advertising not only depends on your message, but also the trustworthiness of our magazine. For 45 years, *Sarasota Magazine's* integrity is why our print and digital readers come back year after year and why they trust you, the advertiser. We invite you to join the hundreds of advertisers who benefit from aligning with the most trusted magazine brand in Sarasota-Manatee.



Kim Davis
Senior Account Executive

Allison Kummery
Account Executive

Sandy Moore
Account Executive

We've got you covered.

Over 90% of Sarasota/Manatee read a *Sarasota Magazine* **print or digital product**

HERE'S WHY OUR PRINT AND DIGITAL MAKE AN IMPACT FOR YOUR BUSINESS

Top Selling local title,
Dominating Newsstands

91,910
Total readership
per issue

3.53 M website users,
6.46 million page views*

Winner of 27 State Awards
for design and content
of Print & Digital in 2021

Selected by Florida Magazine Association,
Society of Professional Journalists and Florida Press Association, July 2021

90% of our readers
are between the ages
of 35 and 74

22,417
Average
monthly
copies

The ONLY
audited paid
circulation
local
magazine

**Largest digital
and social media audience
in Sarasota-Manatee**

**The most
Paid Subscribers**
among all local magazines

84%
are college
graduates;
40%
have advanced
degrees

\$355,000 average
household income

#1 Source for arts,
entertainment & dining

**BEST City & Regional Magazine
in the Country**

Selected by City and Regional Magazine Association, 2018

#1 magazine website
in the State of Florida

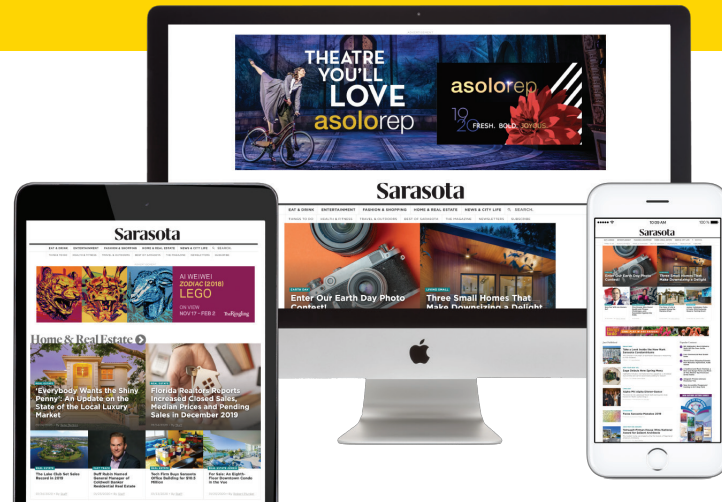
Selected by Florida Magazine Association, July 2020

83,259
Social Media
Followers

*Source: Google Analytics, Dec. 2020-Nov. 2021

Sarasota Magazine Digital

SarasotaMagazine.com is the undeniable **#1 digital space** for your business advertising needs



3.53M Unique Users
6.46M Annual Page Views

A Powerful Website: With over 3.5M unique users and nearly 6.5M annual page views, this award-winning website is the trusted source for locals and visitors alike. Advertisers benefit from brand lift on this premium website.

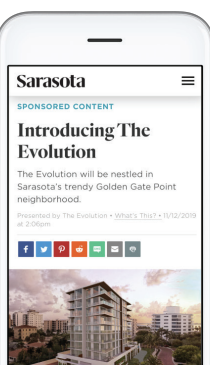
Content channels include: Eat & Drink, Arts & Entertainment, Home & Real Estate, Fashion & Shopping, News & City Life, Health & Wellness, Travel & Outdoors



Rich Media: These high-impact, slideshow or video units dominate the screen, regardless of what device they're using. Available run of site or targeting a specific channel.



Targeted E-Blasts: A custom Sarasota Says e-blast delivers your branding or current promotion to the inboxes of a quality audience. These affluent and involved readers have opted-in, requesting communications from our trusted partners. Sent on a very limited basis to 14,408 subscribers.



Sponsored Content articles have proven to be very effective in telling your brand story, resulting in high click-through rates and deep reader engagement. We push your content with branded teaser ads in our newsletters, on our website and via our large social media network.



Social Media: Engage with Sarasota Magazine's dynamic social media audience to connect your brand in a targeted, impactful way.

43,159 Facebook Followers
24,200 Instagram Followers
15,900 Twitter Followers

Engagement Rate
10X
The National Average

83,259 Total Audience



E-Newsletters:

Biz Daily features the top business and breaking stories in Sarasota/Manatee. We cover everything you don't want to miss—people, big transactions, businesses giving back and more. Sent first thing in the morning Monday through Friday to 15,108 business subscribers.

Afternoon Report is our daily love letter to the city. Readers stay current with daily updates on restaurant news, arts & culture, fashion & shopping, real estate & design, and social event photos. Sent Monday through Friday to 15,025 lifestyle subscribers.

On The Market showcases your properties & open houses, arriving early every Saturday morning. Sponsored content features a home photo and a teaser that links to your story on our site, or to your listing. Sent weekly to 12,612 real estate subscribers.

662,340 Emails Sent Monthly

26% Open Rate

Our readers talked, we listened. They want high-quality journalism they can trust, and the most up-to-date information they can act on immediately. Our publishing plan delivers both: Six robust print issues filled with what the printed page does best: a love letter to our community filled with insightful articles, inspiring photography, innovative design. And, 52 weeks a year we will publish breaking news and the latest insider information about food, homes, things to do and health on our website, e-newsletters and social media.

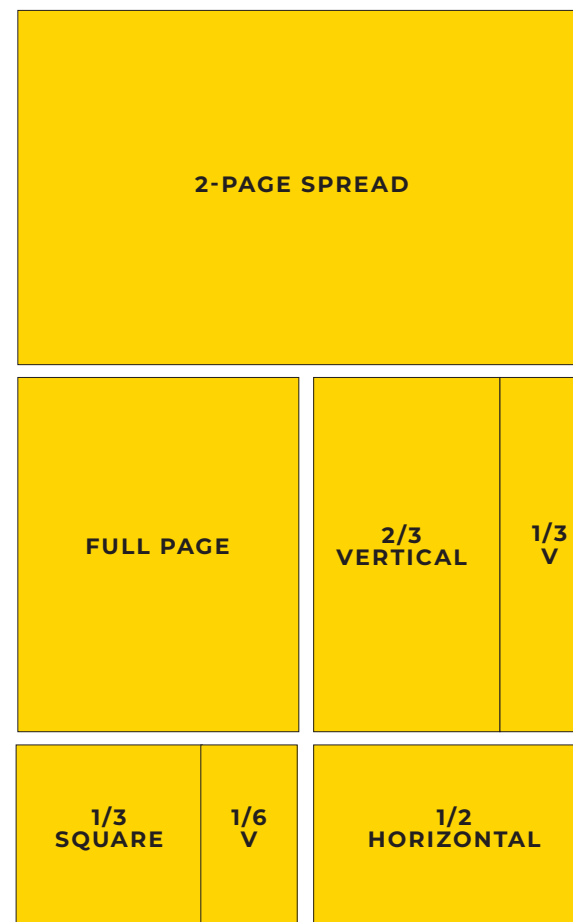
SARASOTA MAGAZINE EDITORIAL & ADVERTISING CALENDAR 2022*

PRINT ISSUE	CONTENT	AD OPPORTUNITIES
JANUARY/FEBRUARY SPACE CLOSE: NOVEMBER 11, 2021 MATERIALS DUE: NOVEMBER 23, 2021	HEALTH AND WELLNESS UNITY AWARDS	WHO'S WHO IN HEALTH ASK THE HEALTH EXPERT WE SUPPORT DIVERSITY & INCLUSION PROFILES
MARCH/APRIL SPACE CLOSE: JANUARY 20, 2022 MATERIALS DUE: FEBRUARY 2, 2022	GUIDE TO FISHING GREAT GUEST HOMES TOP DENTISTS	BOAT, MARINA & YACHT CLUBS PROFILES INTERIOR DESIGNER PROFILES FACES OF SARASOTA-MANATEE TOP DENTISTS
MAY/JUNE SPACE CLOSE: MARCH 17, 2022 MATERIALS DUE: MARCH 30, 2022	BEST OF SARASOTA-MANATEE TOP DOCTORS TOP NONSTOP FLIGHTS	BEST OF SARASOTA-MANATEE TOP DOCTORS DOMESTIC TRAVEL
JULY/AUGUST SPACE CLOSE: MAY 19, 2022 MATERIALS DUE: JUNE 1, 2022	WOMEN'S ISSUE THE LUX LIFE	WOMEN OF INFLUENCE PROFILES LUXURY GOODS & SERVICES
SEPTEMBER/OCTOBER SPACE CLOSE: JULY 21, 2022 MATERIALS DUE: AUGUST 3, 2022	GUIDE TO GIVING BEST NEIGHBORHOODS	NONPROFIT PROFILES REAL ESTATE & DEVELOPERS
NOVEMBER/DECEMBER (Subscriber and year-round hotel distribution) SPACE CLOSE: SEPTEMBER 15, 2022 MATERIALS DUE: SEPTEMBER 28, 2022	2023 ULTIMATE INSIDER'S GUIDE ANNUAL: SEASON PREVIEW THINGS TO DO BEST RESTAURANTS	THINGS TO DO MADE IN SARASOTA BEST OF THE CITY COUNTRY CLUBS

*Calendar subject to change



SARASOTA MAGAZINE'S 2022 RATES AND AD SPECS



Ad Sizes

TWO-PAGE SPREAD BLEED	16.5" X 11"
TRIM SIZE	16.25" X 10.75"
NON-BLEED	15" X 9.5"
<i>*Keep all live matter .5" away from final trim and gutter area.</i>	
FULL PAGE BLEED*	8.375" X 11"
TRIM SIZE	8.125" X 10.75"
NON-BLEED	6.875" X 9.5"
<i>*Keep all live matter .5" from trim.</i>	
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"
<i>*Special section only</i>	

ACCEPTABLE FILE FORMATS:

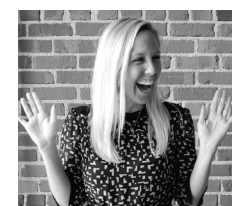
ONLY high-resolution MAC-based InDesign, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts). Illustrator files must have all text converted to outlines. PDF files must be saved at 300 DPI (dots per inch) and as 4-color CMYK, with all fonts 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 1 fonts only – preferably Adobe. True Type fonts are not supported, and a similar font may be substituted. 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.

PLEASE CONTACT OUR PRODUCTION TEAM FOR ASSISTANCE



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LET US HELP YOU GROW YOUR BUSINESS TODAY

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