



Sarasota Magazine

2023 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!

1.1M 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

With nearly a million pageviews a year, 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 — 1.1 M 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*

2023-2024 PRINT ISSUES



JAN/FEB

Space Close 11/16/22 | Materials Due 11/21/22
On Sale 1/3/23

THE NEW MEDICINE OF THE MIND
UNITY AWARDS
EMERGING MUSIC SCENE

SPECIAL AD SECTIONS:

UNITY AWARDS
WHO'S WHO IN MEDICINE
VALENTINE'S DAY GIFT GUIDE



MAR/APRIL

Space Close 1/27/23 | Materials Due 2/2/23
On Sale 3/14/23

NEIGHBORHOOD IN A NUTSHELL
BEST MEXICAN RESTAURANTS
TOP DENTISTS

SPECIAL AD SECTIONS:

REAL ESTATE / BUILDERS PROFILES
DENTAL PROFESSIONALS
FACES OF SARASOTA



MAY/JUNE

Space Close 3/30/23 | Materials Due 4/7/23
On Sale 5/9/23

BEST OF SARASOTA-MANATEE
TOP DOCTORS
GREAT POOLS & PATIOS

SPECIAL AD SECTIONS:

BEST OF SARASOTA-MANATEE
DOCTOR PROFILES
MOTHER'S/FATHER'S DAY GIFT GUIDE



JUL/AUG

Space Close 6/2/23 | Materials Due 6/9/23
On Sale 7/11/23

ANNUAL WOMEN'S ISSUE
THE LUXURY LIFE
SUMMER ROAD TRIPS

SPECIAL AD SECTIONS:

WOMEN OF INFLUENCE
COUNTRY CLUB LIVING
MADE IN SARASOTA
BEST SUMMER ESCAPES



SEPT/OCT

Space Close 8/4/23 | Materials Due 8/11/23
On Sale 9/12/23

GUIDE TO GIVING
ADVENTURES ON THE WATER

SPECIAL AD SECTIONS:

GUIDE TO GIVING



NOV/DEC

Space Close 9/29/23 | Materials Due 10/6/23
On Sale 11/7/23

2023 ULTIMATE INSIDER'S GUIDE
SEASON PREVIEW
BEST RESTAURANTS

SPECIAL AD SECTIONS:

ULTIMATE INSIDER'S GUIDE
BEST OF THE CITY
HOLIDAY GIFT GUIDE

IN EVERY ISSUE

*Editorial calendar is subject to change

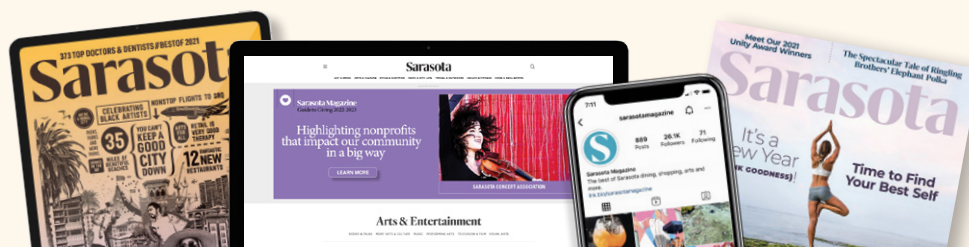
Our editorial team creates six print and six digital magazines yearly filled with insightful articles, inspiring photography, and innovative design. Each issue includes inside information on food and dining, home and real estate, arts and culture, shopping and style, and local topics that our readers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

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

\$27,750

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.

EACH MONTH INCLUDES:

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
CO-BRANDED SOCIAL POST	1	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	2 (TOTAL)	87,400 READERS

CAMPAIGN TOTALS ARE 3x THE QUANTITIES LISTED ABOVE

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

PREMIUM: 4-Weeks

\$12,000

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	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK
FULL PAGE PRINT AD	1	87,400 READERS

DOMINANT: 4-Weeks

\$8,325

The Dominant Package is a one-month digital program that offers our advertisement partners the opportunity to explore multiple marketing solutions from content marketing to email marketing solutions.

PRODUCT/CHANNEL	QUANTITY	REACH / each deployment
RICH MEDIA BANNER ADS	1 SET	20,000 IMPRESSIONS
NEWSLETTER TAKEOVER	2	15,000 EMAILS
TARGETED E-BLAST	2	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	2	15,000 EMAILS
PAID SOCIAL AD	2	INSTAGRAM & FACEBOOK

COMPETITIVE: 4-Weeks

\$5,320

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	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
SPONSORED ARTICLE	1	20,000 NATIVE IMP
NEWSLETTER NATIVE ADS	1	15,000 EMAILS
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

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

BASIC: 4-Weeks

\$3,200

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	15,000 EMAILS
TARGETED E-BLAST	1	50,000 RECIPIENTS (option for fewer deployments to larger audience)
PAID SOCIAL AD	1	INSTAGRAM & FACEBOOK

AD PRODUCT EXAMPLES

RICH MEDIA ADS



SPONSORED CONTENT



SPONSORED CONTENT ADS



TARGETED E-BLAST



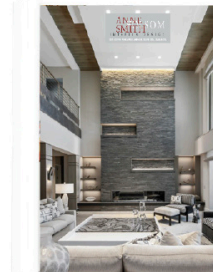
NEWSLETTER BANNER AD



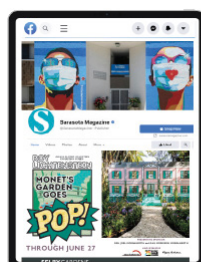
NEWSLETTER NATIVE AD



PRINT ADVERTISING



FACEBOOK



INSTAGRAM



ALA CARTE / ADD-ONS

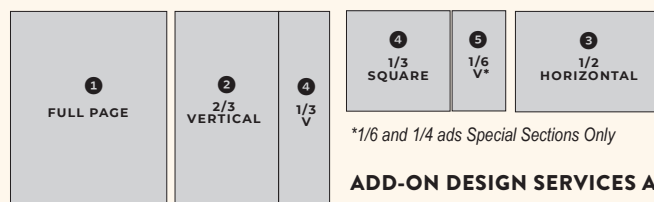
PRINT ADS

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

Frequency Discounts Available!



ADD-ON DESIGN SERVICES AVAILABLE

A LA CARTE DIGITAL

SARASOTAMAGAZINE.COM

Homepage/Channel Takeover	\$825 (per day)
Targeted or Sponsored E-Blast	\$1,200-\$1,750
Paid Social Media Ad	\$750
Co-Branded Social Media Post	\$1250
E-Newsletter Banner Ad	\$240-\$500
Content Creation	\$850

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
44K
friends

INSTAGRAM
25K
followers

NEWSLETTERS
15K
households

EBLASTS
50K
targeted emails

Sarasota Magazine

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SAGACITY MEDIA

SagaCity Media, Inc. is the parent company of the preeminent lifestyle media brands in Seattle, Portland, Houston, Sarasota, Aspen, Vail, and Park City. In their respective city markets, we produce the most-visited local lifestyle websites, largest-selling magazines, and industry-dominating social media followers. SagaCity also produces award-winning content and publications for regional tourism, real estate, arts and entertainment groups across the U.S.

If you would like to advertise in two or more markets, let us build a multi-market, multi-audience opportunity for you!

OTHER WAYS WE SERVE OUR COMMUNITY



LEARN MORE ABOUT HYPERLOCAL MARKETS WE SERVE

