



# 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!

**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](http://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\* 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:**

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

**\$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 <small>(option for fewer deployments to larger audience)</small>
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.*

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

---

## **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.*

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

---

## **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.*

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

---

*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

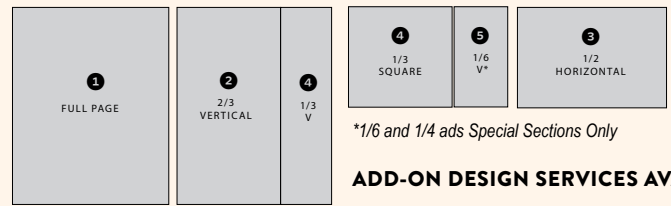
## PRINT ADS Six super-sized seasonal magazines each year.

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!**



*\*1/6 and 1/4 ads Special Sections Only*

**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**  
**47K**  
friends

**INSTAGRAM**  
**28K**  
followers

**NEWSLETTERS**  
**15K**  
households

**EBLASTS**  
**50K**  
targeted emails



# Sarasota Magazine

## AD SALES TEAM:

### Dan Starostecki

Publisher  
dans@sarasotamagazine.com  
(941) 961-5969

### Kellie Bartholomew

Senior Business Development Executive  
kbartholomew@sarasotamagazine.com  
(404) 307-1657

### James Guttridge

Business Development Executive  
jguttridge@sarasotamagazine.com  
(727) 735-3344

## AD OPERATIONS:

### Abby Drago

Vice President, Advertising Operations  
adrago@sagacitymedia.com

## PRINT PRODUCTION:

### In Churl Yo

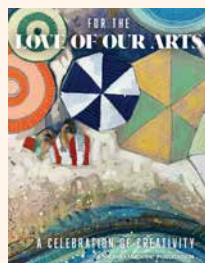
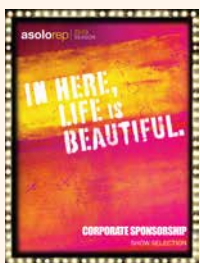
Production Manager  
icyo@sagacitymedia.com

## 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

