



Sarasota
Magazine

2026 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 46-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 10 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.

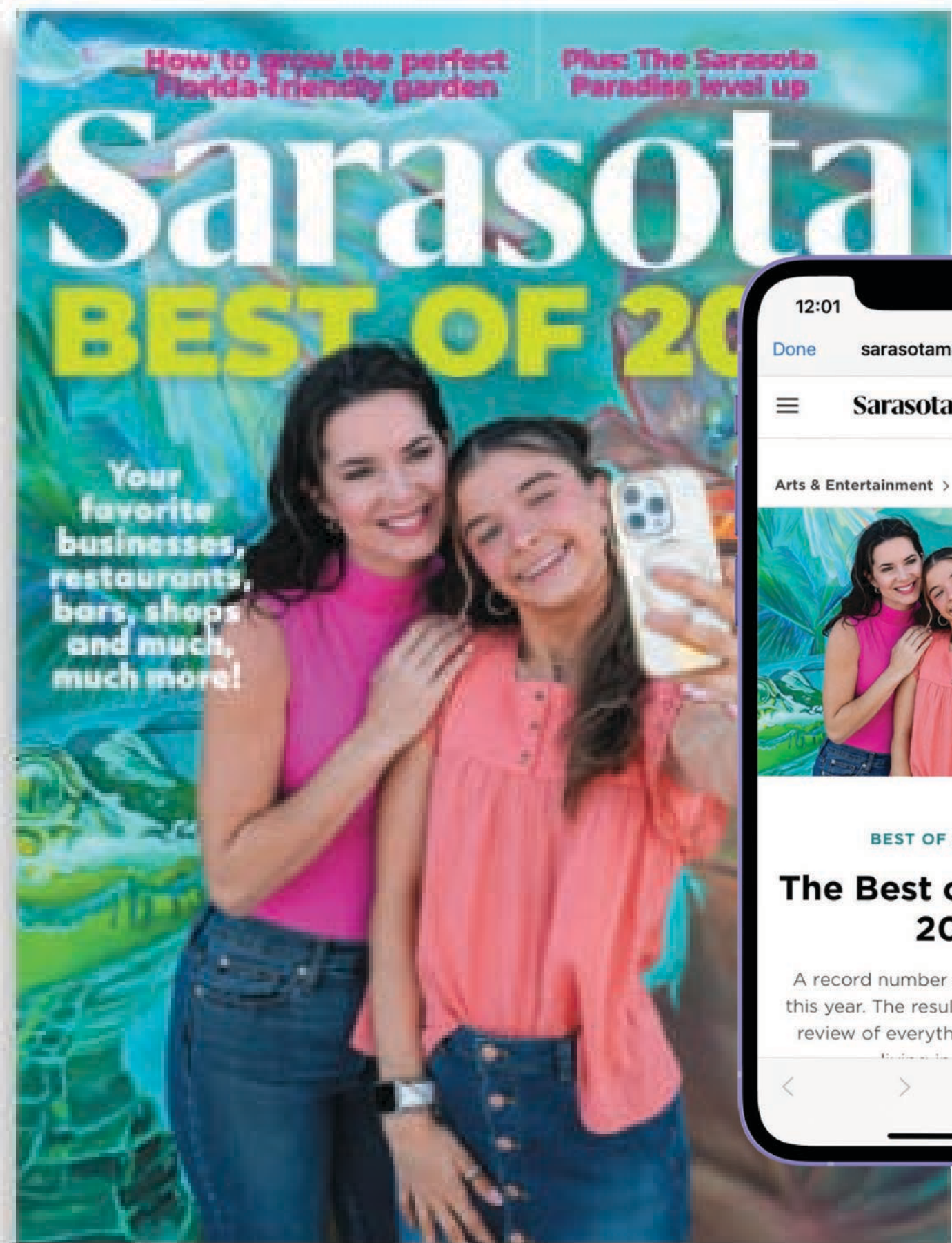
270,000 Annual Readers

3.9MM Website Readers

Subscribers in All 50 States!

**2024
Magazine
of the
Year!**





Our Numbers

270,000+
Print Readership

3.9MM
Website Readers

60,000+
*E-newsletter
Subscribers*

52,000+
Facebook Fans

39%
*E-Newsletter
Clickthrough Rate*

35,000+
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

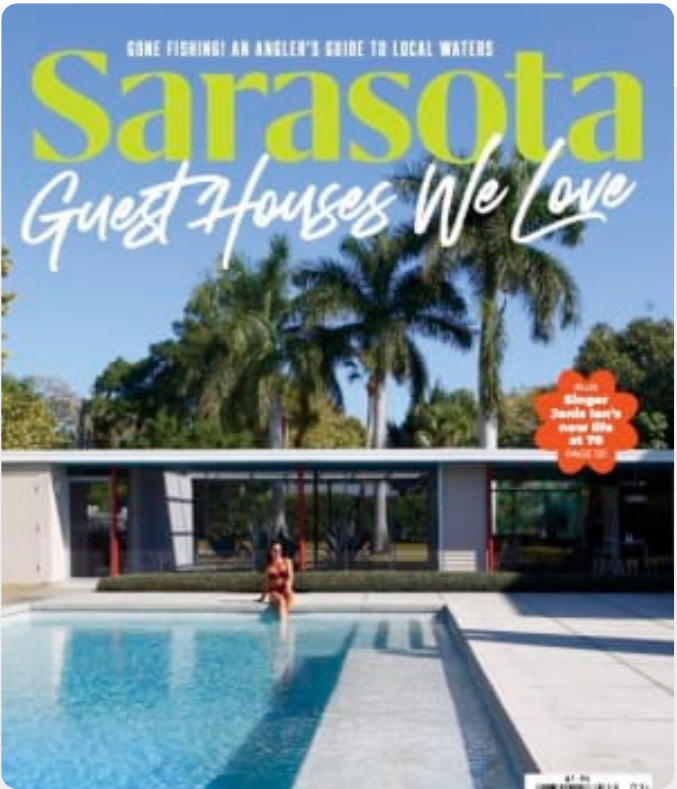
Generous

92% DONATE TO LOCAL OR NATIONAL CHARITIES



2026 EDITORIAL & ADVERTORIAL CALENDAR

Published 10 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

FOCUS AREA
URBAN LIFE

ADVERTISING

Profile: Forever You

Sarasota's Guide to Wellness Clinics and Med Spas

Profile: Structure & Style

A guide to Sarasota's visionary home builders, architects, contractors and developers

Gifted: Valentine's Edition

For the ones that make you blush

SPACE CLOSE
11/03/25

CREATIVE DUE
11/10/25

FEB

FOCUS AREA
THE FOOD ISSUE

ADVERTISING

Special Section:

The "I Do" Directory or Crew
Wedding Pros

Profile: Location, Location, Location

Iconic Sarasota Wedding Venues

Profile:

The Wedding Influencer Guide
Meet the Tastemakers who are Married to the business of love

SPACE CLOSE
12/05/25

CREATIVE DUE
12/12/25

MARCH

FOCUS AREA
HOME & DESIGN

ADVERTISING

Profile: DREAM HOMES

A stunning showcase of Sarasota's most luxurious listings

Profile: Structure & Style

A guide to Sarasota's visionary home builders, architects, contractors and developers

Profile: DREAM RENOVATIONS

A luxurious spotlight on Sarasota's most talked-about transformations

SPACE CLOSE
1/07/26

CREATIVE DUE
1/14/26

APRIL

FOCUS AREA
GREEN LIVING

ADVERTISING

Profile: The Green Light

A showcase of Sarasota's sustainability leaders

SPACE CLOSE
2/04/26

CREATIVE DUE
2/11/26

MAY

FOCUS AREA
SECRET SARASOTA

ADVERTISING

Profile: FACES of 2026

A bold tribute to the people powering Sarasota

Profile: DREAM HOMES

A stunning showcase of Sarasota's most luxurious listings

Profile: DREAM RENOVATIONS

A luxurious spotlight on Sarasota's most talked-about transformations

SPACE CLOSE
3/03/26

CREATIVE DUE
3/10/26

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JUNE

FOCUS AREA
HEALTH & WELLNESS

ADVERTISING

Profile: Top Doctors 2026

Profile: Top Dentists/Smile Makers
A showcase of Sarasota's most trusted dental professionals

Profile: Medical Trailblazers
A spotlight on Sarasota's boldest, brightest, and most game-changing providers

Hurricane Resource Guide

SPACE CLOSE
4/08/26

CREATIVE DUE
4/15/26

JULY/AUGUST

FOCUS AREA
THE SPLURGE ISSUE

ADVERTISING

Profile: Women of Influence
Sarasota's Women who Lead

Gifted: Luxe Life
Sarasotas finest: Jewelers, yachts, spas, travel, clothes, private clubs

Profile: Structure & Style
A guide to Sarasota's visionary home builders, architects, contractors and developers

Hurricane Resource Guide

SPACE CLOSE
5/05/26

CREATIVE DUE
5/12/26

SEPT/OCT

FOCUS AREA
GUIDE TO GIVING

ADVERTISING

Profile: Non-Profits in Bloom
Showcasing Sarasota's blossoming nonprofit community

Profiles: Furry and Fabulous
A spotlight on animal philanthropy that gives us all the feels

Special Section: Unity Award Winner
Congratulatory and Support Ads

SPACE CLOSE
7/08/26

CREATIVE DUE
7/15/26

NOVEMBER

FOCUS AREA
BEST OF SARASOTA

ADVERTISING

Profiles: Best of Sarasota 2026
Spotlights and All Stars

Special Section: Best of 2026
Celebrate your well-deserved nomination with a display ad.

Gifted: Holiday Insider Shopping

Special Section: For the Love of the Arts

SPACE CLOSE
9/09/26

CREATIVE DUE
9/16/26

DECEMBER

FOCUS AREA
INSIDERS GUIDE

ADVERTISING

Profiles: Insider Access
The must know list

Profile: DREAM HOMES
A stunning showcase of Sarasota's most luxurious listings

Best of Sarasota
Profiles and Advertising section

SPACE CLOSE
10/07/26

CREATIVE DUE
10/14/25



These
recurring
sections run
throughout
the year!

Special Advertising Sections

Dish: A Guide to Local Dining

With Sarasota's abundance of innovative dining and drinking options, your restaurant, bar, or brewery deserves to shine.

Insider Shopping Guide

A dedicated advertising section showcasing Sarasota's premier retail boutiques, fashion, salon, spa and beauty options.

Things to Do: An Insider's guide to Attractions & Activities

A dedicated advertising section showcasing the best attractions and activities our area.

WHEN DO THEY RUN?

January
February
March

April
May
June

July/August
September/October
November
December



2026 PRINT PRICING GUIDE

With 10 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.

	BEST VALUE!			
Size	1-Issue	3-Issues	6-Issues	10-Issues
2 Page Spread	\$9,765	\$8,790	\$7,040	\$5,775
Full Page	\$6,090	\$4,890	\$3,885	\$3,365
2/3 Vertical	\$4,310	\$3,890	\$3,155	\$2,525
1/2 Horizontal	\$3,680	\$3,310	\$2,680	\$2,050
1/3 Vertical	\$2,445	\$2,210	\$1,995	\$1,630
1/3 Horizontal	\$2,445	\$2,210	\$1,995	\$1,630

*Due to expanded distribution and year-round exposure, The December *Ultimate Insiders Guide* carries a 20% premium on the rates listed above.

*15% premium for preferred placement.

Ultimate Insider's Guide

The Must-Have Issue for Year-Round Visitor Visibility

The **Ultimate Insider's Guide** is Sarasota Magazine's highly anticipated **December issue**, offering a curated look at the best of Sarasota from luxury living and arts & culture to dining, shopping, resort life and recreation. But the impact doesn't end with December.

In January of 2026, this issue is **strategically distributed to over 2,500 premium hotel and resort rooms** across Sarasota County.

These copies are designed to stay in-room year-round, giving advertisers **unmatched continuous exposure** to one of the most desirable and influential audiences: affluent visitors and relocation-minded travelers.

Why This Issue Matters for You!

This high-impact issue carries a modest 20% premium. An investment that pays off with extended shelf life, elevated brand visibility, and access to Sarasota's most valuable audiences **all year long**.

429,000+

Including print circulation and hotel distribution, the total reach exceeds 429,000+ highly engaged and affluent individuals

Extended Shelflife

Unlike a traditional monthly issue, this one stays in rotation for a full year.

Targeted Placement

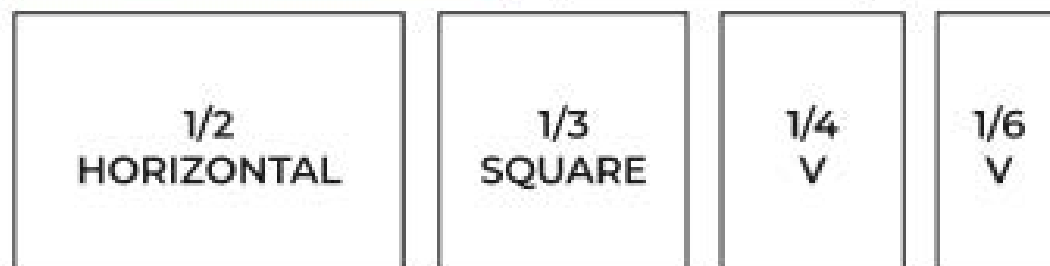
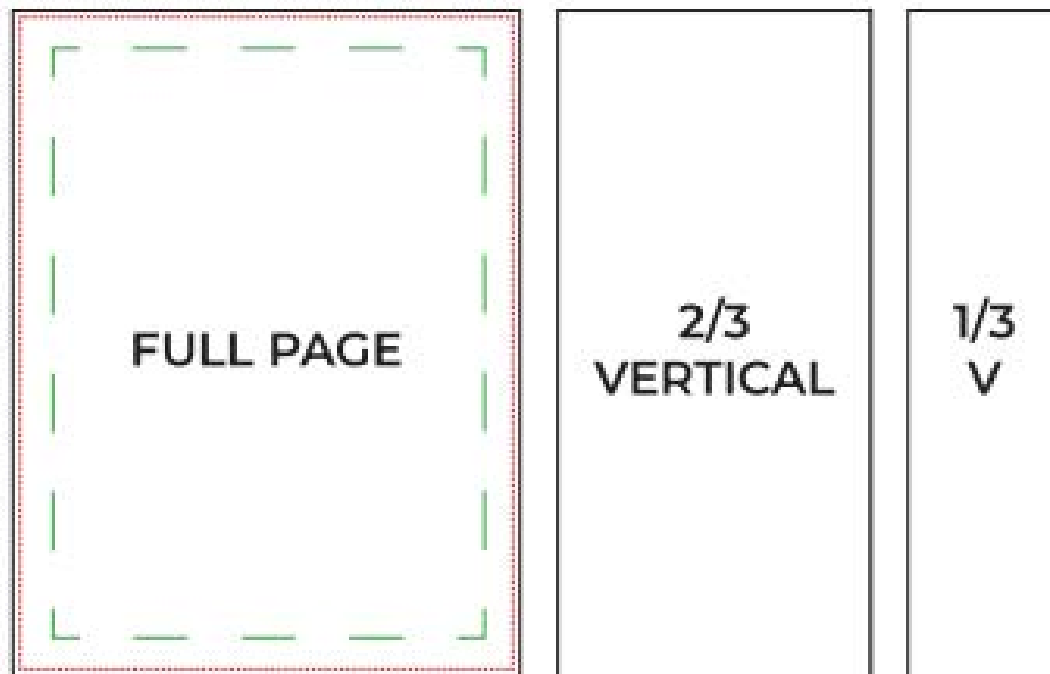
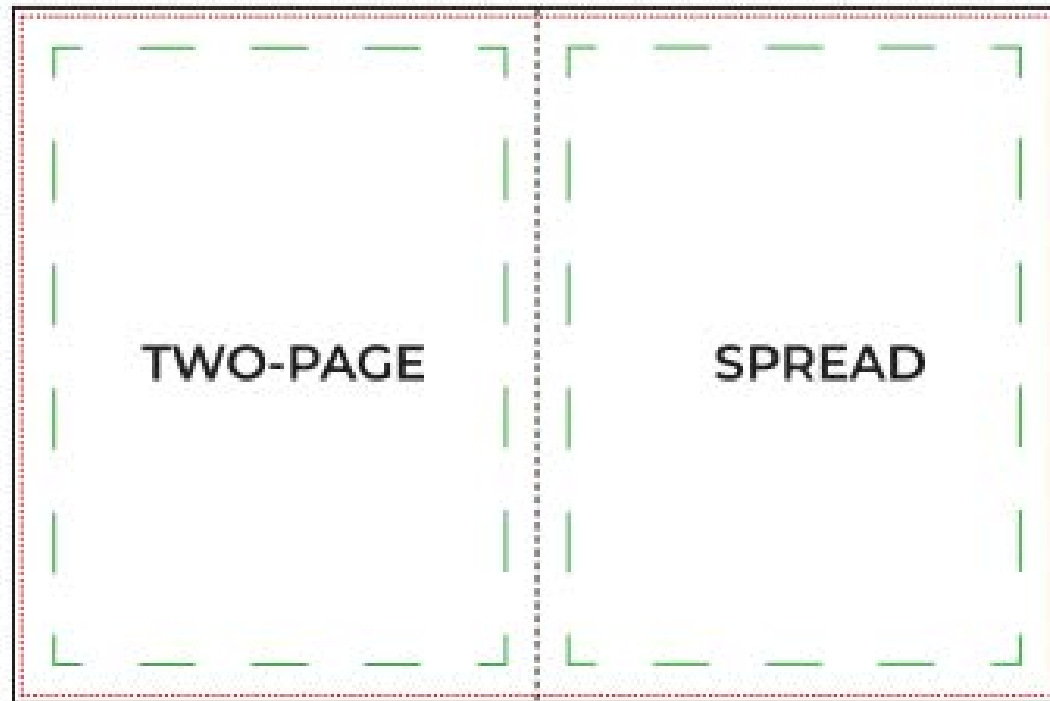
Placement in top-tier hotels and resorts, ensuring a premium audience.

Relocation Tourism Exposure

Capture attention at the exact moment visitors are falling in love with Sarasota.



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.**

Kari Perrin

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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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