



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

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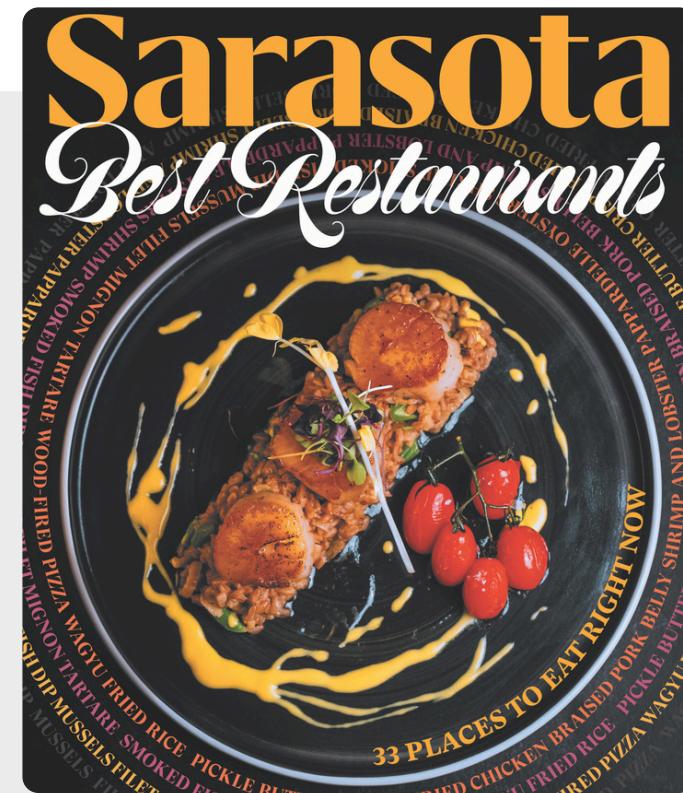


JAN

FOCUS AREA  
URBAN LIFE

ADVERTISING

**Profile: Forever You – Age Defied**  
Sarasota's Guide to Wellness Clinics  
and Med Spas



FEB

FOCUS AREA  
THE FOOD ISSUE

ADVERTISING  
**Special Section: The "I Do" Directory or Crew**  
Wedding Pros



MARCH

FOCUS AREA  
HOME & DESIGN

ADVERTISING  
**Profile: Curated Living**  
A guide to Sarasota's visionary home  
builders, architects, contractors, and  
developers



APRIL

FOCUS AREA  
GREEN LIVING

ADVERTISING  
**Profile: Naturally Sarasota**  
A showcase of Sarasota's  
sustainability leaders  
**Profile: Ask The Expert**  
A Q&A with Sarasota's  
sustainability experts  
**Special Section: Green Living**



MAY

FOCUS AREA  
SECRET SARASOTA

ADVERTISING  
**Profile: FACES of 2026**  
A bold tribute to the people powering  
Sarasota

SPACE CLOSE  
11/03/25  
CREATIVE DUE  
11/10/25

SPACE CLOSE  
12/05/25  
CREATIVE DUE  
12/12/25

SPACE CLOSE  
1/07/26  
CREATIVE DUE  
1/14/26

SPACE CLOSE  
2/03/26  
CREATIVE DUE  
2/11/26

SPACE CLOSE  
3/03/26  
CREATIVE DUE  
3/10/26

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JUNE

FOCUS AREA  
**HEALTH & WELLNESS**

ADVERTISING  
**Profile: Top Doctors 2026**  
A showcase of Sarasota's Castle Connolly Medical Ltd. professionals

**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

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



SEPT/OCT

FOCUS AREA  
**GUIDE TO GIVING**

ADVERTISING  
**Profile: Non-Profits in Bloom**  
Showcasing Sarasota's blossoming nonprofit community  
  
**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  
**Special Section: Best of 2026**  
Celebrate your well-deserved nomination with a display ad.

**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: Best of Sarasota 2026**  
Spotlights and All Stars

SPACE CLOSE  
**10/07/26**

CREATIVE DUE  
**10/14/26**



# 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	<b>\$5,775</b>
Full Page	\$6,090	\$4,890	\$3,885	<b>\$3,365</b>
2/3 Vertical	\$4,310	\$3,890	\$3,155	<b>\$2,525</b>
1/2 Horizontal	\$3,680	\$3,310	\$2,680	<b>\$2,050</b>
1/3 Vertical	\$2,445	\$2,210	\$1,995	<b>\$1,630</b>
1/3 Horizontal	\$2,445	\$2,210	\$1,995	<b>\$1,630</b>

\*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

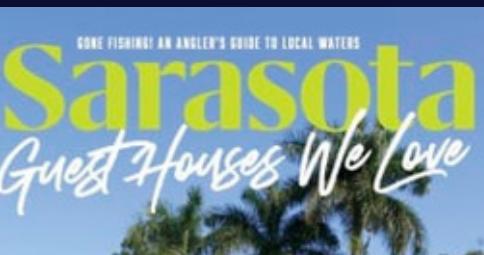
*Unlike a traditional monthly issue, this one stays in rotation for a full year.*

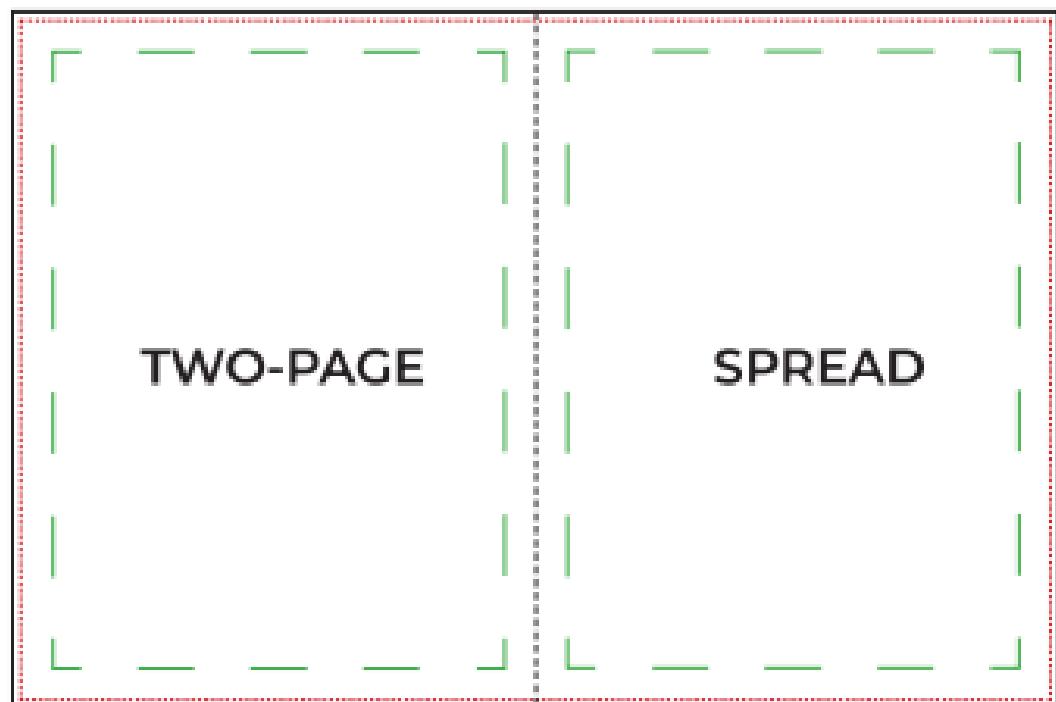
## Targeted Placement

*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.*



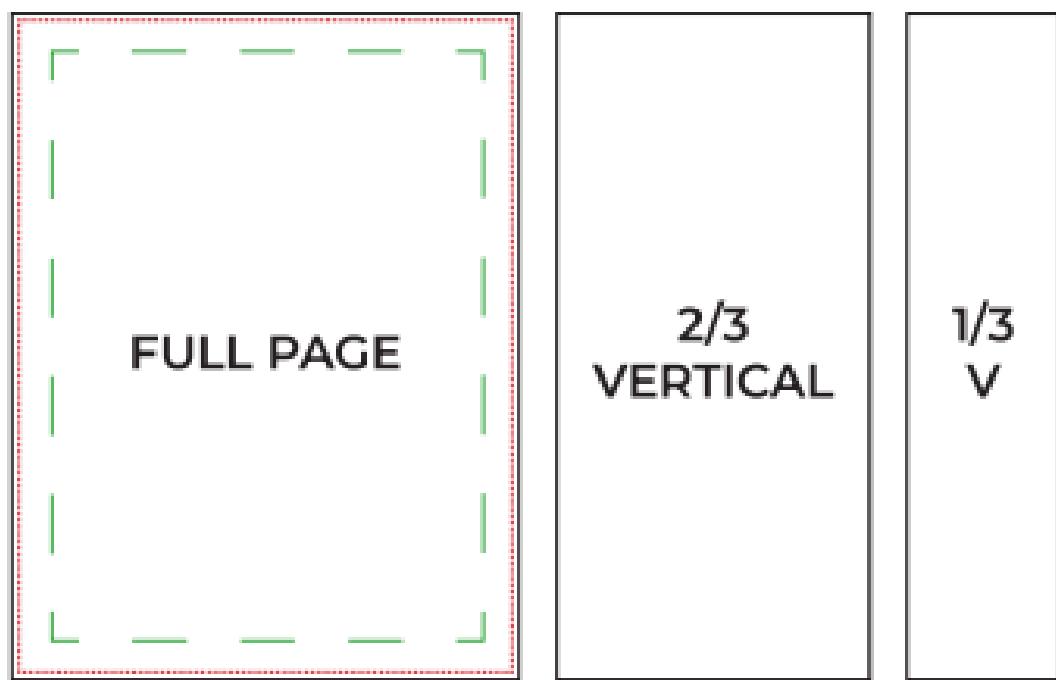


## **TWO-PAGE SPREAD BLEED 16.5" X 11"**

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.



## **2/3 VERTICAL 4.5" X 9.562"**

## **1/2 HORIZONTAL 6.875" X 4.687"**

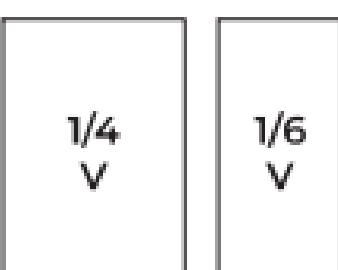
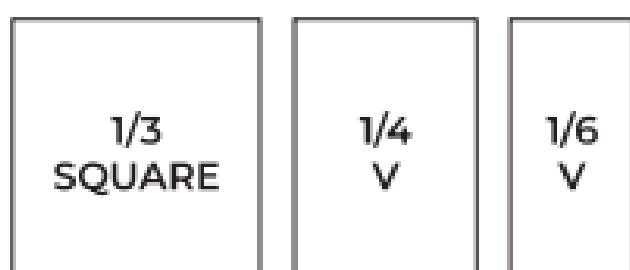
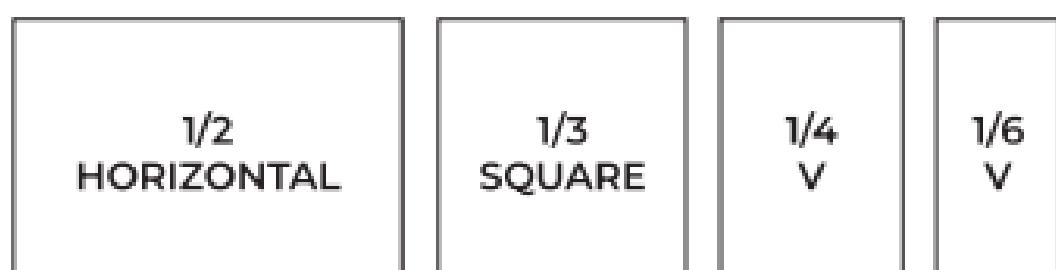
## **1/4 PAGE\* 3.3125" X 4.687"**

## **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](http://SarasotaMagazine.com)

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