



# Sarasota Magazine

## 2026 Digital Media Kit

**3.8 million**  
residents  
and tourists visit  
SarasotaMagazine.com  
every year!



# 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 45-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 9 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 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

**36,000+**  
Instagram Followers

**\$323,000**  
Average Household  
Income

**200,000+**  
Newsletter Sends  
Per Week

**100% Passionate about Sarasota!**



# Our Numbers

*Sarasota Magazine* 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**  
Sarasota's 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  
**10/14/26**



# 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

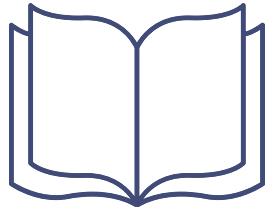
July/August

September/October

November

December

# Specializing in Strategic Growth for Your Brand



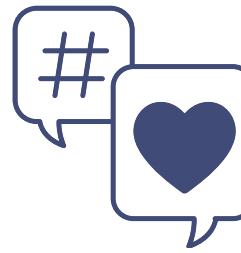
## Print

Printed 9-times a year, our beautiful magazine reaches over 270,000 individuals each year.



## Digital

We leverage captivating online content, social media outreach, and targeted digital campaigns to connect with residents and visitors alike.



## Branded

Unlike traditional ads, our branded content is crafted to provide value—whether through storytelling, information, or entertainment—while seamlessly incorporating your brand's message.



## Events

Our parties and events offer a fantastic opportunity for brand exposure, connecting your business with a vibrant, engaged audience in real-time.



# Overview of Digital Offerings

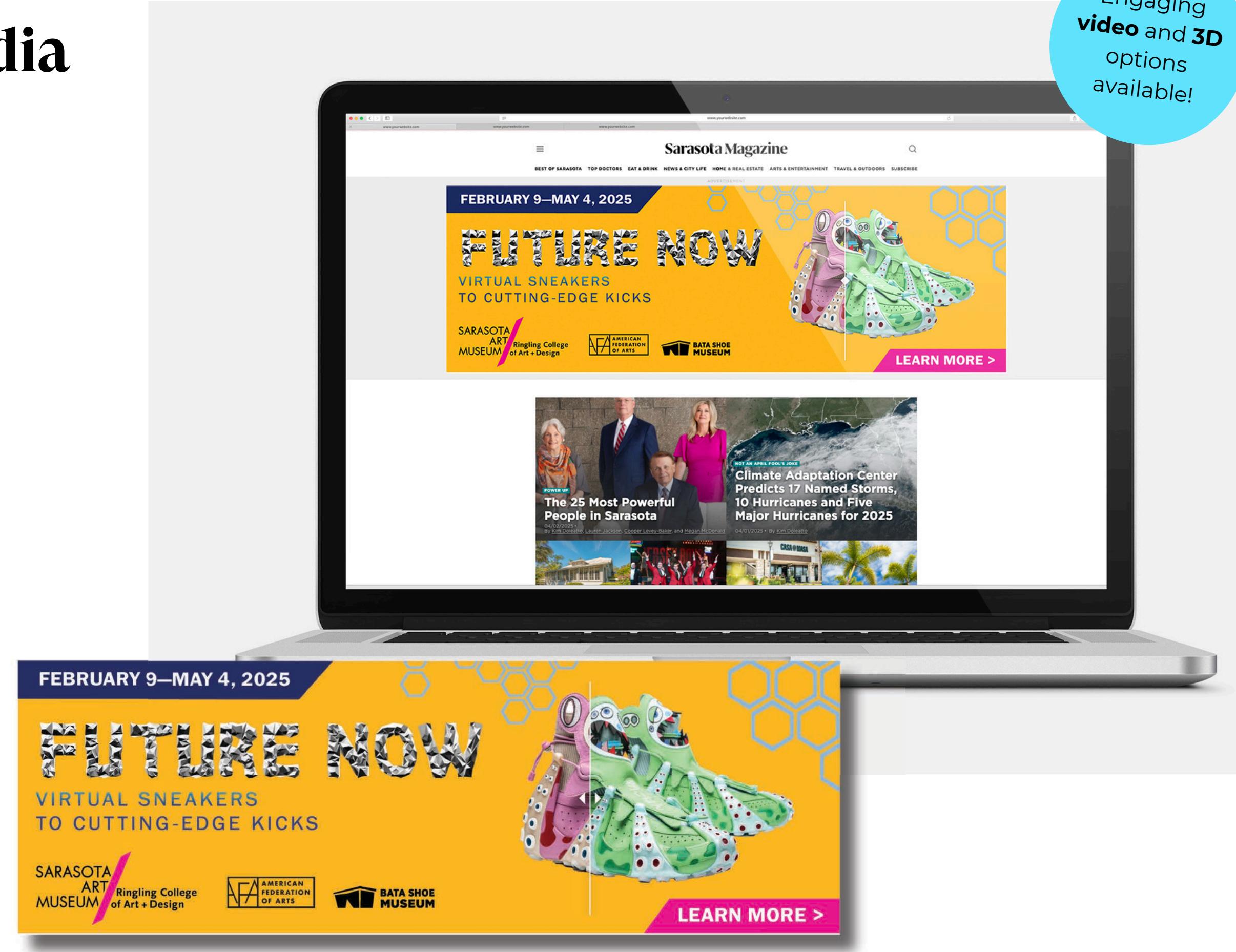
# High-Impact Rich Media

## Engage Like Never Before

Our most popular ad format delivers next-level engagement with interactive, high-impact design. This premium package includes three large-format display ad units optimized for desktop, inline with articles, and mobile, ensuring seamless visibility across all devices.

With advanced builder features, bring your brand to life using 3D elements, YouTube video, slideshow variants, parallax scrolling, image comparison, and an endless list of other dynamic design options.

Want to explore more interactive possibilities? Talk to a sales rep today and discover how rich media can benefit your brand.



# High-Impact Display Ads

## Bold, Unmissable Visibility

Command attention with high-impact display ads—delivering the same page-stealing presence as rich media, but with a sleek, static design.

This premium ad package includes three large-format display units optimized for desktop, inline with articles, and mobile, ensuring your brand stands out across every screen.

Big, bold, and built for visibility—make a lasting impression with high-impact display ads.



# Run-of-Site (ROS) Display Ads

## Visibility Across Every Screen

Maximize your brand's exposure with Run-of-Site (ROS) display ads that rotate strategically across desktop, mobile, and tablet placements. With multiple ad sizes appearing throughout SarasotaMagazine.com, you'll stay top-of-mind as readers browse.

## Want even more precision?

Target specific content channels like Eat & Drink, News & City Life, and more to reach the audience that matters most.



# Co-branded (Organic) Social Media

## Engage & Amplify Your Message

Connect with Sarasota Magazine's highly engaged social audience through co-branded organic posts designed to spotlight your brand.

These co-branded posts align your business with our trusted voice—enhancing your visibility and credibility. By tagging your company's profile, we help deliver your message directly to a vibrant, active community that's eager to discover, interact, and take action.

### Our Numbers At A Glance

**102,500+**

*Social Media Followers*

**51,000+**

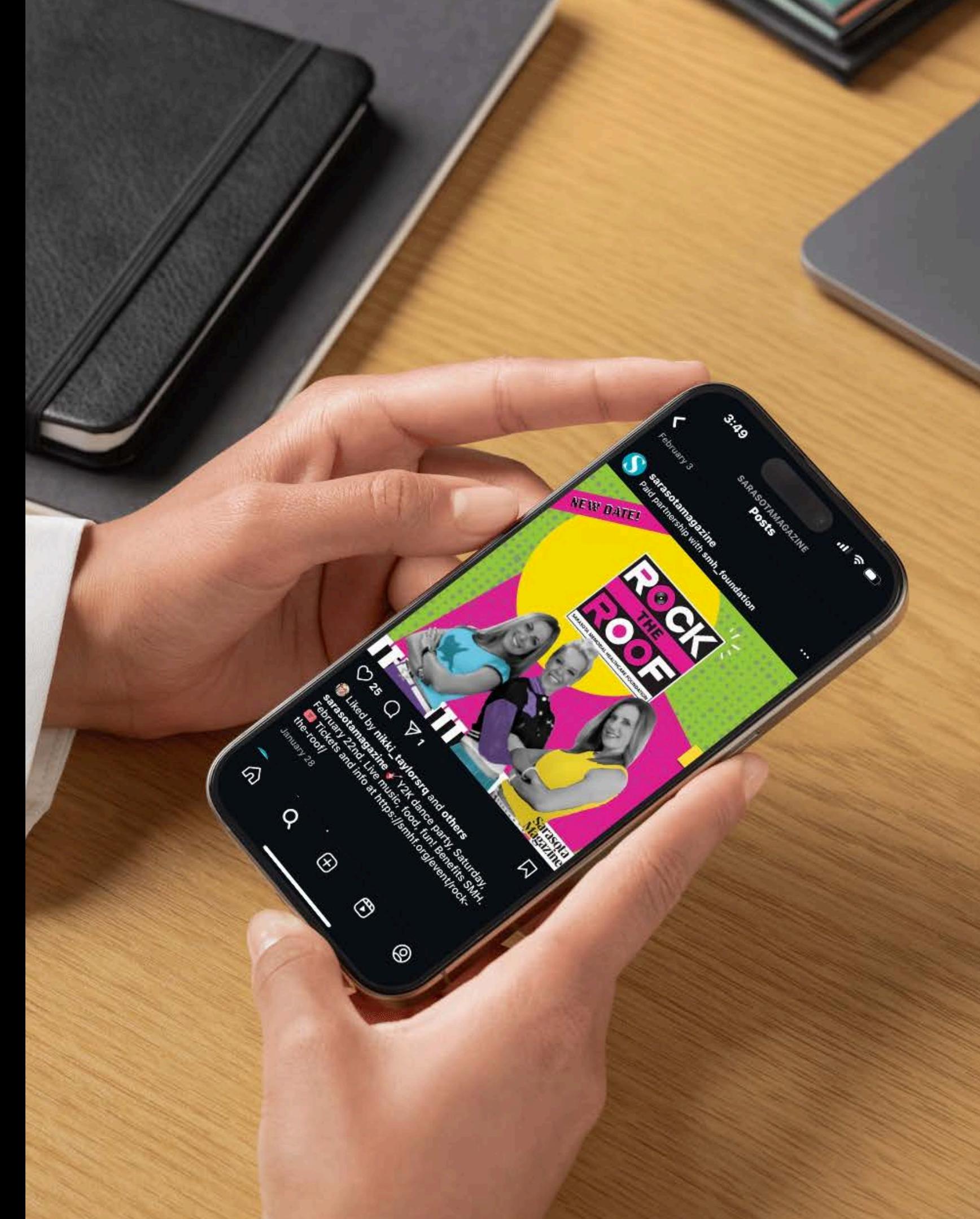
*Facebook Friends*

**33,500+**

*Instagram Followers*

**18,000+**

*Twitter/X Followers*



# Paid Social Media Ad

## Precision Targeting, Maximum Reach

Leverage expert ad management on Facebook and Instagram with **advanced targeting** to put your brand in front of the right audience.

In addition to standard targeting options, tap into *Sarasota Magazine*'s custom audiences on Meta platforms (excluding Threads) from the last 28 days, and extend your reach to our entire newsletter subscriber list and website visitors from the last 30 days as they scroll.

For **customized targeting strategies** and **audience insights**, contact your sales rep today and take your social media advertising to the next level!





# Sponsored Content

## Tell Your Story, Engage Your Audience

Sponsored content is your opportunity to connect with Sarasota Magazine's engaged readership in a meaningful way. This effective digital marketing tool allows you to present an article that tells your brand's story, boosts your organic SEO and promotes a positive online presence. By sharing valuable, relevant information, you build trust, elevate brand perception, and drive real results.

Whether you're looking to spark conversation, boost website traffic, or increase sales both online and in-store, our customized programs are designed to fit your unique business goals—ensuring your message reaches the right audience, at the right time.



# Amplify Your Sponsored Content Across Our Distribution Channels

Great content deserves great visibility.

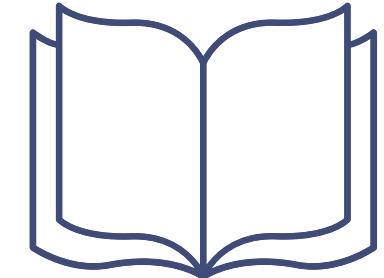
Our comprehensive distribution strategy ensures your message reaches the right audience across multiple channels. From prime placement on SarasotaMagazine.com to exposure in our e-newsletters, social media, print, and digital ads, we position your brand where it matters most.

For even greater impact, you have the opportunity to create a custom microsite—a dedicated landing page housing all your articles in one seamless experience. Maximize engagement, build credibility, and make your content work harder for you.

## DISTRIBUTION CHANNELS



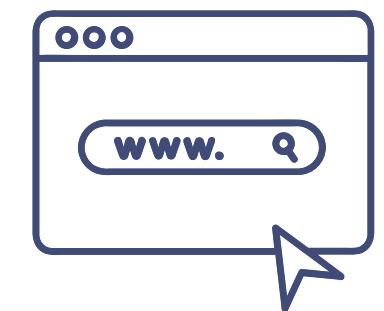
[SARASOTAMAGAZINE.COM](http://SarasotaMagazine.com)



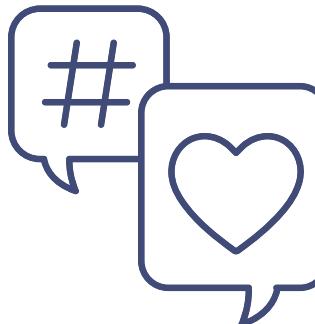
PRINT



E-NEWSLETTERS



CUSTOM MICROSITE



SOCIAL MEDIA



DIGITAL ADS

# E-Newsletter

## Stay in Front of Sarasota's Most Engaged Readers

Every day, our opted-in subscribers receive must-read e-newsletters covering the latest in home & real estate, dining, nonprofits, business, and more. As the go-to source for what's happening in Sarasota, we keep our audience informed—and ready to engage.



### Afternoon Report

#### Your Daily Dose of Sarasota

With 30K+ active opted-in subscribers, our Monday–Friday Afternoon Report keeps Sarasota in the know. From the hottest events and newest restaurants to the best places to shop, we deliver what's happening around town—plus a roundup of top stories from SarasotaMagazine.com so readers never miss a beat.



### Eat + Drink

#### Sarasota's Ultimate Food Insider

With 27K+ opted-in subscribers, Eat + Drink is the go-to guide for Sarasota's dining scene. Delivered every Wednesday, Sarasota Magazine editor Lauren Jackson dishes out the latest on the best restaurants, must-try dishes, top chefs, and more. Warning: This newsletter may cause extreme hunger and spontaneous dinner plans!



### Business Weekly

#### Sarasota's Must-Read for Industry Leaders

With a growing audience of 24K+, Business Daily delivers the latest local business news straight to Sarasota's most influential decision-makers: C-suite executives, entrepreneurs, and industry leaders. Sent daily, this essential briefing keeps professionals informed on key developments across Sarasota, Manatee, and Lakewood Ranch.

# Eblasts

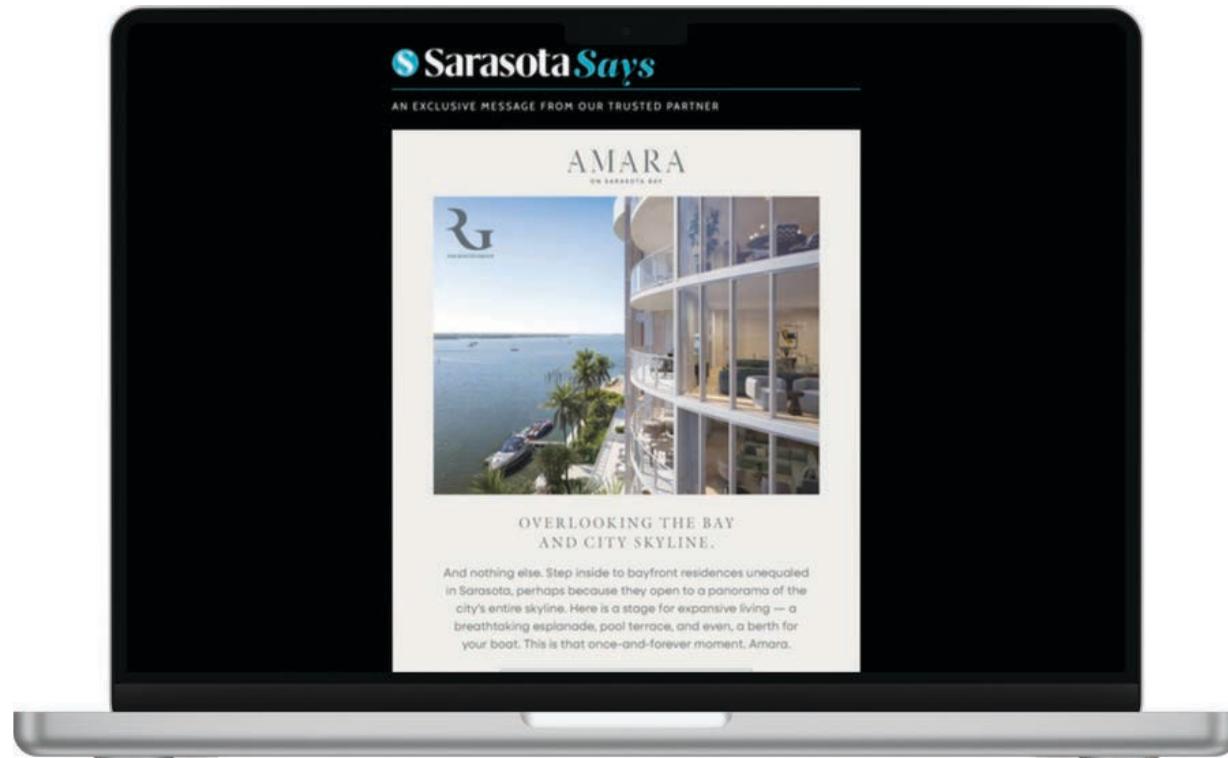
## Own the Spotlight with a Dedicated or Targeted Eblasts

Make a big impact and get your event, sale, or promotion in front of *Sarasota Magazine*'s highly engaged, opted-in readers.

With a **custom eblast** dedicated to your brand, your message lands directly in inboxes, driving awareness, engagement, and action. Whether you're launching something new, hosting a must-attend event, or running a can't-miss promotion, this is your chance to reach the right audience—at the right time.

Phone, tablet, and computer-friendly content, **delivered straight to Sarasota Magazine subscribers!**





## DEDICATED EBLASTS

### (Sarasota Says)

With 30K+ opted-in subscribers and a growing total audience of 40K, this customized eblast connects your message directly with *Sarasota Magazine's* engaged readership.

Delivered as needed, it's a powerful way to align your brand with our audience, ensuring maximum visibility and impact.

## TARGETED EBLASTS

We can also help you reach an extended, tailored audience with a targeted eblast. With **hundreds of laser-focused targeting options**, you can concentrate your message to those most likely to appreciate, and then respond to your call-to-action.

Whether you're looking to boost brand awareness, drive traffic, or strengthen your presence, this tailored approach allows you to **reach customers based on zip codes, demographics, interests, and more**—ensuring maximum impact where it matters most.

# Retargeting Ads

## Bring Them Back — and Close the Deal Via

- Website Retargeting
- Search Retargeting
- Geofence Retargeting

## What Exactly Are Retargeting Ads?

These display ads get delivered to those who have already shown interest in your brand, encouraging them to return and complete the desired action. This could be completing a sale, calling, or filling out an online form.

Retargeting ads will populate immediately after being triggered by the user's behavior and be shown wherever they go, including other websites, streaming TV, social media platforms and on apps.

## HOW RETARGETING WORKS

When someone visits your website, enters a geofenced location or searches for a specific keyword, they receive reminder ads to take your desired action wherever they go online. Instead of a cold introduction, it's a warm reminder — nudging them back toward the finish line.

## HOW WEBSITE RETARGETING WORKS



## HOW SEARCH RETARGETING WORKS



## HOW GEOFENCE RETARGETING WORKS



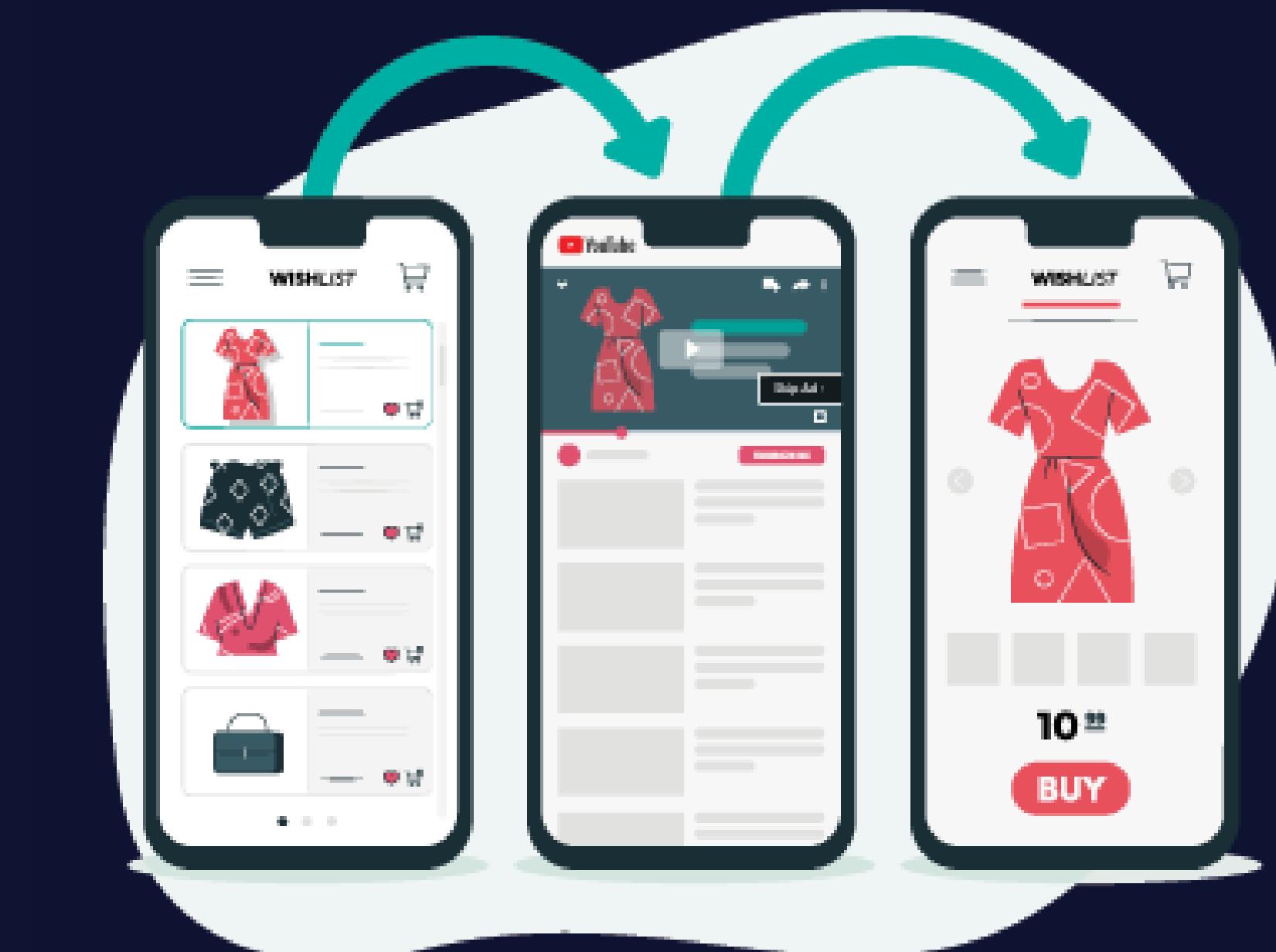
# Retargeting Ads

Bring Them Back — and Close the Deal

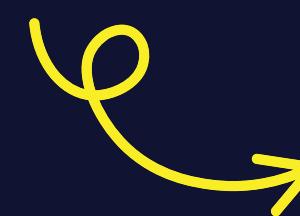
## WHY RETARGETING MATTERS

- **It takes an average of 7 touchpoints** to turn a cold lead into a customer. Retargeting shortens that gap by keeping your brand top of mind.
- **It dramatically improves ROI.** You're marketing to an audience already familiar with you — meaning lower costs and higher conversion rates
- **People are busy.** Many customers want to complete your "call to action" but may not be in a position to do so. A simple follow up can make all the difference.

You wouldn't let an interested client slip away without a follow up — so why would you online?



## Real Life Examples



### For Nonprofits:

Gala Registration Reminder: "Don't Wait Get Your Tickets Today!"

### For E-Commerce Site:

You left something in your cart: "Finish Checking Out!"

### For a Contractor:

Still Need a New Roof? "Get A Free Quote Today!"

# Video Advertising

## Precision Targeting, Maximum Impact

Keep your brand top-of-mind with targeted video delivery across numerous streaming TV options, premium channels, and YouTube, ensuring your message reaches the right audience with pinpoint accuracy.

Leverage geography, behavior, and demographic targeting to measure real results. Whether on large screens or mobile devices, this strategy puts your content in front of engaged viewers where it matters most.

From the **big-screen** to **mobile-friendly video**, reach your audience wherever they're watching.

### KEY FEATURES

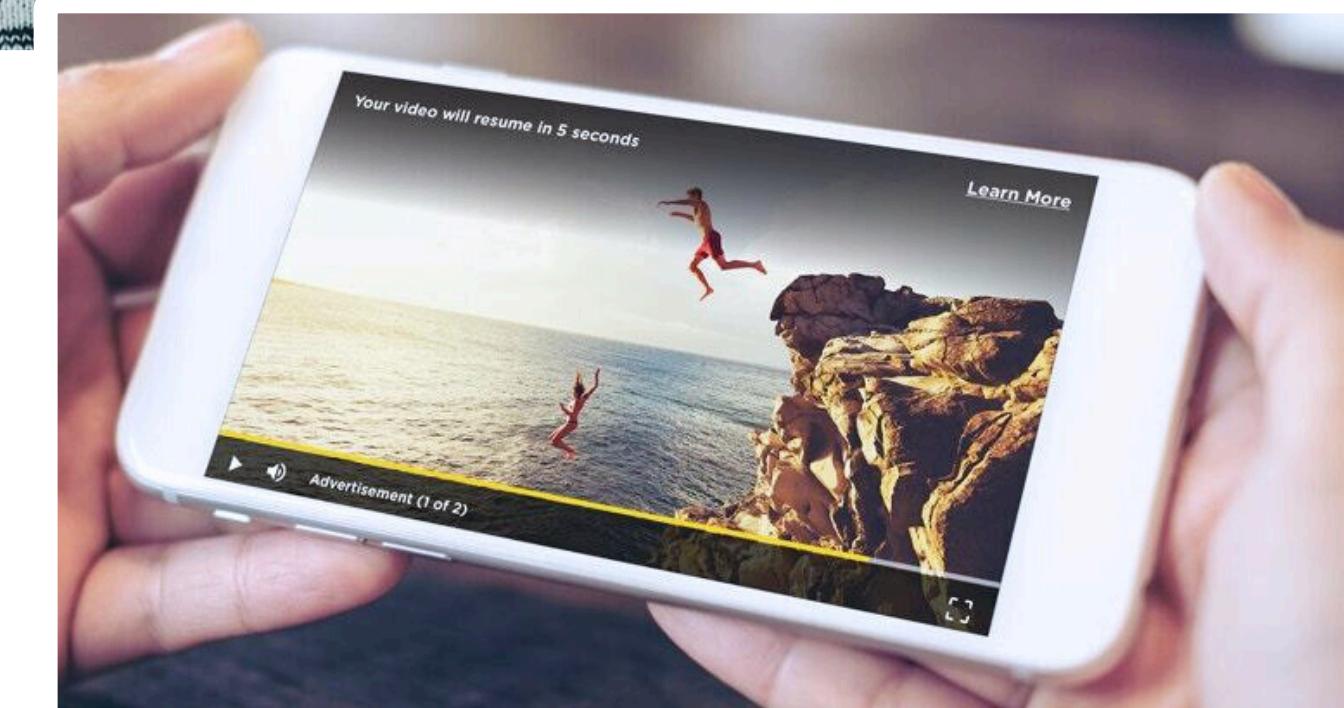
**Streaming TV (OTT)** – Large screen & multi-screen options (20K–40K min. impressions)

**Behavioral Video** - Video ads to a targeted audience based on selected user behaviors and geography.

**YouTube Video** – Captivating long-form video content (1500 view min.)

**YouTube Video Bumper** – Short, high-impact ads for quick brand recall (40k view min)

**Addressable Streaming TV (OTT)** – Large screen only (20K min. impressions, conversion tracking not available)



**Need help? Tap into**

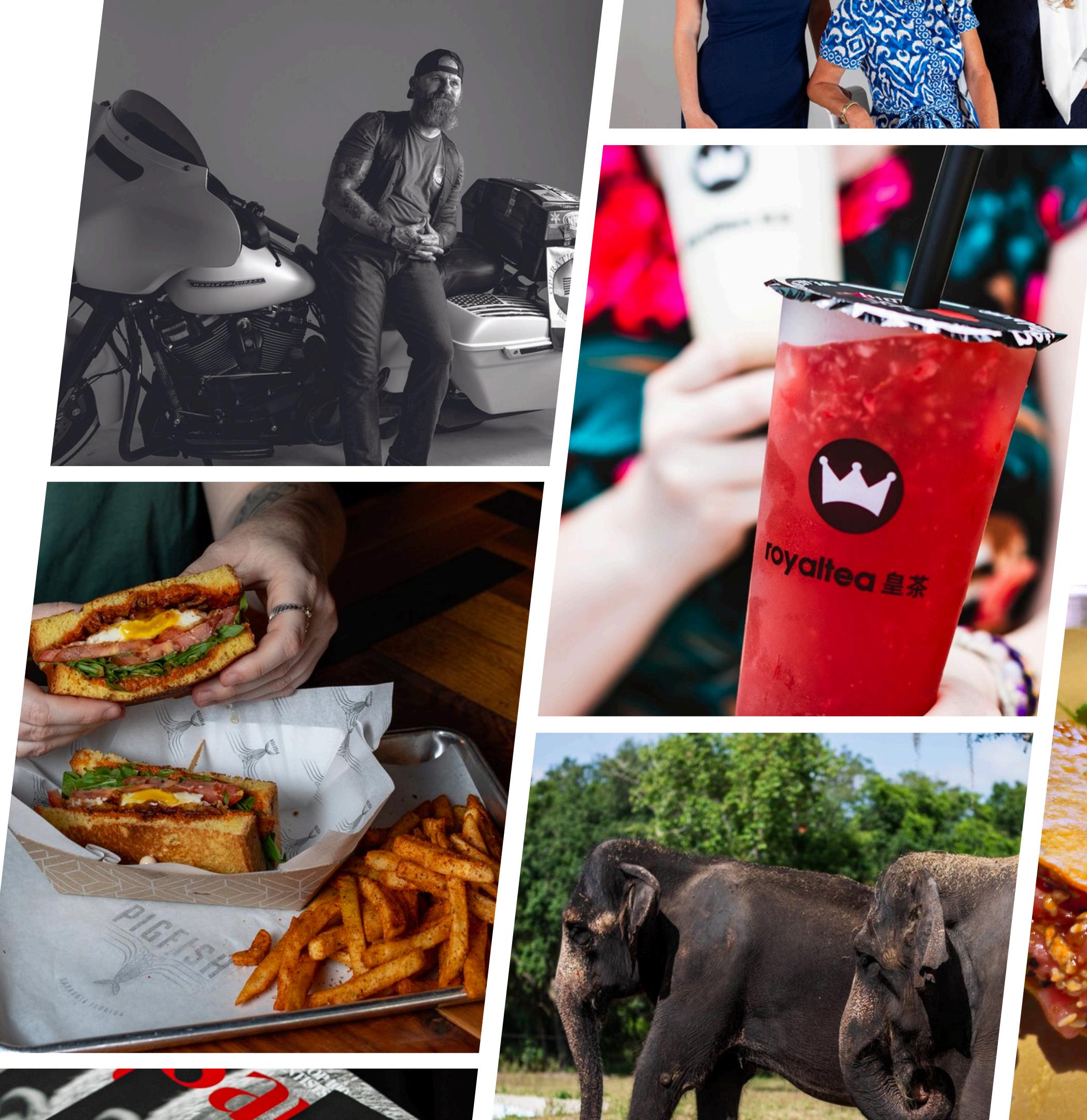


## **Our expertise. Your brand.**

Powered by the award-winning teams at Sarasota Magazine and DreamLarge, the Sarasota Magazine Content Studio is your go-to destination for stunning visuals and engaging content.

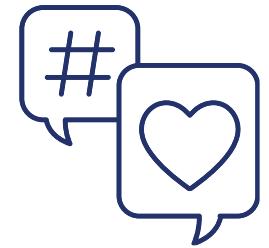
From captivating photoshoots and dynamic videography to design and storytelling, our talented team specializes in crafting bespoke experiences that showcase your brand's unique story.

Whether you need striking imagery, compelling design, or innovative marketing solutions, we're here to bring your vision to life.



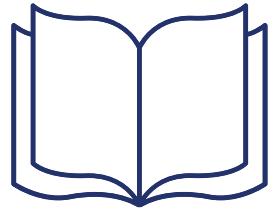
# Content Studio Offerings

Our expert creative team from our Content Studio (fee included based on needs) to craft original articles, infographics, videos, or images, we'll ensure your brand message is engaging, shareable, and impactful.



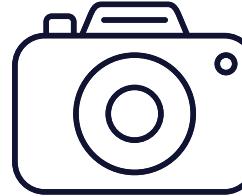
## Digital Design

Digital Content Creation



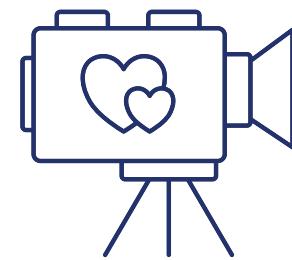
## Print Design

Ads, Collateral, Ad Rebuilds

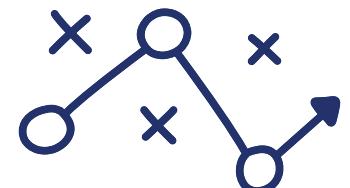


## Photography

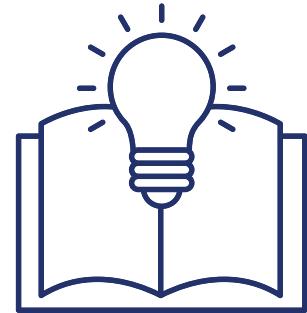
Headshots, Events Photography, On-Sites



## Videography & Editing



## Marketing Strategy



## Storytelling

Copy Writing, Sponsored Articles

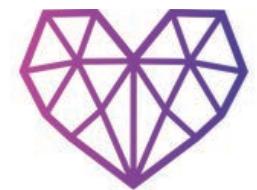


## Direct Mail



## Logo Animation

Logo Animation



**Sarasota  
Magazine**

# 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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