

SARASOTA EDITION

FLORIDA DESIGN



2023/2024

MEDIA KIT

SARASOTA EDITION

FLORIDA DESIGN

DEMOGRAPHICS & CIRCULATION DATA

AFFLUENT AUDIENCE

Florida Design Sarasota Edition reaches a sophisticated audience of buyers of upscale home furnishings, high-end real estate, luxury products, and design services.

Readership estimate per year	235,000
Average residence value	\$1,000,000
Annual average income	\$225,000
Female	65%
Male	35%

RESULT-PRODUCING CIRCULATION

25,000 printed copies per issue, published two times per year reaching subscribers, newsstands and new homeowners. Distributed primarily to Sarasota and Manatee counties with targeted distribution in Southwest Florida.

HIGH-PROFILE DISTRIBUTION

- Private jet airports
- Luxury hotels
- Recent buyers of new homes \$1,000,000 and over
- Custom builder and luxury home model sales centers
- Interior designer and architectural firms
- High-end real estate brokerage offices
- Furniture showrooms
- Design centers
- Yacht brokerage offices
- Luxury auto dealerships
- 2,000 newsstand copies



FRONT COVER EXTERIOR PHOTOGRAPHY
and interior photos this page by Ryan Gamma

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EDITORIAL CALENDAR

FALL/WINTER (1.1):

NOVEMBER 2023 - FEBRUARY 2024

INNOVATIVE DESIGN

- **Feature Homes:** Residential showplaces by Sarasota's top design talents
- **Buzz:** News and trends from the world of design in Sarasota and beyond
- **Details:** Color of the year, new textile patterns, bold lighting, spring accents, and patio panache
- **Alfresco:** Design for the great outdoors
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!

SPRING/SUMMER (1.2):

MARCH - JUNE 2024

THE ART ISSUE

- **Feature Homes:** Beach homes, posh penthouses, grand estates, and beloved bungalows in and around the Gulf Coast
- **Buzz:** News and trends from the world of design in Sarasota and beyond
- **Details:** Hardware goes luxe, lighting statements, fabulous fabrics, alfresco design, and elegant tableware
- **Creative Class:** Galleries, artists, museums, and everything else making Sarasota's art scene tick
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!

The editorial calendar is subject to change without notice.

Photography by Tara Correa



FLORIDA DESIGN'S DIGITAL STUDIO

For over 30 years, *Florida Design* has served as the reference magazine of interior design, furnishings, architecture and luxurious lifestyle. And now, we offer a wide array of services in addition to our print and digital portfolio.

FD360

is a suite of digital services available to help all types of businesses and industry segments. Services include:

- Google Display and Programmatic Advertising
- Paid Social Media Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/Google PPC)
- Website Remarketing
- Video, YouTube and Connected
- TV Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Digital Consultation

These capabilities serve as the perfect complement to the digital advertising options currently available on FloridaDesign.com, our branded social channels, as well as our weekly e-newsletters.

LET OUR TEAM OF EXPERTS CUSTOMIZE A DIGITAL STRATEGY THAT WILL HELP YOU TO:

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Reach out to us today for a complimentary needs assessment.

FULL SERVICE DIGITAL OPTIONS YOU CAN TRUST BACKED BY FLORIDA DESIGN'S 30- YEAR HISTORY OF INTEGRITY, PERFORMANCE, AND RELIABILITY.



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TOP: Photography by Andrea Hillebrand

BOTTOM: Photography by Tara Correa



AD SPECS & REQUIREMENTS

AD SIZES	TRIM	BLEED
Spread:	20" x 12"	20.25" x 12.25"
Full Page	10" x 12"	10.25" x 12.25"
2/3 Vertical	5.9375" x 11"	N/A
1/2 Island	6.375" x 9.25"	N/A
1/2 Vertical	4.375" x 11"	N/A
1/2 Horizontal	9" x 5.375"	N/A

- Material Format:** PDF/X1-A. No color proofs are required.
- Safety:** .25" away from trim edges (.375" from bleed)
- Gutter Safety:** .5" on each side (1" in total)
- Images:** Should be 300 DPI and converted to CMYK. No RGB images. We can convert client supplied images, however, conversion may result in color variation.
- Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.

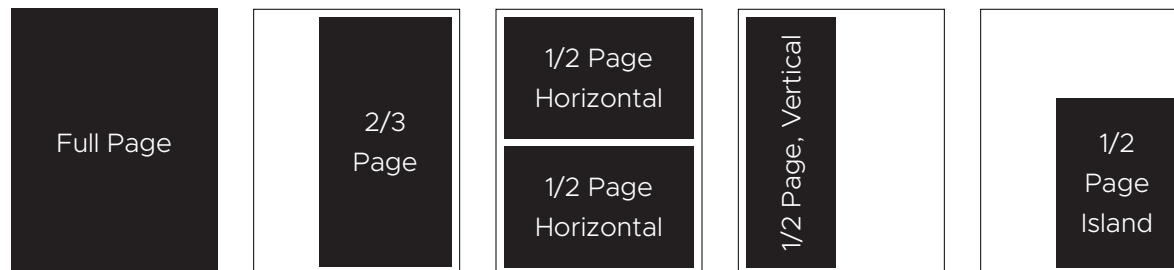


Photo by Andrea Hillebrand

DEADLINES

FALL / WINTER

Newsstand Date: November 2023
Space Close: September 08, 2023
Camera-Ready Materials Due: September 22, 2023

SPRING/SUMMER

Newsstand Date: March 2024
Space Close: January 31, 2024
Camera-Ready Materials Due: February 10, 2024