

SARASOTA EDITION

FLORIDA DESIGN



2024/2025

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
- Mailed to owners of homes valued at \$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
- 3,775 newsstand copies



FRONT COVER EXTERIOR PHOTOGRAPHY: Ryan Gamma

TOP: Photography by Shea Meris

BOTTOM: Photography by Ryan Gamma and Steve Cartano

SARASOTA EDITION

FLORIDA DESIGN

EDITORIAL CALENDAR

FALL/WINTER (2.2):

NOVEMBER 2024 - FEBRUARY 2025

THE ARCHITECTURE ISSUE

- **Feature Homes:** Sky-high showplaces, historic homes, waterside retreats, and dream abodes by the region's top talents
- **Buzz:** News about design from Sarasota and beyond
- **Details:** Structural furniture, palette pizzazz, architecture silhouettes, and other surprises
- **Architecture:** Sarasota pros you need to know!
- **Art:** Winter to Spring preview
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more

SPRING/SUMMER (3.1):

MARCH - OCTOBER 2025

ART ON THE GULF COAST

- **Feature Homes:** Modernist retreats, waterside gems, posh penthouses and more by the region's top talents
- **Buzz:** What's new, now and next in design
- **Details:** Abstract inspirations, color of the moment, lighting statements, material must-haves and more
- **The Creatives:** Artists and artisans that need to be on your radar
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more!

The editorial calendar is subject to change without notice.

Photography by Ryan Gamma



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.



SARASOTA EDITION

FLORIDA DESIGN

CONTACT US

PUBLISHER

Elizabeth Goodman

239.595.7269

egoodman@floridadesign.com

ACCOUNT MANAGERS

Susan Gibson Howard

sgibsonhoward@floridadesign.com

561.376.5767

Harvey Dana

hdana@floridadesign.com

305.984.6684

Jennifer Dardano

jdardano@floridadesign.com

561.472.1905

Denise Autorino

dautorino@floridadesign.com

407.233.7305

Dina Turner

dturner@palmbeachmedia.com

561.371.7515

Kim Aloia

kaloia@floridadesign.com

941.977.6198

MARKETING MANAGER

Rebecca Desir

561.472.2209

rdesir@palmbeachmedia.com

DIGITAL MARKETING MANAGER

Tyler Sansone

561.472.2204

tsansone@palmbeachmedia.com

ADVERTISING SERVICES COORDINATOR

Elizabeth Hackney

561.472.1920

ehackney@palmbeachmedia.com

PRODUCTION DIRECTOR

Selene Ceballo

561.472.1907

sceballo@palmbeachmedia.com

PRODUCTION MANAGER

Lourdes Linares

561.472.2203

llinares@palmbeachmedia.com

ADVERTISING DESIGN COORDINATOR

Johanna Perez

561.472.2210

jperez@floridadesign.com

CIRCULATION/SUBSCRIPTION MANAGER

Marjorie Leiva

561.472.1910

mleiva@palmbeachmedia.com

TOP: Photography by Molly Rose

BOTTOM: Photography by Nicholas Ferris



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.

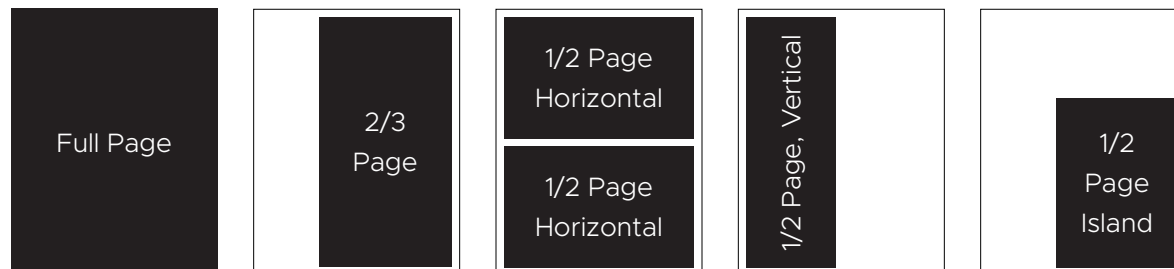


Photo by Shea Morris

DEADLINES

FALL / WINTER

Newsstand Date: November 2024
Space Close: September 13, 2024
Camera-Ready Materials Due: October 2, 2024

SPRING/SUMMER

Newsstand Date: March 2025
Space Close: January 16, 2025
Camera-Ready Materials Due: February 5, 2024