



ST. PETE LIFE

MAGAZINE

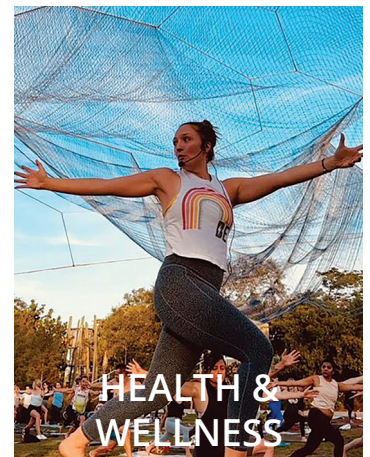
LIVE. WORK PLAY!

2025 MEDIA KIT

Falko

MEDIA KIT - DISTRIBUTION

A bi-monthly lifestyle magazine designed exclusively for those who live, work or play in St. Petersburg. Coverage includes thoughtful profiles on local people and businesses, the lively arts and theater scene, restaurants and nightlife, fashion and style, entertainment and events, home design, travel, social scene, and much more. We strive to present features that enlighten, engage and entertain!



DISTRIBUTION

Six times a year, St. Pete Life magazine is mailed directly to 22,000+ of St. Petersburg's most exclusive and discriminating residents. Our focus delivers readers who live, work and play within 15 minutes of St. Petersburg's thriving city center from the 4th Street Corridor to Old Northeast, from Southeast to Grand Central and out to St. Pete Beach.

St. Pete Life magazine is the only glossy lifestyle magazine in town whose reporting beat is the heartbeat of St. Pete.

6 ISSUES
Per Year | **22,000+**
St. Petersburg
Residents

From Downtown St. Pete
to St. Pete Beach

DEMOGRAPHICS

We have identified the top affluent homeowners most likely to patronize our advertisers.

As a result we mail to the **TOP 30%** of households based on home value and income.

We also distribute at St. Pete events and key locations throughout the city including Chamber of Commerce Visitors Store.

\$94,605
AVERAGE GROSS
INCOME OF OUR
READERS

\$375K & UP
ESTIMATED HOME
VALUE OF OUR
READERS

ADVERTISING DEADLINES

January/February 2025	December 13
March/April 2025	February 14
May/June 2025	April 18
July/August 2025	June 13
September/October 2025	August 15
November/December 2025	October 17

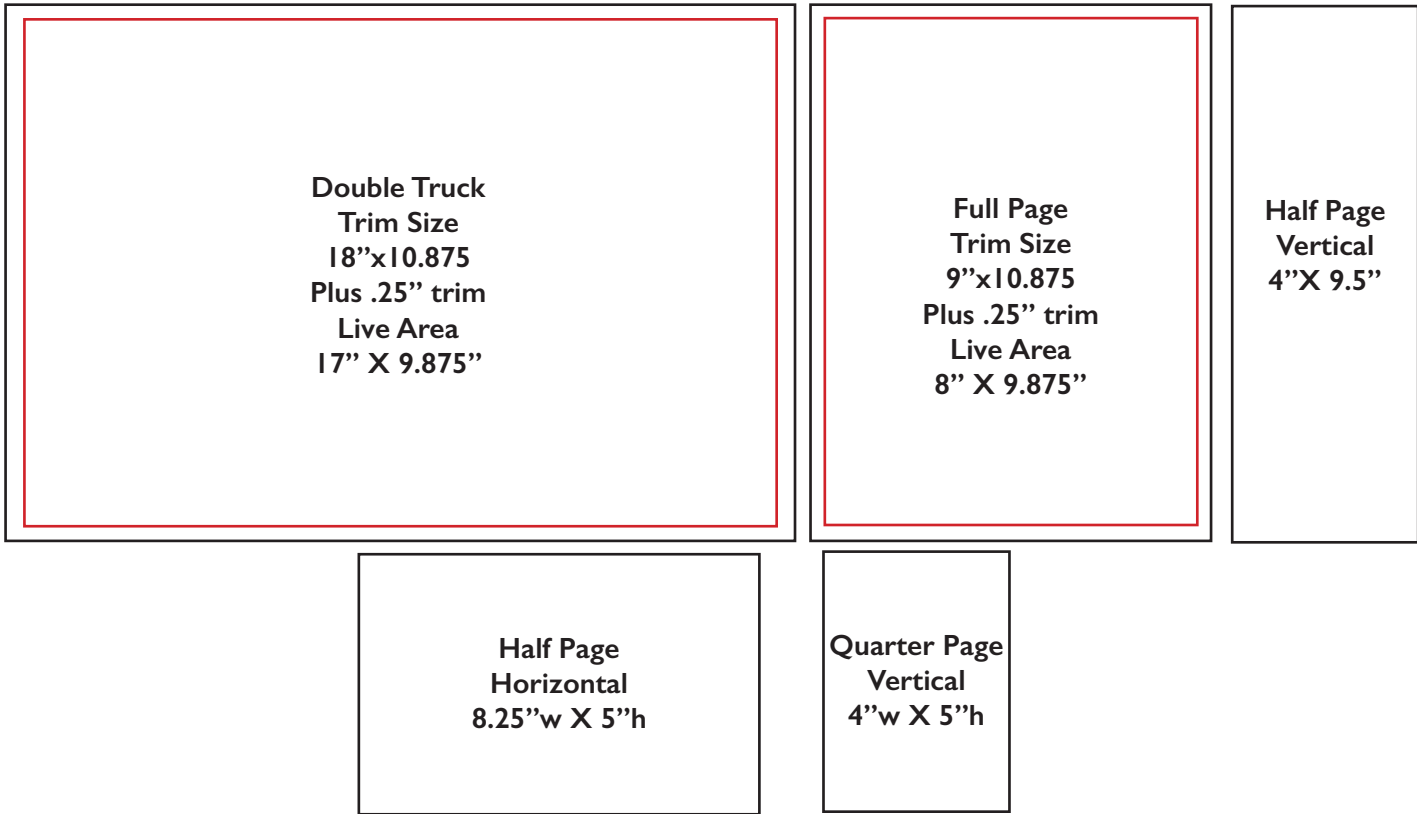
ADVERTISING RATES

Size	1x	3x	6x
2 Page Spread	5245	4695	3775
Full Page	2935	2725	2095
Half Page	1675	1565	1195
Quarter Page	1145	1045	775
Back Cover	4095	3665	2935
Inside Front Cover	3565	3035	2495
Inside Back Cover	3565	3035	2495

EDITORIAL DEADLINES

January/February 2025	December 6	July/August 2025	June 6
March/April 2025	February 7	September/October 2025	August 8
May/June 2025	April 11	November/December 2025	October 10

AD SPECIFICATIONS



MAGAZINE SPECS

Trim Size	9" x 10.875"
Safety from Trim	1/2" (Live Area 8"x9.875")
Bleed Allowance	1/4" positioned from trim (.25)
Binding Method	Perfect Bound
Color	4 Color Process (CMYK)



FILE REQUIREMENTS

ONLY ACCEPTED FILE FORMATS ARE PDF, TIFF or JPEG

TIFF OR JPEG:

Minimum 300 dpi at full size. Files containing only text or vector artwork should be saved full size at 600 dpi.

PDF:

- PDF/x-1a required
- Fonts must be outlined and all images embedded
- Files containing photographs must be originally created and saved at a resolution of 300 dpi.

FILE NAMES:

All file names must include the name of the company that purchased the ad.

All files must be 100% of final size at 300 dpi.

All files must be CMYK color mode.

Full page bleed and spread ad must include crop marks.

Non bleeding ads do not need crop marks.

Artwork must be provided in PDF, TIFF or JPEG. Adobe

Creative Suite files also acceptable.

Keep all essential text and images .5" from trim edge.

PRODUCTION CONTACTS

SUBMIT ADS TO:

Beth Ann Drake

bdrake@stpetelifemag.com

Please include publication date, ad size and company that purchased the ad in email.

EDITORIAL CONTACT:

Marcia Biggs

Editor

editor@stpetelifemag.com

Cover By Patricia Kluwe Derderian

ST. PETE LIFE
MAGAZINE

ST PETE LIFE MAGAZINE

260 1st Ave. S.
Suite 200-151
St. Petersburg, FL 33701
www.StPeteLifeMag.com

ADVERTISING CONTACT:

Beth Ann Drake
Publisher / CEO
bdrake@stpetelifemag.com
813.447.9900