



2026 MEDIA KIT

WE CAPTURE THE VIBRANT, CONTEMPORARY ESSENCE OF ST. PETE'S COMMUNITIES, OFFERING A DYNAMIC, DIVERSE AND SOPHISTICATED EXPERIENCE THAT ENGAGES AND EXCITES.

DESIGN & CULTURE | HOME & OUTDOOR LIVING | HEALTH & WELLNESS | BUSINESS | DINING & NIGHTLIFE | EXPERT INSIDERS

MARKET REACH

Since 2017, *St. Pete Life* has been the region's premier lifestyle magazine, reaching more than 22,000 affluent and influential residents. Published six times a year in print and digital editions, SPL celebrates the good life with engaging editorial, striking visuals and insider access to the people, places and businesses that define Pinellas County. Trusted by readers and valued by advertisers, SPL is the most effective platform for reaching high-value engaged audiences across the region.

6

issues
per year



CONNECTING YOU
WITH THE MOST
DESIRABLE
AUDIENCE & TOP
TASTEMAKERS.



DEMOGRAPHICS

We reach the top 30% of households in the region—affluent homeowners with an average income of \$94,605 and above, and estimated home values of \$375,000 and up—who are most likely to engage with your brand.



Direct Mailed to
22,000+
High Wealth
Homes

DISTRIBUTION

- **Direct Mailed** to the highest earning households, top industry professionals and businesses in the region.
- **Digital Distribution** through our website and social channels, weekly email newsletters and dedicated email blasts.
- **Retail Distribution** through key prestige retailers like Tombolo Books, Book + Bottle, and The St. Pete Store.
- **Event Distribution** at prestige events throughout the year, including SAVOR St. Pete Food & Wine Festival.



\$375K

Estimated
Value of
Readers'
Homes



IN EVERY ISSUE

Each issue showcases the best of our community with exclusive editorial that connects readers to the people, businesses and brands shaping our region. We deliver insider access across real estate, home and outdoor living, health and wellness, arts, culture, dining, style and travel. Our discerning audience relies on us for both the latest trends and timeless experiences, while custom advertorials and promotional features provide partners with a powerful platform to share their story.

SECTIONS *IN* *EVERY ISSUE*

Each section opens on a right-hand page, offering you the opportunity to promote your brand on the left and lead the section:

INSIDER: Lifestyle, leisure, art, cars, cuisine, nightlife, music, community

SCENE: Event coverage and social photos

EXPERT INSIDERS: Showcasing local experts in their fields, this section presents one-page, editorial-style promotional features thoughtfully designed and edited by our team to highlight your brand with impact. Participants are added to the magazine's masthead under the banner "Expert Contributors."

January/February 2026

Women's Issue

We celebrate the women shaping our community along with the people, places and businesses that define our region, with exclusive coverage of the **St. Petersburg Grand Prix** and **Power & Sailboat Show**.

Leading Women Advertorial: Highlighting women making an impact—their achievements and influence.

March/April 2026

Home Issue

The issue highlights home projects, design, furnishings, outdoor living, pool trends, expert advice, hometown heroes and the stories that define our community.

Home Pros Advertorial: Spotlighting the region's top builders, designers, retailers and service providers while highlighting standout home and outdoor projects.

May/June 2026

Your Best Life Issue

Insights on healthy living, self-care, and wellness, plus profiles of local thrivers, expert home buying tips, unique staycations and spa escapes near and far.

Top Doctors & Healthcare All-Stars Advertorial: Profiles of each practitioners' expertise and achievements.

EDITORIAL CALENDAR

July/August 2026

Best of 2026 Issue

Best Of Readers' Poll feature, food road trips, small business success stories and the area's top workplaces.

September/October 2026

Style & Design Issue

Profiles of local designers, builders, architects, artists, cultural leaders and features on the **SHINE Mural Festival** and **SAVOR St. Pete**.

November/December 2026

Holiday Issue

Entertaining ideas, holiday dining, special events, food, wine, home trends, profiles of community champions, our **Editor's Picks Gift Guide**, annual **Giving Guide**.

+Advertorial Opportunity in Every Issue

Expert Insiders: One-page editorial-style features highlighting local experts, curated by our team.

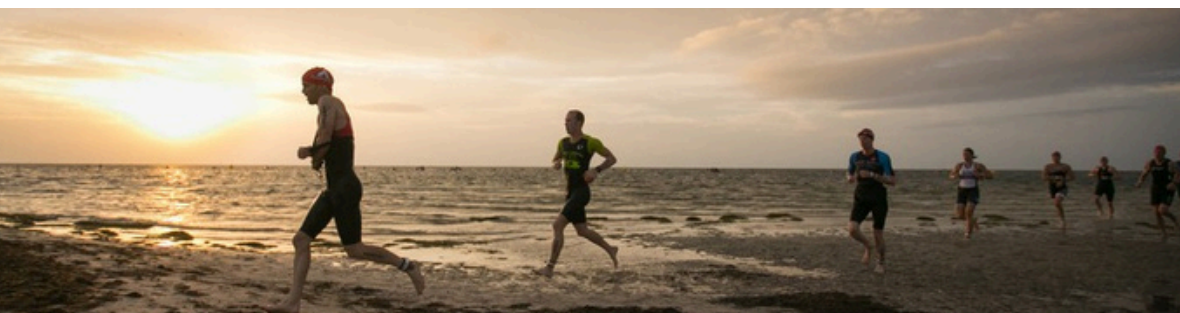
ADVERTISING DEADLINES



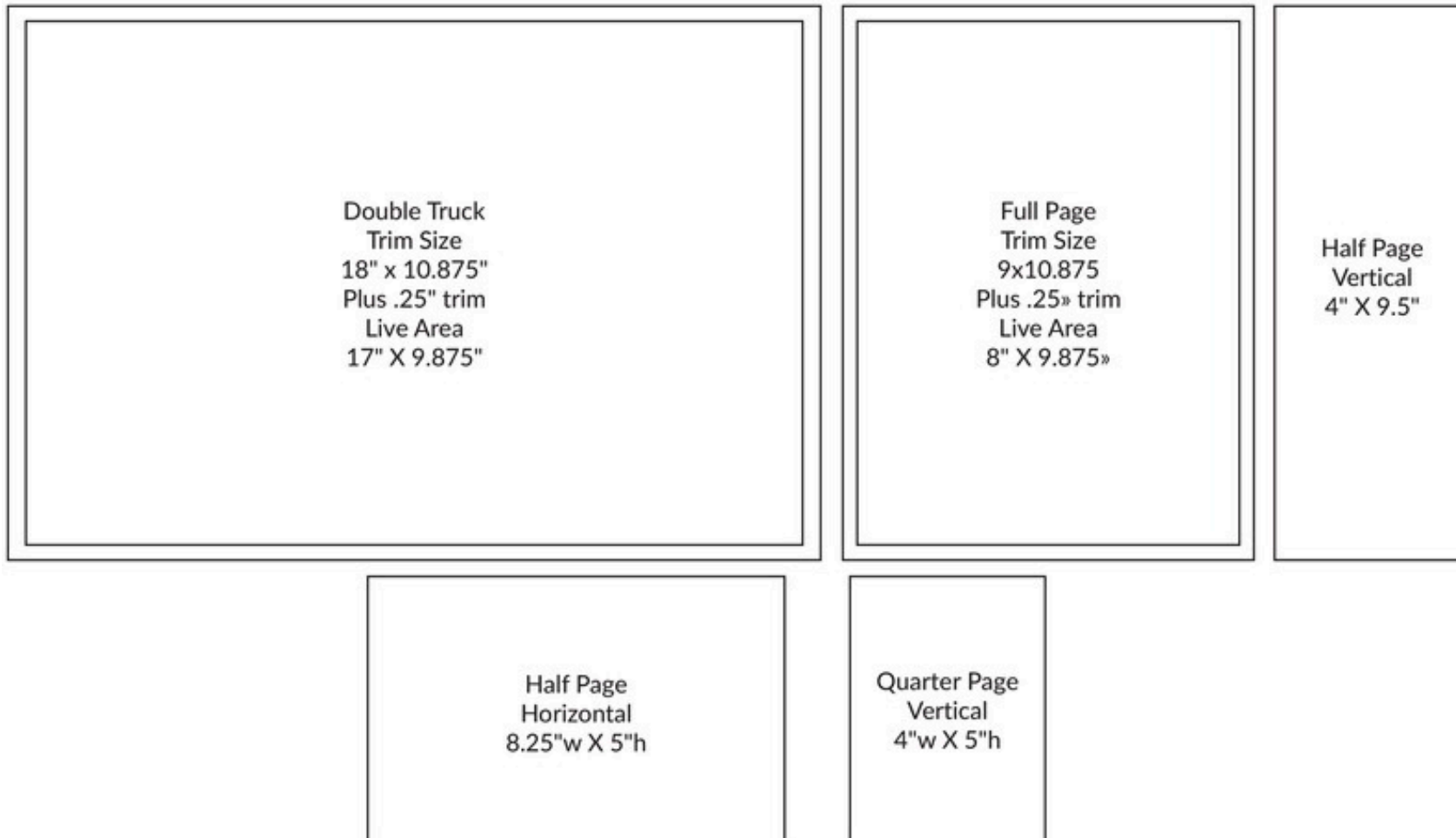
ADVERTISING RATES

January/February 2026	December 12
March/April 2026	February 13
May/June 2026	April 17
July/August 2026	June 12
September/October 2026	August 14
November/December 2026	October 16

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



ADVERTISING *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

Safe Area
8" X 9.875"

Trim Size
9" x 10.875"

Canvas Size
Photoshop
9,5" x 11.375"



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 600 dpi

PDF:

-PDF/x-la 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

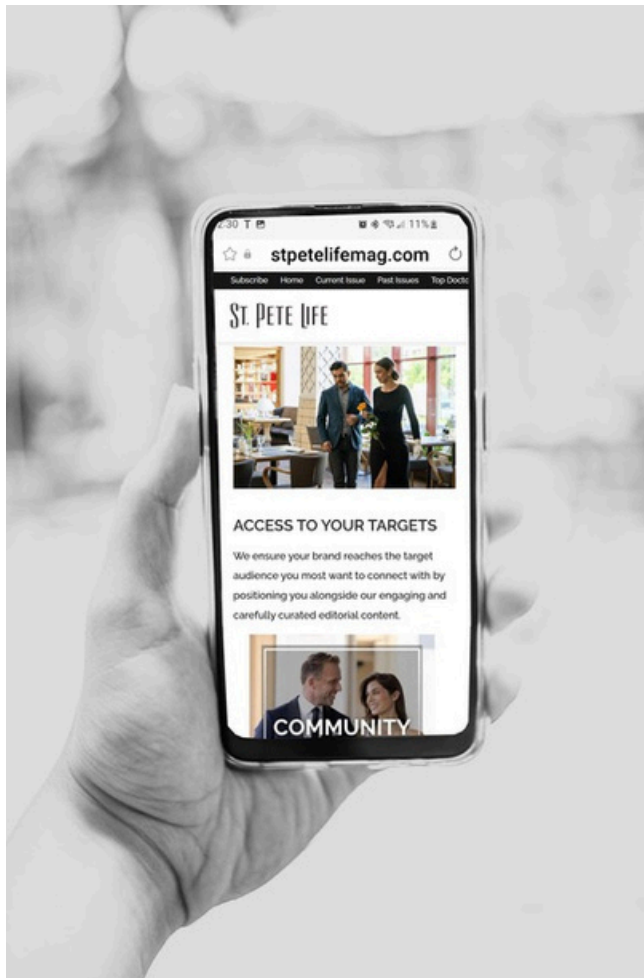
Non bleeding ads do not need crop marks.

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

DIGITAL ADVERTISING

Contact us for digital advertising rates and to explore the full range of options, including opportunities on our website, in our editorial newsletter and through custom e-blasts.



CONTACT ADVERTISING & PRODUCTION

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ST. PETE LIFE
MAGAZINE