





2027 MEDIA KIT

WE CAPTURE THE VIBRANT, CONTEMPORARY ESSENCE OF PINELLAS COUNTY'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 the region's top 20% of affluent and influential residents. Published six times a year in print and digital, *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.





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Direct Mailed to the targets you want to reach.



$550K +

Estimated Reader Home Values

DEMOGRAPHICS

We reach the region's most desirable residential addresses, targeting affluent homeowners in properties ranging from $550,000 to $1 million-plus, including luxury properties and premier neighborhoods across Pinellas County—an audience with the means and inclination to engage with your brand.

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** throughout the year, including to SAVOR St. Pete Food & Wine Festival's VIP attendees.

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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."

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EDITORIAL *CALENDAR*

January/February | Women's Issue

Celebrating the women and female-led organizations shaping our community, 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 | Style & Design

The leading tastemakers, visionary creatives and style influencers redefining our community share insights about art, cuisine, design and culture.

May/June | Your Best Life Issue

A celebration of living well, with a fresh look at wellness, health, rejuvenation and the pleasures of everyday life.

Top Doctors & Healthcare All-Stars Advertorial: Profiles of each leading physicians and other medical professionals, highlighting their expertise.

July/August | Home Issue

Design inspiration, expert advice, standout home projects, interior design, outdoor living and pool trends.

Home Pros Advertorial: Spotlighting the region's leading businesses and professionals in the home industry.

Real Estate Showcase Advertorial: A premium showcase of exceptional properties currently on the market.

September/October | Arts & Culture Issue

Profiles of our region's most intriguing artists, cultural leaders, businesses and can't miss special events.

November/December | Best & The Brightest

Our guide to the season, featuring stories about the people, places and organizations that make our community extraordinary.

The Best & The Brightest Advertorial: The next generation of our "Best Of" feature, this beautifully curated section allows your business to shine and engage our readers.

+Advertorial Opportunity in Every Issue

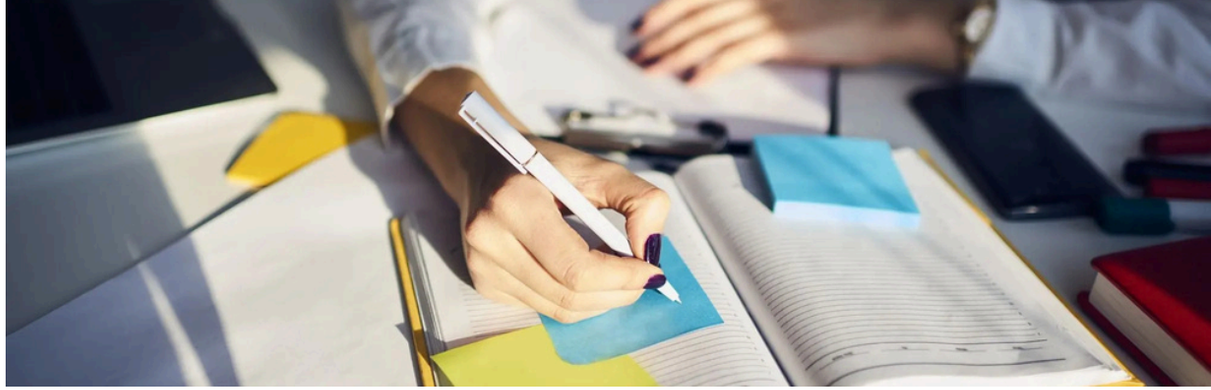
Expert Insiders: One-page editorial-style features highlighting local expertise, curated by you.

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ADVERTISING DEADLINES

January/February 2027	December 11
March/April 2027	February 12
May/June 2027	April 16
July/August 2027	June 15
September/October 2027	August 17
November/December 2027	October 15





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

DIGITAL ADVERTISING

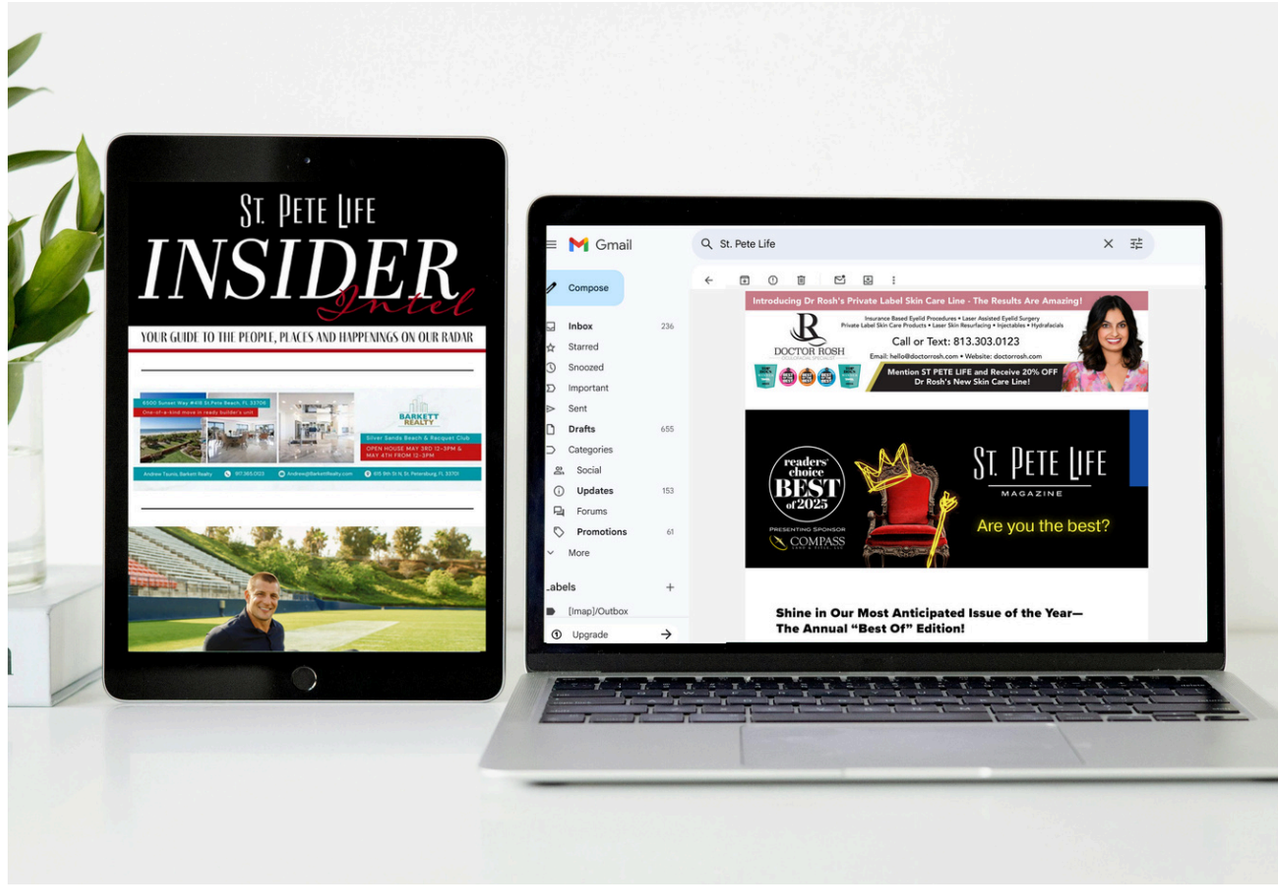
EMAIL BANNERS

4x a month /4 emails: $750

DEDICATED EMAIL

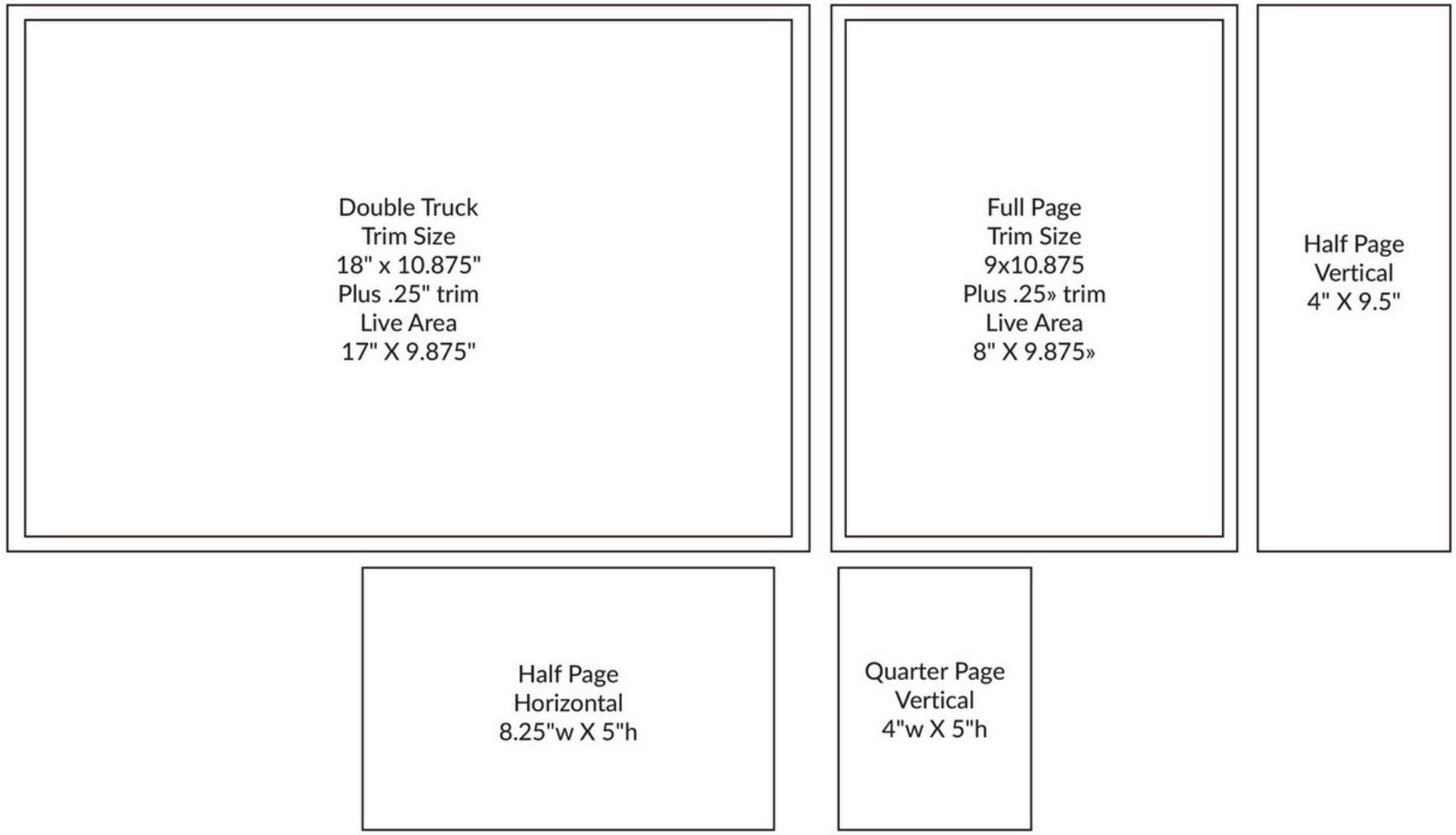
$995 per email

Would you like to reach over 15,000 Pinellas County residents and business owners? We have custom options to choose from. **Dedicated Email**: Utilize our reach and contacts by sending a dedicated email to all our subscribers. **Banner Ads**: Your ad will appear in every email we send, including our popular ***Insider Intel*** newsletter. Our team can work with you to identify your business goals and assist with designing your ad and writing your content. Contact us for website banner ads or custom content solutions.



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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



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 vertor 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

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