

MEDIA KIT

GULF TO BAY



ST. PETE
CLEARWATER
FLORIDA



OFFICIAL 2023 DESTINATION MAGAZINE



In Market May 2023

Sales close: Jan. 13, 2023

Materials due: Jan. 27, 2023

Reach more than 500,000 vacation-seekers by advertising in the official destination magazine of Visit St. Pete/Clearwater.

They come every year by the thousands. Visitors to our popular peninsula ready to enjoy our beautiful beaches and dynamic downtowns. Make sure when they decide to spend their money, they have your business in mind. Now in its 11th year, Gulf to Bay is produced by Times Total Media, the advertising and marketing division of the Tampa Bay Times in partnership with Visit St. Pete/Clearwater. This award-winning magazine reaches your potential customers throughout the United States and Internationally.

98% Reader satisfaction rating

80% Readers felt the magazine was Important/Very Important to their travel planning process.

► **Accommodations, Attractions and Dining are the most sought out information.**

Survey of 1,503 recipients of the 2022 Gulf to Bay.

505,000+
TOTAL DISTRIBUTION

395,000 NEWSPAPER INSERTS

- The New York Times (Key Markets)
- Atlanta Journal-Constitution
- Cincinnati Enquirer
- Detroit Free Press
- Indianapolis Star
- Minneapolis Star Tribune

65,000 STANDALONE DISTRIBUTION

- Int'l & Domestic Events/Tradeshows
- VISIT FLORIDA Welcome Centers
- Tampa International Airport
- St. Pete/Clearwater Int'l Airport
- AAA Offices

40,000 GLOBAL DIRECT MAIL

- Targeted Facebook Ads
- Requests from Website Visitors
- Annual Subscribers

5,000+ DIGITAL SESSIONS

A digital version of Gulf to Bay resides on VisitStPeteClearwater.com. In this format, your ad will click through to your website's homepage or a designated landing page.

Subject to change depending on media analysis.

NEW IN 2023!

Native Advertising

Advertising will appear in a native content format, blending seamlessly with editorial to tell the story of St. Pete/Clearwater.

HOW IT WORKS

- ▶ You decide how much space you would like to reserve. Rate includes writing, editing, design and production.
- ▶ Our native content editor will reach out to discuss your ad.
- ▶ You supply high-resolution (300 dpi) images for inclusion.
- ▶ You will receive the ad to review with two rounds of revisions.

TWO-PAGE SPREAD \$18,600
Approx. 250 words, 3-8 images

FULL PAGE \$10,200
Approx. 150 words, 2-4 images

HALF PAGE \$6,300
Approx. 125 words, 1-3 images

THIRD PAGE \$4,200
Approx. 75 words, 1-2 images

SIXTH PAGE \$3,100
Approx. 25 words, 1 image

All sizes include your phone number, website and social media handles.



THIRD PAGE



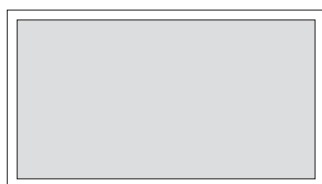
PARADISE VACATION RENTALS

Escape to our island paradise where the memories will last a lifetime! Paradise Vacation Rentals offers beach front condos directly on the Gulf of Mexico. Our resorts are family friendly and some pet friendly as well. Your choices are endless with our range of rentals from economic efficiency condos to luxury water front 3 bedroom condos. PVR truly does have the best vacation rentals for you so contact us today to make your reservations.

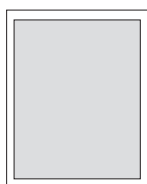
727-893-3425
paradisevacationrentals.com
@pvrinc
@pvrinc

Display advertising

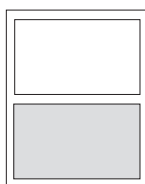
Tell your story, your way with a display ad.



TWO-PAGE SPREAD
\$15,500
18" x 10.75"

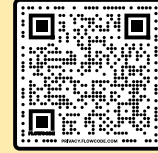


FULL PAGE
\$8,500
9" x 10.75"



HALF PAGE
\$5,250
7.875" x 4.5833"

- No text within .5" of ad edge, add .25" for bleeds.
- Build files with 300 dpi CMYK images.
- Create 100% CMYK PDF of ad using "Adobe Preset: High Quality PDF" without crop marks or registration marks with all fonts embedded.
- Send via email to ads@tampabay.com. Name file Gulf To Bay with advertiser name.
- Accepted file formats: EPS, TIFF, JPG and PSD.



◀ View the 2022 edition of Gulf to Bay at VisitStPeteClearwater.com or scan the code.



To advertise, please contact your Times Total Media executive or

Kelly Spamer • National Sales Director • kspamer@tampabay.com • 813-426-4004