OFFICIAL 2024 DESTINATION MAGAZINE



Let's shine together!

Reach over 500,000 vacation-seekers with an ad in Visit St. Pete/Clearwater's official destination magazine.



Every year, thousands of visitors travel to our popular peninsula, ready to enjoy our beautiful beaches and dynamic downtowns. Now in its 12th 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.

IN MARKET MAY 2024

Sales close: Jan. 19, 2024 Materials due: Feb. 16, 2024

505,000+ TOTAL DISTRIBUTION

375.000 NEWSPAPER INSERTS

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

85.000 STAND-ALONE DISTRIBUTION

- International & Domestic Events/Trade Shows
- VISIT FLORIDA Welcome Centers
- Tampa International Airport
- St. Pete/Clearwater International Airport
- AAA Offices
- Chamber Welcome Centers

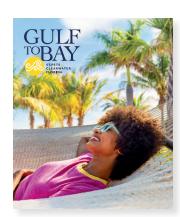
40.000 GLOBAL DIRECT MAIL

- 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.



◀ View the 2023 edition of Gulf to Bay at VisitStPete Clearwater. com or scan the code.



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"





\$5,250

HALF PAGE

7.875" x 4.5833"



UNDER \$5

RY ONE OF OUR UBLIC POOLS

- Send via email to ads@tampabay.com. Name file "Gulf To Bay" with advertiser name.
- Accepted file formats: EPS, TIFF, JPG and PSD.

HOW IT WORKS

• No text within .5" of ad edge, add .25" for bleeds.

• Create 100% CMYK PDF of ad using "Adobe Preset:

High Quality PDF" without crop marks or registration

• Build files with 300 dpi CMYK images.

marks with all fonts embedded.

Native advertising Blend your story seamlessly with editorial content.









CLEARWATER MARINE AQUARIUM

oottlenose dolphins.

to the rescue, rehabilitation and release of

marine life and inspiring the human spirit,

complimentary audio tour (there is one for

center on site for injured manatees in 2023.



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.





St. Pete Beach

TROPICAL

TREASURE HUNT

Go on the adventure of a lifetime with



98% Reader satisfaction rating.

Survey of 1,091 recipients of the 2023 Gulf to Bay

Dreaming of a vacation, just what the doctor ordered!

I look forward to this special magazine every year and have brought it with me on vacation and/or given it to a friend who was traveling there!!

It's been a few years since I've visited the area. The magazine brought back memories and gave me reasons to return for a visit.

Landed at the right time for me. I have a conference in Tampa next summer and have been to the St. Pete beaches on a family trip when my kids were younger. I'm excited about adding a few days onto the conference to relax at the beaches and take in the sights, beer, etc.

77%
of readers felt
the magazine was
important/very
important to their
travel planning
process.

Quality of magazine was spot on, great paper, beautiful photography, edit was compelling and kept my interest. Well done!

Lodging, attractions and dining are the most sought-after subjects.

Great magazine! Thank you for sending it!! After going through it, it appears one trip will NOT be enough! Thanks again.

Magazine photos made me wish I was flying there today! Clearwater looks like the best place ever. This layout will make everyone run to make travel plans.

TIMES TOTAL MEDIA