

OFFICIAL 2025 DESTINATION MAGAZINE

# GULF TO BAY



ST. PETE  
CLEARWATER, FL



## MEDIA KIT



# Still shining!

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



Let vacation seekers know your business is ready to welcome them when they visit our beautiful beaches and dynamic downtowns. Now in its 13th 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 2025

Sales close: Feb. 7, 2025

Materials due: Feb. 28, 2025

## 505,000+ TOTAL DISTRIBUTION

### 375,000 NEWSPAPER INSERTS

- The New York Times (Key Markets)
- Atlanta Journal-Constitution
- Cincinnati Enquirer
- Detroit Free Press
- Charlotte Observer
- 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 VisitSPC.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 2024-25 edition of Gulf to Bay at VisitSPC.com or scan the code.



# Added value!

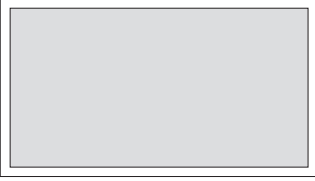


**TIMES TOTAL MEDIA**

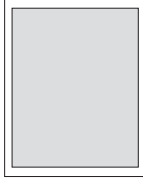
Purchase a display or native half page ad or larger and we'll promote your business on the Times Total Media Facebook page at no extra charge. Regularly a \$500 value. To view or follow the page, scan the code.



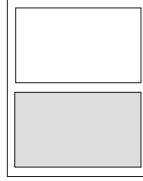
## Display advertising



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



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

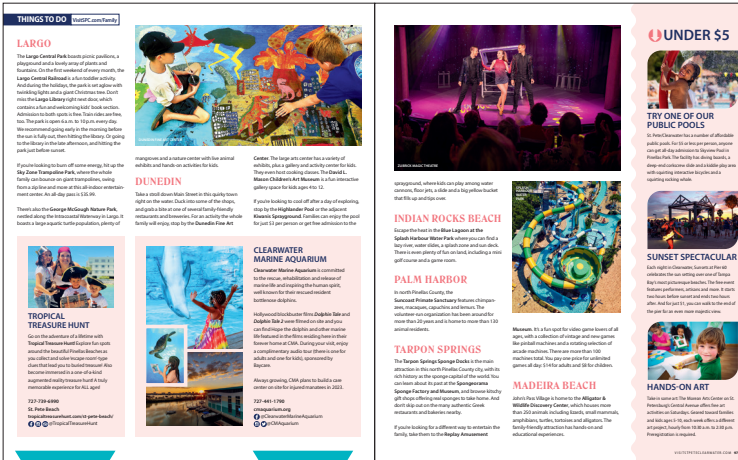


**HALF PAGE**  
\$5,250  
7.875" x 4.5833"

- 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](mailto:ads@tampabay.com).  
Name file "Gulf To Bay" with advertiser name.
- Accepted file formats: EPS, TIFF, JPG and PSD.

# Native advertising

Blend your story seamlessly with editorial content.



**SIXTH  
PAGE**

**THIRD  
PAGE**



## TROPICAL TREASURE HUNT

Go on the adventure of a lifetime with **Tropical Treasure Hunt!** Explore fun spots around the beautiful Pinellas Beaches as you collect and solve 'escape room'-type clues that lead you to buried treasure! Also become immersed in a one-of-a-kind augmented reality treasure hunt! A truly memorable experience for ALL ages!

727-739-6990  
St. Pete Beach  
tropicaltreasurehunt.com/st-pete-beach/  
f i g @TropicalTreasureHunt



**CLEARWATER  
MARINE AQUARIUM**

**Clearwater Marine Aquarium** is committed to the rescue, rehabilitation and release of marine life and inspiring the human spirit, well known for their rescued resident bottlenose dolphins.

Hollywood blockbuster films *Dolphin Tale* and *Dolphin Tale 2* were filmed on site and you can find Hope the dolphin and other marine life featured in the films residing here in their forever home at CMA. During your visit, enjoy a complimentary audio tour (there is one for adults and one for kids), sponsored by Baycare.

Always growing, CMA plans to build a care center on site for injured manatees in 2023.

727-441-1790  
cmaquarium.org  
Facebook: @ClearwaterMarineAquarium  
Twitter: @CMAquarium

## 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.

**96%  
Reader  
satisfaction  
rating.**

*Survey of 1,074 recipients  
of the 2024-25 Gulf to Bay*

“ As a travel professional, I can share some useful tips with my clients, and help them with dining and entertaining options. ”

“ 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!! ”

“ Always excited when it comes in the mail. It's colorful and I can't wait to sit down and go through it page by page! It gets me excited for a St. Pete-Clearwater trip! ”

“ I really love the guide. It was a nice surprise to find in our newspaper. Planning any travel can sometimes be a nightmare, but having the guide in front of me makes planning and finding options a lot easier. ”

**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.**

“ We've been going to the area for many years and this is a great companion to planning a trip! ”

“ 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. ”

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**TIMES TOTAL MEDIA**

To advertise, please contact your Times Total Media executive or  
Jennifer Bonin • Advertising Manager • Jbonin@tampabay.com • 727-457-8279