

98%
Reader
satisfaction
rating.

Survey of 500+ recipients of
the 2025-26 Gulf to Bay

“ I’m very satisfied, the pictures speak for themselves, you are very thorough in explaining about everything we can do in St. Pete-Clearwater. Your issue NO. 12 is one of the best magazines I have ever seen. You put your hard work and love in every page, and I thank you for that. ”

“ 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. ”

83%
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! ”

“ 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. ”

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

Times Total Media
BEACON • TAMPABAY.COM • CENTRO • EXPOS

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

GULF
TO BAY

ST. PETE
CLEARWATER, FL



MEDIA KIT

Attract 500,000+ people to your business.

Reach 5X more people than other area visitor's guides with an ad in Gulf to Bay magazine!



Let vacation seekers know your business is ready to welcome them when they visit our beautiful beaches and dynamic downtowns. Now in its 14th 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 LATE AUGUST 2026

Sales close: April 3, 2026
Materials due: June 24, 2026

505,000+

TOTAL DISTRIBUTION

375,000 NEWSPAPER INSERTS

- The New York Times (Key Markets)

80,000 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

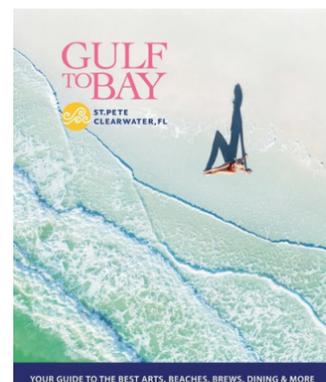
45,000 GLOBAL DIRECT MAIL

- Targeted Facebook Ads
- Requests from Website Visitors

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.

Distribution subject to change depending on media analysis.



View the 2025-26 edition of Gulf to Bay at VisitSPC.com or scan the code.



Great value!

Your ad will reach people interested in St. Pete-Clearwater for less than \$20 per thousand readers!

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.

Native advertising Blend your story seamlessly with editorial content.



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.



THE DALÍ MUSEUM
Step into the surreal world of Salvador Dalí and soak in the brilliance on St. Pete's waterfront as you explore an unparalleled collection of works from one of the most celebrated artists of all time. Discover thought-provoking perspectives — including "Dali Alive 360", an immersive experience bringing Dalí's work to life like never before. Plus, enjoy Spanish-inspired tapas at Cafe Gala while taking in the stunning architecture and more.

727-823-3767
thedali.org
@thedalimuseum
@dalimuseum