



YOUR PRIMARY ADVERTISING MEDIUM

SARASOTA MAGAZINE

MEDIA KIT 2011



Small business owners love to talk about their businesses, and for me, there's nothing like the business of magazines. Magazines inspired me so much that even as a quiet newspaper reporter, I had little hesitation suiting up to sell advertising in the first issues of *Sarasota Magazine* more than 32 years ago. Magazines cast their spell over me from the start, and I would have done almost anything for the chance to create one. That passion made talking to other business owners easy.

The magazine caught on, and as a creative enterprise attracted hundreds of like-minded people who contributed their talents over the years, collectively creating something in which this community has taken considerable pride. As a business, *Sarasota Magazine* developed an influential, paid-subscription audience of high-net-worth readers that in turn attracted advertisers in record numbers.

In fact, while competitors have come and gone, *Sarasota Magazine* has consistently dominated, and still attracts twice the advertising pages of its nearest competitor. Now more than ever, smart businesspeople need to make certain that their marketing dollars deliver maximum return. The fact that, during a tough economic climate, local companies have overwhelmingly chosen *Sarasota Magazine* as their print media partner takes on even greater significance.

Why does advertising in *Sarasota Magazine* have such impact? Primarily, it's because readers trust the publication

as much as they enjoy it. In fact, *Sarasota Magazine* is the only local publication that readers value so highly that they're willing to pay for it.

In addition, magazines with a city's name on their cover benefit with a local owner setting direction. *Sarasota Magazine* is proudly locally owned, and staffed by people with deep roots in our community and a passion for everything that makes it special.

I still see magazines as a privileged and almost magical enterprise, in which words and images reflect reality, but in a way that is organized and polished and heightened in order to bring readers on a journey that can move them.

Our mission remains exactly what it was in the beginning, to create top-quality media that engage top-quality audiences so that businesses in our community can reach them and grow.

We will continue to do so with the best talent we can engage and the best tools of our craft—good reporting, intelligent commentary, smart graphics and the latest technology. Our greatest hope is to embody the same lasting values and attributes that make our community special—especially its passion for quality, creativity and opportunity. *Sarasota/Manatee* is our home, and we will nurture its finest qualities, and at times call it to its own highest standards.

Dan Denton
President and Group Publisher
DanD@gulfshoremmedia.com

ONE OF AMERICA'S HOTTEST MARKETS

- One out of six Sarasota residents has a net worth of \$1 million or more.
- *Inc.* magazine's third-best medium-sized city for doing business.
- Ranked fourth among its "15 Best Places to Live the Good Life" by AARP.
- Chosen 37th "Best Place for Business and Careers" out of 200 metro areas nationwide by *Forbes*.
- *Expansion Management* chose the Sarasota/Bradenton area as the only community in Florida worthy of its "Five Star Community" ranking, scoring high for its "Quality of Life Quotient."
- Sixth best market in the country for the creation of start-up businesses (SalesGenie.com, a service of InfoUSA).
- The only school district given a "Gold Medal" ranking by *Expansion Management*—among the top 17 percent in the nation.
- BestJobsUSA.com named Sarasota the "number one place to live and work."
- Sarasota was ranked No. 4 on the Natural Resources Defense Councils' top "Small Cities" list.



POPULATION TRENDS

- 372,057 population (Sarasota County)
- 687,823 population (Sarasota and Manatee counties)

Source: U.S. Census Bureau

PURCHASING POWER

- Approximately 30,000 Sarasota area households earn more than \$150,000—11% of the market
- Among Florida's highest in per capita income and per capita retail sales
- Fourth-highest per capita attendance at cultural events in the U.S.

Sourcebook of Zip Code Demographics



THE AREA'S MOST AFFLUENT MAGAZINE AUDIENCE

In order to provide the most reliable data for marketers, *Sarasota Magazine* enlisted the leading U.S. provider of multimedia audience research data—Mediamark Research, Inc. (MRI) of New York, N.Y.

The results of the study prove that *Sarasota Magazine* subscribers are sophisticated, highly affluent, acquisitive and engaged readers—just the type of consumers who are critical to the success of our advertisers.

A snapshot of the *Sarasota* subscriber

College educated	94%
Post-grad study	36%
Female	64%
Married	77%
Between 35 and 65 yrs	60%

Affluence

Average household income	\$355,000
Have a household income of \$150,000 or more	50%
Average net worth (average, incl. real estate)	\$2.69 mil
Have a total net worth of \$1million or more	63%
Average investment portfolio (not incl. real estate)	\$1.62mil
Have a portfolio of \$500,000 or more	55%
Average value of home	\$842,000
Have imported cars	77%
Make philanthropic donations	88%

Luxury services used in the last 12 months

Financial advisor/stock broker	71%
Personal accountant	65%
Wealth management company	38%
Landscaping service	65%
Interior designer	32%
Real estate professional	36%
Attorney	47%
Catering professional	26%

Luxury products purchased in the last 12 months

Fine wine	82%
Premium liquors	63%
Total average spent on fine wine and premium liquors	\$1,799
Fine jewelry	50%
Watches	35%
Total average spent on jewelry and watches	\$4,988
Fine art/antiques	41%
Total average spent on art and antiques	\$5,503
Home electronics/photo equipment	58%
Total average spent on electronics and photo equipment	\$2,259

SUBSCRIBER DEMOGRAPHICS

Engagement

Bought a product or service as a result of reading the magazine	97%
Dined in a restaurant as a result of reading the magazine	85%
Regular readers (read 3-4 issues out of 4)	96%
Average number of times readers looked into an issue	3
Average number of readers per issue	3
Display the magazine in their home	77%
Average time spent with each issue	57 minutes
Average amount of time subscribers keep an issue	3.3 months

An Exclusive Sarasota Magazine Readership

Do not read The Observer Group	86%
Do not read Scene	83%
Do not read Style	76%
Do not read The Pelican Press	75%
Do not read SRQ Magazine	70%

The Home

Average value of home	\$842,000
Own a vacation home	48%
Major remodeling/renovation in the last 12 months	49%
Spent an average total on remodeling/renovation/appliances in the last 12 months	\$41,800
Spent an average total on furniture/home furnishings in the last 12 months (this figure is based on purchases of furniture, floor coverings, linens, accessories and other home furnishings)	\$21,032

Healthcare

In the last 12 months:	
went to a dermatologist or a skin-care specialist	90%
went to an ophthalmologist or optometrist	70%
went to a cardiologist	31%
went to a spa or medspa	43%
Fitness:	
Walk/jog/run for exercise	99%
Gym workout	52%
Use a personal trainer	26%

Luxury Automobiles

Median autos owned or leased per household	3
Plan to purchase or lease in the next 12 months	39%
Compared to the national average, subscribers owned	
Times the Mercedes	14
Times the Jaguars	17
Times the Lexus	18
Times the Infinitis	4
Times the Porsches	12
Times the Cadillacs	5
Times the BMWs	6
Times the Lincolns	5
Times the Audis	7

Finance

Use a financial advisor/stockbroker	71%
Use a personal accountant	65%
Use a wealth management company	38%
Made philanthropic donations of \$1,000 in past 12 months (average total donation of \$7,000 in the past 12 months)	88%
Own an American Express Card	53%

Leisure

Took a vacation or trip in the last 12 months	94%
Traveled outside the U.S. in the last 3 years	69%
Use the Internet regularly	75%
Buy wine	86%
Have a home office	63%
Average number of restaurant visits per month	11
Attend concerts/dance/live theater performances	76%
Go to museums	68%
Garden	57%
Attend charity events	56%
Attend antique or art shows/auctions	42%
Attend pro sports events	39%
Play golf	39%
Entertain at home	85%

MRI Study

A TRADITION OF EXCELLENCE

Our Accomplished Writers

Several of our writers have published novels, from Paul Schneider's *Brutal Journey* to Robert Plunket's *My Search for Warren Harding*. Our writers and artists contribute to many specialized and regional magazines as well as to such national publications as *The New York Times*, *The New Yorker*, *Business Week*, *Forbes*, *Philadelphia Inquirer* and *Atlantic Monthly*. Several have created nationally syndicated cartoon strips.

Sarasota Magazine has also attracted a cadre of both local and nationally based illustrators and photographers, who consistently win awards for their work for us and also contribute to such publications as *Business Week*, *Smithsonian* and *The New York Times*.

Awards

Sarasota Magazine has been recognized year after year for its outstanding editorial and world-class design by the Florida Magazine Association (FMA)—the largest state magazine association in the nation.

In 2008, 2009 and 2010 alone, competing against more than 900 entries each year, *Sarasota Magazine* captured 18 awards—two of them first-place “Charlie” awards.

2010

- Best In-Depth Reporting FIRST PLACE
- Best Humor FIRST PLACE
- Best Visitor Publication SILVER
- Best Editorial/Commentary/Opinion SILVER
- Best Special Theme or Show Issue SILVER
- Best Feature BRONZE

2009

- Best Visitor Publication SILVER
- Best Department SILVER
- Best Editorial/Commentary/Opinion BRONZE

2008

- Best Visitor Publication FIRST PLACE
- Best Special Theme or Show Issue FIRST PLACE
- Best Humor SILVER
- Best Column SILVER
- Best Feature SILVER
- Best Feature Design SILVER
- Best Service Feature BRONZE
- Best Feature BRONZE
- Best Single, Original Color Photo BRONZE

Over the last three decades, *Sarasota Magazine* has won more than 130 awards from the Florida Magazine Association in the following categories:

- Best Visitor Publication (3-time winner)
- Best Service Feature
- Best Department
- Best Humor
- Best In-Depth Reporting
- Best Editorial/Commentary/Opinion
- Best Column
- Best Feature Headlines
- Best Feature
- Best Written Magazine
- Best Single Original Color Photograph
- Best Single Black & White Photograph
- Best Photographic Essay
- Best Illustration
- Best Cover
- Best Feature Design
- Best Overall Design
- Best Special Theme Issue
- Best Overall Magazine



Additional awards: *Sarasota* has also received a national award for printing excellence, a national award from Planned Parenthood, a regional award for best medical coverage and Sunshine State Society of Professional Journalists' awards for criticism, website and arts reporting.



2007 and 2008 FIRST PLACE
2009 SILVER
Best Visitor Publication
On The Beach Visitor's Annual

DISTRIBUTION

WHY ARE PAID SUBSCRIBERS IMPORTANT?

Our readers pay to read our magazine, rather than merely receiving it in the mail because of where they live. This means that they have judged the magazine's content worthy of their time and investment. They renew their subscriptions each year at impressive rates because they respond to each issue as involved and interested stakeholders.

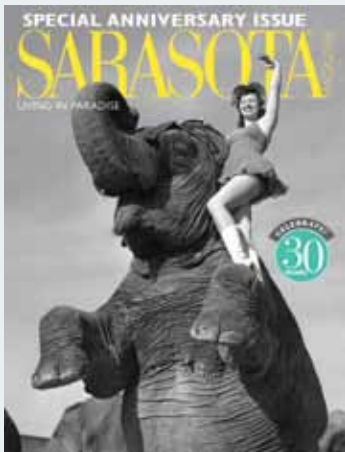
To attract a paid readership, our editorial and graphic content must be head and shoulders above that of the free local magazines. During our 31 years serving the local market, this consistent quality has attracted a truly remarkable audience—a community of highly affluent and educated residents who are as involved in the life of the town as they are in its leading magazine.

Paid circulation and the high quality of the editorial product generate a high pass-along readership as well. Each mailed copy is read by an average of three people, meaning that each issue of *Sarasota Magazine* is read by an estimated 63,300 affluent consumers. Equally important, our circulation is audited by Verified Audit Circulation (VAC) so that advertisers know that the magazine is reaching exactly whom they want to reach.

Sarasota Magazine is the only paid subscriber and audited magazine in the market!

Despite the recession, *Sarasota Magazine* has not experienced any significant decrease in circulation. In recent months, *Sarasota Magazine*:

- Had sell-through rates of 75-100% at Barnes & Noble (national average is 40%)
- Doubled circulation at Whole Foods Market
- Established new point-of-purchase racks at Borders and Barnes & Noble
- Added Fresh Market as a retailer, making SM their only non-health or cooking-related title
- Added the new Publix on S.R. 70, increasing our already strong presence in Lakewood Ranch



SARASOTA MAGAZINE®

TO QUALIFY FOR ACTIVE MEMBERSHIP IN THE CITY AND REGIONAL MAGAZINE ASSOCIATION, A MAGAZINE MUST

- have its circulation audited or verified by one of four approved audit services.
- be distributed—at least 90% of the audited total circulation—through newsstand sales and in the mail or by equivalent means.
- have paid circulation of 60% or more.
- *not* use free rack distribution.
- be recommended for membership by the Membership Committee.
- have high printing and production standards, set by the CRMA.
- exhibit a clear distinction between editorial and advertising.
- not allow ownership or sponsorship to dictate editorial.
- be a stand-alone product, where the primary mode of distribution is in the mail or by equivalent means.



About Verified Audit Circulation (VAC)

Advertisers use audit reports to compare and evaluate advertising opportunities, and most national and regional advertisers require audited circulation. Local advertisers look for audited circulation as a mark of credibility and professionalism

Verified Audit Circulation is one of four accepted audit services in the U.S. VAC performs audits for some of the most prestigious publications in the country, such as the *Chicago Tribune* and *Washington Post*.

We are the only magazine company in our area that belongs to the City and Regional Magazine Association.

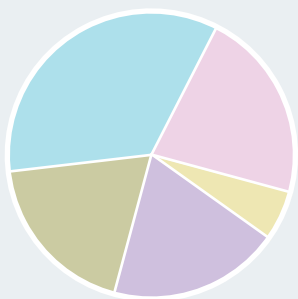
CIRCULATION

Only *Sarasota Magazine* offers audited paid circulation, your guarantee of an involved readership.

TOTAL AVERAGE PRINT RUN PER ISSUE: 21,100

10,500

MAILED COPIES
Including 9,000 paid subscriptions in 49 states and 10 countries, and 1,500 qualified, requested subscriptions to local business decision-makers.



4,500*
IN-ROOM HOTEL COPIES

500

NEW HOMEOWNER COPIES
Sample copies mailed to select new homeowners based on high home value (\$500,000+) and household income.

2,200

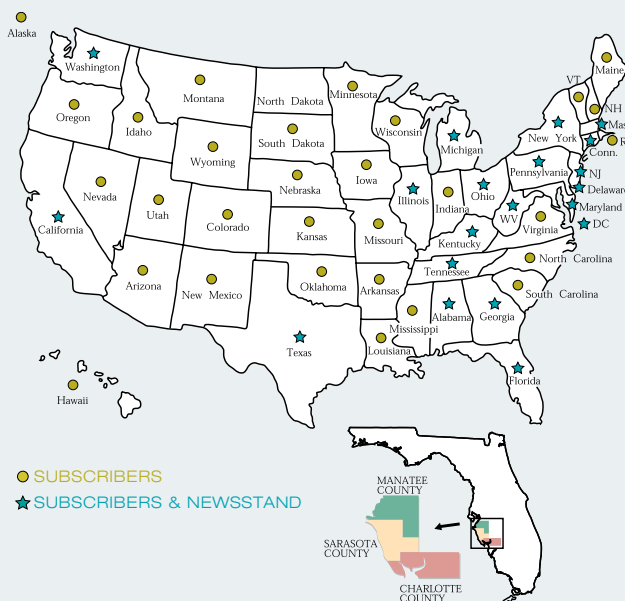
EVENT & PUBLIC PLACE COPIES
Including waiting rooms and other high-traffic locations selected for their clientele, and special event and promotional copies.

3,400

NEWSSTAND COPIES
Distributed at more than 300 outlets in Florida and in 20 important out-of-state tourism feeder markets.

*Does not include 9,000 deluxe hardcover copies of *On the Beach* visitor's guide, which are placed in-room at the area's best hotels and resorts, where they are seen by thousands of hotel guests throughout the year. Please refer to the *On The Beach Visitor's* Annual page of this media kit for more information about *Sarasota Magazine's* valuable hotel distribution. Exact breakdown will vary slightly at time of printing

NATIONAL PAID CIRCULATION



SARASOTA MAGAZINE®

SARASOTA MAGAZINE IS THE ONLY PUBLICATION IN THE MARKET THAT IS A CRMA MEMBER.

In addition to the rigorous editorial, advertising and production standards that Sarasota's CRMA membership requires, our membership is a testament to high-quality, proven circulation numbers.

Sarasota Magazine is proud to be the only publication in the Sarasota/Manatee region that is an active member of the City and Regional Magazine Association—an exclusive designation that demands a circulation audit, high paid circulation percentage and quality standards for advertising and production. CRMA's high standards distinguish Sarasota as the most authoritative, trusted publication in the area and ensure advertisers that circulation claims are validated.

In nine highly affluent zip codes nationwide, Monroe Mendelsohn Research conducted a study that compared readership of paid and unpaid publications. The study found that:

95% recognized the CRMA (paid circulation) titles

- compared with 35% for free glossy titles

82% gave CRMA (paid circulation) titles an overall rating of "excellent/good"

- compared with 55% for free glossy titles

Only publications with 60% paid circulation may apply for active membership with CRMA.



*Publications that are predominantly distributed free of charge are not accepted for CRMA membership.

IN ADDITION, CRMA TITLES SWEEP EVERY CATEGORY IN THE STUDY. COMPARED TO NON-CRMA PUBLICATIONS, CRMA MEMBER PUBLICATIONS:

- were read more regularly
- were more recognized
- had the best overall rating
- were more informative
- were more authoritative
- had ads that were more useful
- related more to readers' interests
- provided information not found elsewhere
- were more credible, fair and objective
- were more worth spending more time with
- had the most useful information about:
 - local restaurants
 - shopping
 - travel
 - entertainment
 - local real estate



OUR FAMILY OF PUBLICATIONS



Sarasota Magazine

The primary medium in a wealthy market, this monthly award-winning, paid-circulation title reaches Sarasota's most affluent residents and sets the standard of excellence for city/lifestyle magazines. *Sarasota* showcases the best of the arts, real estate, fashion, politics, health, and the environment and unique lifestyle of our area. Average monthly print run is 21,000.

CLOSING: *See your account executive for monthly dates.*



Sarasota's Platinum

The Best of Luxury Living Annual is the definitive guide to modern luxury living in Florida's finest city. Created to be relevant for a full year, this stunning annual publication showcases the Sarasota lifestyle and serves as a resource to navigating the luxury marketplace.

CLOSING: *June 8, 2011*



Sarasota Charity Register

Published in partnership with The Community Foundation of Sarasota County and dedicated to our community's good causes, this annual includes a calendar of fundraisers and events and profiles of givers and charitable leaders. It's mailed to *Sarasota's* affluent subscriber list and the Community Foundation's list of blue-ribbon supporters, with a print run of 20,000.

CLOSING: *July 13, 2011*



Florida Homebuyer West Coast

Homebuyer offers a comprehensive introduction to the area's lifestyle, neighborhoods, schools and new homes, including maps, floor plans, amenities and prices. It is mailed to *Sarasota Magazine's* out-of-state subscribers and is distributed at the airport, at Publix supermarkets, on newsstands, at model centers and real estate offices six times per year. 20,000 copies are printed per issue. *Sarasota Magazine's Homebuyer* is mailed free in response to newcomer inquiries generated by our interactive Web site, florida-homebuyer.com.

CLOSING: *See your account executive.*



On The Beach Double Visitor's Annual

On The Beach is an award-winning hardcover resort annual *and* the softcover newsstand and subscriber December issue! This double-issue guide to Sarasota reaches 1.5 million affluent visitors, guests and residents, and is the most direct route to our area's all-important \$700 million annual tourist business.

CLOSING: *Oct. 13, 2010*



St. Armands

A luxurious tribute to this shopping paradise, *St. Armands* enjoys circulation to *Sarasota Magazine's* paid subscribers and distribution to resort locations on Lido and Longboat keys as well as high-traffic retail environments. 20,000 copies are printed per issue.

CLOSING: *Oct. 14, 2010*

SARASOTA MAGAZINE®

OUR FAMILY OF PUBLICATIONS



Biz941

Reach our community's influential power brokers in this dynamic monthly magazine. Available on newsstands and direct-mailed to executives, owners and business decision makers. Average monthly print run 9,000.

CLOSING: See your account executive for monthly dates.



Ringling Quarterly

The exclusive magazine of the John and Mable Ringling Museum of Art, this publication celebrates a cultural treasure with a special exhibition and events schedule and exciting museum and membership information. Bound into the January, April, July and October issues of *Sarasota*, it is also distributed to museum members, donors and the more than 350,000 annual visitors.

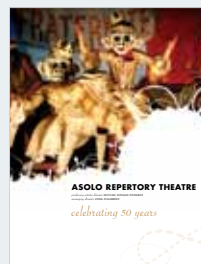
CLOSING: See your account executive for dates.



Van Wezel Program Book

The landmark Van Wezel Performing Arts Hall's exclusive playbill (published in two editions) reaches more than 110,000 affluent residents and tourists each year. Reach arts patrons with high circulation, long shelf life and low cost-per-thousand.

CLOSING: Aug. 12, 2011



Asolo Program Book

Asolo Repertory Theatre has set a statewide standard of excellence in Florida. A resident Equity company performs in rotating repertory on the mainstage, and the FSU/Asolo Conservatory presents productions on a second stage. A loyal, affluent audience of nearly 100,000 attends, and the annual program book is a valued, take-home souvenir.

CLOSING: July 20, 2011

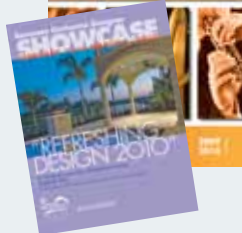


Sarasota Orchestra

Sarasota Orchestra entertains music lovers around the region and visitors from around the world. The Orchestra performs more than 100 concerts each year and is the oldest continuing orchestra in Florida. Recently updating its name and logo, the orchestra offers new series, new concerts and a whole new way to experience live music, along with the timeless classics.

The Masterworks Program Book reaches audiences at both Manatee's Neel Performing Arts and Sarasota's Van Wezel Performing Arts Hall all season long. **CLOSING:** Sept. 2, 2010

Designer Showcase, published in February, is a must-read for thousands who tour the fund-raising showplace home each year. Total distribution is 35,000. **CLOSING:** Nov. 11, 2010



Westcoast Black Theatre Troupe

The official program of Florida's premier black theater company.

CLOSING: Oct. 1, 2010



Holiday Gift Guide 2010

Brand New! Showcase your product and services in this unique, compact gift book, premiering Thanksgiving Week.

CLOSING: Sept. 30, 2010

SARASOTA MAGAZINE®

SARASOTA MAGAZINE IS THE NO. 1 PARTNER FOR COMMUNITY BRANDING

With a full calendar of charity event sponsorships, cross-media promotions and key partnerships, *Sarasota Magazine* is involved in the community at an unsurpassed level. Our partnerships and promotions give advertisers constant awareness year-round and are the ultimate outreach in our affluent community.

Some of *Sarasota Magazine* Key Affiliations & Partnerships

- ABC 7 - WWSB
- American Society of Interior Designers FWC
- Association of Fundraising Professionals
- Asolo Repertory Theatre
- Catholic Charities
- Circus Sarasota
- Clear Channel
- The Community Foundation of Sarasota County
- Forty Carrots Family Center
- Girls Incorporated of Sarasota County
- Glasser/Schoenbaum Human Services Center
- The Greater Sarasota Chamber of Commerce
- The John and Mable Ringling Museum of Art
- Home Builders Association of Manatee-Sarasota
- Marie Selby Botanical Gardens
- New College Foundation
- Perlman Music Program
- Ringling College of Art and Design
- Sarasota Ballet
- Sarasota Convention and Visitors Bureau
- Sarasota County Arts Council
- Sarasota Family YMCA
- Sarasota Film Festival
- Sarasota Memorial Healthcare Foundation
- Sarasota Orchestra
- St. Armands Circle Association
- Take Stock in Children
- United Cerebral Palsy of Sarasota
- USF Sarasota-Manatee
- Van Wezel Performing Arts Hall
- WEDU
- Women's Resource Center of Sarasota County
- WUSF



ORCHID BALL



WINE, WOMEN & SHOES

Local events brand your business and keep you face-to-face with *Sarasota Magazine* readers. Here are just a few examples:

- **The Artist Series** (October-May) Musicians from around the world perform at the Historic Asolo Theater located at the John and Mable Ringling Museum of Art.
- **Pug Parade** (March) Annual festival to benefit the Humane Society of Sarasota County.
- **Renaissance Luncheon** (March) Fund raiser to benefit the Women's Resource Center.
- **Orchid Ball** (April) Fund raiser for Marie Selby Botanical Gardens.
- **Florida Winefest & Auction** (April) Benefit to help Caring for Children Charities.
- **Wine, Women & Shoes** (October) Benefit for Forty Carrots Family Center.

NO CONTEST

WHICH MAGAZINE SERVING THE SARASOTA MARKET IS THE BEST READ, MOST TRUSTED AND MOST EFFECTIVE?



THE VOTES ARE IN AND IT'S...

NO CONTEST.

READERS HAVE SPOKEN.

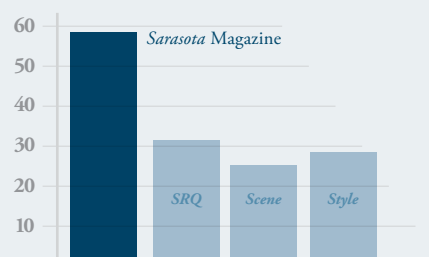
Sarasota Magazine outsells its nearest competitor 5-to-1 on newsstands. It's sold at 366 retail outlets, compared to just 60 for its nearest competitor, and is the only local magazine sold at such key chains as Sweetbay, Fresh Market, CVS, Sam's Club, Target, Supertarget, Wal-Mart and Wal-Mart Supercenters.

**POLISHED.
PROFESSIONAL.
IMPACTFUL.**

Sarasota's most influential readers and marketing professionals have evaluated all the local publications and have overwhelmingly chosen one.

After 30-plus years, the magazine of choice is more than ever, *Sarasota Magazine*.

AVERAGE AD PAGES PER ISSUE



ADVERTISERS HAVE SPOKEN

Sarasota Magazine dominates the advertising market, attracting nearly twice as many ad pages as its nearest competitor. Fully 97% of *Sarasota Magazine* readers say they read the ads to make purchasing decisions.

SARASOTA'S ONLY AUDITED, PAID-CIRCULATION MAGAZINE

Fact: According to independent research sponsored by the City & Regional Magazine Association, paid-circulation publications are significantly better read and more valued than free publications.

SARASOTA MAGAZINE®

THERE'S ONLY ONE

THERE'S ONLY ONE

WHAT'S THE DIFFERENCE, AND WHY IT MATTERS TO YOU.

In Sarasota, there's only one audited, paid-circulation magazine.

Even our competitors admit it's *Sarasota Magazine*.

There's only one magazine with a periodicals class mailing permit,

granted by the U.S. Postal Service only if a majority of readers buy or individually request copies.

No other publication passes that test.

There's only one magazine with independently audited circulation.

Verified Audit Circulation, one of the nation's top audit services, counts every last magazine.

Can you believe circulation claims without an audit?

There's only one magazine with credible, third-party reader research.

We've invested to learn about our prized, high-net-worth audience. We can tell you where they live, what they buy and what they think.

A paying advertiser deserves such information.

There's only one magazine with a national newsstand distributor.

Comag Marketing Group, owned by Conde Nast and Hearst, selects only the best by market.

They chose us, and not the competition, for placement in the big chain stores.

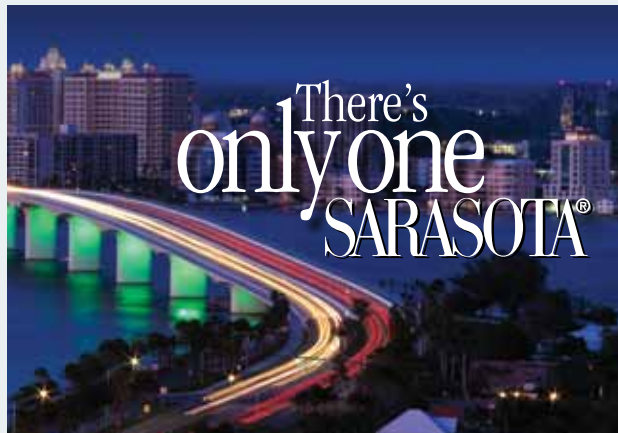
There's only one magazine whose readers enjoy the ads.

Fully 97% of our readers say they read the ads to make purchasing decisions.

And reader interest means strong, consistent response.

QUALITY, CREDIBILITY, RESULTS.

THE DIFFERENCE MATTERS.



SARASOTA MAGAZINE®

DRIVE TRAFFIC TO YOUR SITE, BROADEN YOUR REACH, BUILD BRAND AWARENESS, AND GROW YOUR BUSINESS

Multimedia advertising is proven to be a highly effective strategy for powerful ad campaigns. In recent years, interactive branding has taken the world by storm. Today, simply having a website is not enough. You want people to visit your website, seek more information, purchase a product, become a lead, keep your brand top of mind, learn something new, etc. Banner advertising on sarasotamagazine.com can help you achieve your goal.

According to recent research from iCrossing, display ad campaigns can aid brand awareness, recognition and preference by attracting visitors to a Web site. Additionally, recent comScore research has shown that online display ads generate significant lift in trademark search, online and offline sales, and brand-site visitation across all verticals, among those Internet users who were exposed to the online ad campaigns—whether they clicked on the ad or not.

BANNER ADS

Banner ads are ideal for advertisers requiring maximum visibility by the Sarasota Magazine audience. Ads are rotated (maximum of two in rotation) on every page of sarasotamagazine.com, which receives more than 80,000 impressions monthly.

RUN OF THE SITE

BANNER	Header	Skyscraper*	Top Square*	Bottom Square*	Footer
DIMENSIONS	728 x 90	160 x 600	300 x 250	300 x 250	750 x 75
RATE	\$600/mo.	\$500/mo.	\$400/mo.	\$400/mo.	\$300/mo.

*Banners are run of site except on Real Estate and Health subpages.

REAL ESTATE AND HEALTH SUBPAGES

BANNER	Skyscraper	Top Square	Bottom Square
DIMENSIONS	160 x 600	300 x 250	300 x 250
RATE	\$300/mo.	\$300/mo.	\$300/mo.

Print schedule in Sarasota Magazine is required to participate.

Advertisers have the option to pay twice the rate to purchase the space for no rotation with another banner. Regional buys qualify for a 25% per publication discount. Creative must be updated every three months.

*File must be 75 DPI and a JPEG, animated GIF or Flash Format (no more than 25K). All dimensions are in pixels.



ONLINE ADVERTISING OPPORTUNITIES

eBROCHURES

Displayed on the *Sarasota Magazine*, *Biz941*, *Gulfshore Life* and *Gulfshore Business* websites, eBrochures are ideal for the advertiser who craves worldwide exposure. Ebrochures are similar to the profiles featured in *Sarasota Magazine*. Each ebrochure may contain up to six photos, 600 words of copy and any number of links, which makes this option excellent for Search Engine Optimization (SEO).

\$500/month print schedule is required

Photos must be no more than 75 DPI and JPEG format.

The screenshot shows the Sarasota Magazine website with a prominent advertisement for the American Society of Interior Designers - Florida West Coast Chapter. The ad features a sidebar on the left with the text 'Begin your day in the know' and 'Discover and Maximize Your Working Productivity Today.' The main content area has a headline 'American Society of Interior Designers - Florida West Coast Chapter' and a sub-headline 'TO ADD DESIGNER-OWN HOMES OPEN TO THE PUBLIC!'. Below this is a grid of six interior design photos. The text continues: 'For AIGD, a society of interior designers, what better way to raise funds for charity than to take our members' own homes to the public for a weekend tour... together with the homeowners' designs suitable to their individual lifestyles from 1950's to a 1980's & 1990's home tour segment...'. It lists dates 'On March 29th & 30th' and mentions '15 members of the AIGD West Coast Chapter will be opening the doors of 15 AIGD designer own homes from South Bay to Clearwater (South and north of Clearwater). Eight of these beautiful homes are in the Clearwater area, and 7 of these homes are in the Tarpon Bay area...'. It also lists several designers: 'Alexa Robinson Smith, a very high profile interior designer who has designed some of the most well-known homes in Florida and beyond. Alexa's husband Frank, is equally renowned in the field of architecture. Alexa and Frank reside in a sprawling estate just north of Indian Shores on Clearwater Bay...'. Other names mentioned include 'Shirley Shihani', 'Klinger', 'Julie Cahoon', and 'Alexa Alexander'. At the bottom of the ad is a badge that says 'Honored among America's Top Ten Restaurants in 2009!'.

The screenshot shows the Sarasota Magazine's Weekend Insider e-newsletter. At the top, it says 'SARASOTA MAGAZINE'S WEEKEND INSIDER' and 'TOP 5'. The main content is a 'Weekend Top 5' list with five items, each with a small image and a brief description. To the right, there are event listings for 'ONE NIGHT ONLY' (March 27th-29th) and 'CLUB FORTY'. At the bottom, there is a 'Next Week' section with a list of upcoming events and dates.

WeekendInsider

eNEWSLETTER SPONSORSHIP

The *Weekend Insider*, *Sarasota Magazine's* weekly e-newsletter, is sent out every Thursday. What better way to advertise than to connect with potential customers who anticipate receiving this free weekly update to plan their weekend? It features our editor's picks for the "Weekend Top 5" things to do and highlights three events in the week ahead. Your ad in this popular newsletter will deliver your message to our savvy and engaged readers.

BANNER	Horizontal* (3 available per issue)	Right Side Skyscraper* (4 available per issue)	Footer/Sponsor Banner* (1 available per issue)
DIMENSIONS	468 x 60	160 x 600	750 x 75

\$500/month print schedule is required

*File must be 75 DPI and a JPEG or GIF (no more than 25K). All dimensions are in pixels. Please note that Flash format is not permitted.

ADVERTISING IN SARASOTA MAGAZINE WORKS!



the
sarasota
collection
HOME STORE

“We ask every customer how they heard about us. Most say, *“I saw your ad in Sarasota Magazine.”* We’ve been contracted to design entire homes because of the magazine. Out-of-towners frequently tell us they saw our advertisement in *Sarasota Magazine’s* hardcover annual in the hotels. A couple from Finland who were here to buy a condo recently saw our ad in the hardcover and bought \$5,000 worth of furniture on their first visit. We’ve tried all the local magazines, and ***Sarasota has been the most effective, the most cooperative and the most supportive.***”

–Marcus Anast, Sarasota Collection

“I advertised in a special section from December through February. At the end of March, a woman came into my gallery/studio clutching the magazine, telling me she had to see that painting. She ***spent over \$3,000 on paintings that day.*** Two days later, a close friend of hers from Chicago and Sarasota also purchased a painting. ***The ad paid for itself three times over and then some.***”

–Beverly A. Smith, BAS Studio/Gallery, Towles Court

“Our in-room magazines (*Sarasota Magazine*) are the first thing our clients pick up when they walk into their room. ***They want to experience Sarasota as a complete destination, and the magazines (and advertising) help them plan what to do, where to go, and where to dine.***”

- Suzanne Willis, PR, The Ritz-Carlton, Sarasota



“Today, a gentleman from Fort Myers visited our store. He is staying at The Ritz-Carlton, Sarasota, and ***saw our advertisement in Sarasota Magazine.*** He not only purchased with us but said that he would send his son to visit us.”

–Susan Inderbinen, President, Light Up Your Life



“*Sarasota Magazine* publishes our Asolo Rep program book. They are wonderful partners. All their people have great integrity, the highest professional standards, and such kindness—they’re generous with their time and go above and beyond in their support for us. ***We have a great feeling of trust with them, and are very grateful to be invested with Sarasota Magazine.***”

–Linda DiGabriele, Managing Director, Asolo Rep

ASOLO REP

“We have enjoyed partnering with *Sarasota Magazine* to promote our annual Wine, Women & Shoes fund raiser year after year. A few days ago, a gentleman called because he saw our ad in *Sarasota*. He ***purchased two tickets to one of our highest-dollar dinners,*** and he also inquired about how else he could help support our cause. ***We had an incredibly successful event and gained new supporters.*** Advertising in *Sarasota Magazine* truly works.”

–Minta Getzen, Forty Carrots Family Center



SARASOTA MAGAZINE®

ADVERTISING IN SARASOTA MAGAZINE WORKS!



“Our advertising in *Sarasota* Magazine targets high-net-worth business professionals and people of means who care about their community and giving back. Even in lean times when we’ve had to trim our advertising budget, *we’ve continued to use Sarasota and its sister publications because of their quality, consistency and professional standards. They are the crème de la crème of local publications!*”

–Stewart Stearns, President, The Community Foundation of Sarasota County

“I advertise in *Sarasota* because I see the results. The magazine reaches people with a high income level who are interested in top properties. *I sold a penthouse in the Towers residences at the Ritz-Carlton from a direct call from my advertisement*; I even had a buyer whose friend mailed him a copy of the magazine with the page turned down at my ad.”

–Debra Pitell, Michael Saunders & Co.

Michael Saunders & Company

“A couple came in today based on our *Sarasota* Magazine ad. *They are new in town since May. They loved our store and bought \$10,000 worth of furniture.*”

–Michael Bush, Owner, Home Resource



“Our members love *Sarasota* Magazine. They like seeing the new shops, new restaurants, and overall, everything that is happening in town while they are here. *They like reading the stories and appreciate the quality in content that Sarasota Magazine offers. It’s [Sarasota Magazine] always in demand.*”

–Reggie Burks, Members Concierge, The Ritz-Carlton Members Club



“Our [jeweled] cuff was featured in your summer issue, and we had amazing response—the best ever. We actually had to put the cuff back into production because of the demand. They were primarily new customers, too. We’re off the beaten path; *people either find out about us through Sarasota Magazine or through word of mouth.*”

–Beth Johnson, Manager, Patrice Jewelry



“Rosemary Court Yoga was mentioned in a small item in *Sarasota’s* 2010 annual visitor’s guide, *On the Beach*. Within a few weeks, that *generated at least eight new clients*. That’s a lot for us. Several told us *they would never have known about the Rosemary District if it weren’t for Sarasota Magazine.*”

–Mara Daniel, Manager, Rosemary Court Yoga



SARASOTA MAGAZINE®

ADVERTISING IN SARASOTA MAGAZINE WORKS!



“*Sarasota Magazine is the perfect complement to our property here on Siesta Key.* So many of our guests are from out of town, and they really like the magazine and its quality. We are proud to include *Sarasota Magazine* in all of our rooms, residential suites and sales material.”

-Edward C. Braunlich, Operations Manager, Hyatt Siesta Key Beach

“When creating strategic media programs for our clients, we frequently select *Sarasota Magazine* for them. Dr. David Holcomb, internationally recognized facial plastic surgeon, consistently reaps the benefits of the exposure that he receives from his ads. *Sarasota Magazine has the audited circulation, the reach and the substance that match the profile of our clients' selected customer base.* It has *proven successful for us and our clients.*”

-Angela Massaro-Fain, Grapevine Communications



“Last week, a designer and her client from Orlando purchased a large carpet. I asked what had brought them to Sarasota and how they had heard about Art to Walk On. The answer was *Sarasota Magazine*. *Sarasota continues to give me more bang for my buck both in and out-of-market.*”

-Eileen Hampshire, Owner, Art to Walk On



“We have been placing full-page ads monthly for our client, Hyatt Siesta Key Beach. I know *Sarasota Magazine* has a strong following in the local market. What I didn't realize is *how well read it is by out-of-market consumers.* Our client has received inquiries from readers in Georgia, Connecticut, Illinois, New York, Ohio, Minnesota and Pennsylvania.”

-Sam Stern, Partner, CAP Creative



“*Our partnership with Sarasota Magazine has raised awareness and support of Animal Rescue Coalition.* Working with their creative staff is a joy and privilege. The online Best Pet contest they created for us generates significant visibility, and the promotion in the magazine and weekly e-newsletter brings new supporters to our events.”

-Roberta Druf, former Executive Director, Animal Rescue Coalition



SARASOTA MAGAZINE®

2011 EDITORIAL CALENDAR

IN EVERY ISSUE: Fashion, Shopping, Real Estate, Health, Dining, Calendar, Home, Arts, Party Pictures, Luxury Living



January 2011 *The New Sarasota* Ad Close: Nov. 5, 2010 Materials Due: Nov. 16, 2010

- Editorial Features**
- The New Sarasota
 - Newcomers of Note
 - Fashion
 - The New Beauty

- Ad Special Sections**
- Who's Who in Wealth and Finance (full-page profiles)
 - Jewels on the Bay Showhouse
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Perlman Music Program Gala
 - Van Wezel Foundation Gala
 - Catholic Charities Annual Ball
 - And other high-profile events



February 2011 *Healthy Living* Ad Close: Dec. 3, 2010 Materials Due: Dec. 12, 2010

- Editorial Features**
- Outdoor Adventures
 - Lifelong Vitality
 - Fitness Legends
 - Luxury Home: Island Living

- Ad Special Sections**
- Sarasota Orchestra Designer Showcase
 - The Feel Good Guide (Q&A section)
 - Who's Who in Health (full-page profiles)
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Sarasota Exotic Car Fest
 - New College Foundation 50th Anniversary Tribute Dinner
 - Asolo Repertory Theatre Gala
 - And other high-profile events



March 2011 *Boomers in Paradise* Ad Close: Jan. 5, 2011 Materials Due: Jan. 14, 2011

- Editorial Features**
- Entrepreneurs & Change Agents
 - Fashion
 - Lifelong Brainpower
 - Resource Guide: Retirement Living

- Ad Special Sections**
- The Feel Good Guide (Q&A section)
 - Pet Must-Haves
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Sarasota Orchestra Gala
 - Women's Resource Center Renaissance Luncheon
 - Planned Parenthood Annual Dinner
 - And other high-profile events



April 2011 *Food & Wine* Ad Close: Feb. 9, 2011 Materials Due: Feb. 18, 2011

- Editorial Features**
- Fresh & Healthy Discoveries
 - Hot Restaurants
 - Kitchen Chic
 - Luxury Home: Planned Community Living

- Ad Special Sections**
- Chef's Profiles and Recipes
 - Top Dentists
 - Shopping Destinations (4-issue buy: January-April 2011)

- Bonus Distribution**
- Florida Winefest and other high-profile events



May 2011 *Best of Sarasota* Ad Close: March 9, 2011 Materials Due: March 18, 2011

- Editorial Features**
- Best of Sarasota Winners
 - Excellence in Education

- Ad Special Sections**
- Best of Sarasota
 - Shopping Destinations (3-issue buy: May-July 2011)

- Bonus Distribution**
- Sarasota Family YMCA Element Au Gala
 - Best of *Sarasota* Magazine signature party
 - And other high-profile events



June 2011 *Top Doctors* Ad Close: April 6, 2011 Materials Due: April 15, 2011

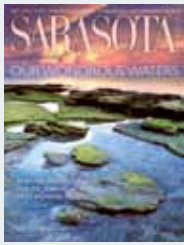
- Editorial Features**
- Top Doctors
 - Medical Milestones
 - Luxury Home: Country Club Living

- Ad Special Sections**
- Top Doctors (profile section)
 - Golf and Country Club Living (2-issue buy; also appears in Nov. 2011)
 - Fitness Resource Guide
 - Shopping Destinations (3-issue buy: May-July 2011)

- Bonus Distribution**
- *Sarasota* Magazine's Top Doctors party
 - And other high-profile events
 - Plus expanded newsstand distribution at area grocery and pharmacy chains

SARASOTA MAGAZINE®

2011 EDITORIAL CALENDAR



July 2011

Summer Chill

Ad Close: May 11, 2011

Materials Due: May 20, 2011

Editorial Features

- Young Leaders & Creatives
- Cool Summer Fun
- Fashion

Ad Special Sections

- 5 Star Realty
- Getaways and Staycations
- Shopping Destinations
(3-issue buy: May-July 2011)

Bonus Distribution

- Select high-profile events
- 3-months in 75-plus hotels



August 2011

The Platinum Issue

Ad Close: June 8, 2011

Materials Due: June 17, 2011

Editorial Features

- The Platinum 100 Retailers
- Luxury Weddings
- Heirlooms and Treasures

Ad Special Sections

- Platinum Weddings
- Galleries
- Top 100

Bonus Distribution

- Year-round at high-profile events



September 2011 **Charity Register**

Ad Close: July 13, 2011

Materials Due: July 22, 2011

Editorial Features

- Charity Register: Guide to Nonprofits
- Smart Giving
- Parties of the Year
- Social Calendar

Ad Special Sections

- Why We Give/Philanthropy Matters

Bonus Distribution

- Year-round at high-profile events, including the 2011 Charity Register launch party, mailed to high-net-worth area philanthropists by the Community Foundation of Sarasota County



October 2011 **Home & Design**

Ad Close: Aug. 10, 2011

Materials Due: Aug. 19, 2011

Editorial Features

- Editorial Features
- Great Homes
- Design Trends
- Luxury Home: Waterfront Living

Ad Special Sections

- Who's Who in Real Estate and Design
- Sarasota Dining
(10-issue buy: Oct. 2011-July 2012)
- Shopping Destinations
(3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Select high-profile events



November 2011 **Season Preview**

Ad Close: Sept. 7, 2011

Materials Due: Sept. 16, 2011

Editorial Features

- Season's Preview
- Arts Calendar
- Gala Fashions
- Luxury Home: Downtown Living

Ad Special Sections

- Golf and Country Club Living (reprinted section)
- 5 Star Wealth Managers
- Top Lawyers Lexis/Nexis
- Shopping Destinations (3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Sarasota Magazine's Season Preview party
- Sarasota Magazine's Top Lawyers party
- And other high-profile events



December 2011 **Visitor's Annual**

Ad Close: Oct. 11, 2011

Materials Due: Oct. 20, 2011

Editorial Features

- Insider's Guide: Beaches, arts, shopping, more
- Top Resorts
- Luxury Home: Your Sarasota Vacation Home

Ad Special Sections

- 5 Star realty
- Shopping Destinations
(3-issue buy: Oct.-Dec. 2011)

Bonus Distribution

- Year-round at select high-profile events
- Hard-cover version distributed to 75-plus hotels



Holiday Gift Guide

Ad Close: Sept. 30, 2011

Materials Due: Oct. 7, 2011

Editorial Features

- Seasonal Treasures
- Holiday Entertaining

Bonus Distribution

- Mailed to a select group of high-net-worth addresses
- On newsstands around town
- Ringling Museum Holiday Event

SARASOTA MAGAZINE®