



SARASOTA<sup>®</sup>  
MAGAZINE  
2013  
MEDIA KIT

# BIGGER AUDIENCE THAN ANY OTHER SARASOTA AREA MONTHLY

As a paid circulation regional lifestyle magazine for Sarasota and Manatee counties, *Sarasota Magazine* is the area's defining authority on fine living. Our award-winning combination of superb photography and compelling journalism has created the largest and most loyal audience of affluent readers in the area.



*Sarasota Magazine* reaches more readers than any other Sarasota monthly!

82,801 Total Per-Issue Readership

134,657 Total Readership (four-issue cume)

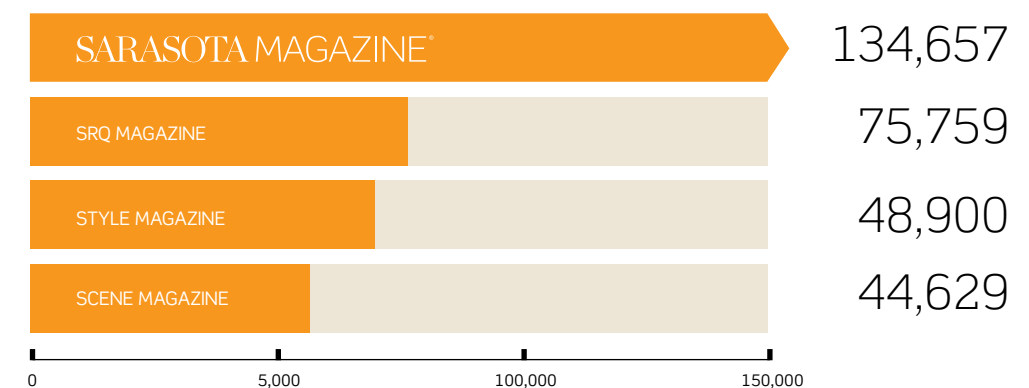
**Sarasota Magazine is the preferred magazine of the market**

60% of *Sarasota Magazine* readers do not read *SRQ*

64% of *Sarasota Magazine* readers do not read *Scene*

81% of *Sarasota Magazine* readers do not read *Style*

## FOUR ISSUE CUMULATIVE

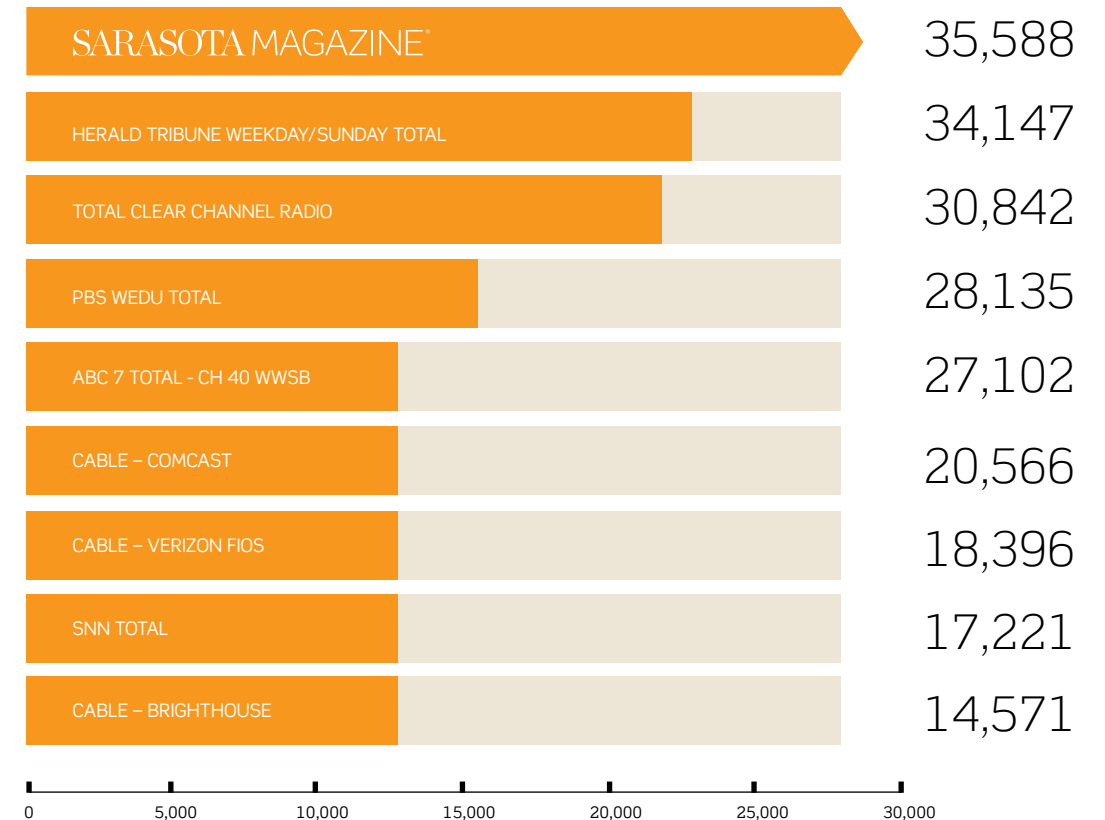


SOURCE: THE MEDIA AUDIT, SARASOTA-BRADENTON, FLA. FOR FEB.-MAY 2012

# BIGGER THAN ALL OTHER LOCAL MEDIA

**CONSIDER THIS:** Sarasota Magazine reaches a bigger audience with an income of \$100K+ than any local television station, radio station and the local newspaper.

## AUDIENCE NUMBERS WITH INCOME OF \$100K+



SOURCE: THE MEDIA AUDIT, SARASOTA-BRADENTON, FLA. FOR FEB.-MAY 2012, CUME AUDIENCE FIGURES.

**BIGGER IS BETTER  
FOR YOUR BUSINESS**  
It saves you money!

Consumers have a bond with their favorite magazines.  
They trust what they see in their pages.  
This unique connection enhances the reader relationship  
with advertisers.

# WHY OUR EDITORIAL INTEGRITY IS GOOD FOR YOUR BUSINESS

Advertisers cannot pay to be featured in *Sarasota Magazine*.  
Selling editorial space would destroy our legitimacy and integrity.  
It's because of this credibility that our paid readership (subscriber  
and newsstand sales) continues to grow each year.

**Fact:** Our readers pay to read the magazine,  
rather than receiving it because of where they live. This  
means that they have judged the magazine's content  
worthy of their time and investment.

**Fact:** More than 70% of our readers renew their  
subscriptions—one of the highest rates in the industry.  
For well over 30 years, the magazine has attracted and  
maintained a truly remarkable audience of affluent  
and educated readers who are involved in the livelihood  
and well-being of their community.

While many other  
magazines are  
seeing a decline  
in single-copy  
sales, *Sarasota  
Magazine*  
newsstand sales  
are increasing!

## NEWSSTAND SALES % OVER PREVIOUS YEAR:



Average sell-through  
rate for these issues  
was 55% vs. an industry  
average of 40%.

More readers  
are good for  
your business...

*Sarasota Magazine is the only local magazine with predominantly paid distribution and with a total circulation that is verified by an outside, credible auditor.*

PAID  
SUBSCRIBERS



ENGAGED  
CONSUMERS



*“Sarasota Magazine outsells its closest competitor five-to-one on Florida newsstands. Sarasota’s December issue outsold them 10-to-one.”*

SOURCE: COMAG MARKETING GROUP

**We deliver proven readers to our advertisers.**

To prove it, we open our records up to Circulation Verification Council (CVC), one of four accepted audit services in the U.S. CVC conducts audits for 4,900 newspaper and magazine editions nationwide, including large city/regional titles such as *Portland Monthly*, *Baltimore*, *Seattle Met* and *San Diego* magazines.

And we are the only area magazine that can belong to the City and Regional Magazine Association. Open to those that adhere to rigorous publishing and circulation standards, it requires that over 60% of our readers must be paid subscribers.



*“Free, mailed magazines—no matter how expensive-looking—proved to be significantly less likely to be read and significantly less likely to be valued than paid magazines.”*

SOURCE: MONROE MENDELSON RESEARCH STUDY OF THE READERSHIP TO PAID AND NON-PAID PUBLICATIONS IN AFFLUENT COMMUNITIES



# STRATEGIC. PROVEN. VERIFIED. GROWING.

Our circulation professionals study the market strategically and implement effective initiatives that result in an active, affluent readership of consumers.

- New homeowner samples
- Millionaire homeowners/upscale consumers in targeted zip codes
- Realtor relocation gift subscription programs
- Local business mailings
- Holiday gift subscription efforts
- Digital edition subscription promotions
- Community Foundation member mailing
- Select newsstand placement - The December 2011 issue of *Sarasota Magazine* was the highest-selling issue in 5 years - up 22% from 2010!



## AUDITED DISTRIBUTION

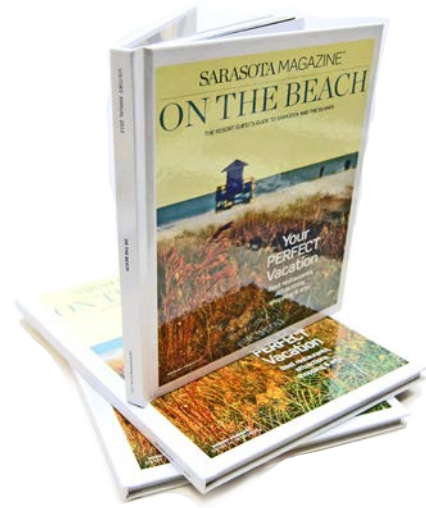
# 21,100

AVERAGE MONTHLY COPIES

# FACT:



## NO ONE REACHES TOURISTS LIKE SARASOTA MAGAZINE



### ON THE BEACH ANNUAL VISITOR'S GUIDE

Sarasota Magazine's December issue is customized as a hardbound publication with content geared to the visitor market and is placed in-room annually in over 5,600 hotel rooms (over 26,000 annual distribution with hard-cover and soft cover combined).

**TOURISM:**  
Reach 1.5 million visitors who spend over \$700 million in Sarasota County annually



### SARASOTA MAGAZINE.COM

Sarasota Magazine's resourceful content is packaged online with daily and weekly blogs from our editors and is visited by consumers from across the country and internationally.

### HOTEL DISTRIBUTION

- |                                    |                                  |                                |  |
|------------------------------------|----------------------------------|--------------------------------|--|
| Beach Palms of Siesta Key Village* | Days Inn                         | IMG Academy Club House*        | Silver Surf*                           |
| Bentley's Resort*                  | Fairfield Inn & Suites*          | La Palme Royale B&B*           | Springhill Suites*                     |
| Best Western Ambassador†           | Golden Host Resort*              | LaQuinta Inn*                  | Sun & Fun Resort†                      |
| Best Western Bradenton*            | Gulf and Bay Club*               | Lido Beach Resort*             | Suntide Island Beach Club*             |
| Best Western Midtown*              | Hampton Inn & Suites-Venice*     | Little Gull Cottages*          | The Cypress*                           |
| Boca Grande Club*                  | Hampton Inn & Suites-University* | Longboat Bay Club*             | The Diplomat Condominium Beach Resort* |
| Bridge Walk*                       | Harrington House Beachfront B&B* | Midnight Cove II‡              | The Inn on Siesta Key                  |
| Calini Beach Club*                 | Helmsley Sandcastle*             | Palm Bay Club*                 | The Ritz-Carlton Members Club†         |
| Calle Minorga†                     | Hibiscus Suites Inn*             | Panot Beach Cottages, Siesta*  | The Ritz-Carlton, Sarasota†            |
| Cannon's Marina*                   | Hilton Garden Inn*               | Ramada Waterfront Sarasota*    | The Ringling Beach House               |
| Capri International*               | Hilton Longboat Key*             | Residence Inn Marriott*        | Timberwoods Villas‡                    |
| Captiva Beach Resort†              | Holiday Inn Lakewood Ranch*      | Resort Quest*                  | Tropical Breeze Resort*                |
| Cedars East of Longboat*           | Holiday Inn Lido Key*            | Ritz-Carlton Beach Residences† | Tropical Shores Beach Resort*          |
| Comfort Inn*                       | Holiday Inn Siesta Key*          | Runaway Bay*                   | Tropical Sun Beach Resort*             |
| Comfort Inn South*                 | Hotel Indigo*                    | Sara Sea Beach Resort*         | Turtle Beach Resort*                   |
| Comfort Inn Suites, University*    | Hotel Ranola*                    | Sarasota Surf & Racquet†       | Veranda Beach Club*                    |
| Coquina on the Beach*              | House of the Sun*                | Sea Shell Condominium*         | Wingate Bradenton*                     |
| Country Inn & Suites*              | Hyatt Regency Sarasota††         | Sea Spray Resort*              |  |
| Courtyard by Marriott*             | Hyatt Siesta Key Beach*          | Siesta Key Suites*             |  |
| Crystal Sands‡                     | Inn at the Beach*                | Siesta Sands *                 |  |

### MONTHLY ISSUES OF SARASOTA MAGAZINE

- Distributed in over **75 hotels in Sarasota-Manatee**
- Sold on over **300 newsstands in Florida including the Sarasota Bradenton International Airport and in 20 important out-of-state tourism feeder markets**

### CONCIERGE PROGRAM

A bi-monthly e-newsletter that gives local concierges and front desk staff great dining, shopping and local cultural activities information for their guests.

"Sarasota Magazine outsells its closest competitor 5-to-1 on Florida newsstands. Sarasota's December issue outsold them 10-to-1."  
SOURCE: comag marketing group

\* Exclusive in-room at these hotels and resorts  
† Softcover version; is the exclusive magazine at concierge, front desk, spa, club-level and in welcome packets.  
†† Softcover version; at concierge, front desk and business center.  
‡ Annual Hardcover issue only

# RESEARCH YOU CAN TRUST



Founded in 1971, THE MEDIA AUDIT is a syndicated, local market, multimedia, qualitative audience survey covering radio, television, daily newspapers and other local and regional print publications. Advertising agencies and brand marketers rely on The Media Audit for an extensive array of demographic, socioeconomic and consumer shopping data plus media exposure information. Percentages based on total respondents in this report are highly accurate.



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.



**Reach:**  
**82,768+**  
readership per issue  
(21,000 circulation with  
3.9 readers per copy)



**We are reaching  
new residents:**

*Sarasota Magazine reaches over 7,100 new residents who have lived here less than one year—25% of the total new mover market.*

## Your Best Prospects & Customers



47.3%



52.7%

**50**

MEDIAN  
AGE

No other medium delivers affluent, active adults at the peak of their buying power income, from affluent full nesters to affluent baby boom empty nesters, like *Sarasota Magazine*.

### Affluence

Average household income **\$355,000**

Average net worth (avg. incl. real estate) **\$2.69 million**

Average investment portfolio (not incl. real estate) **\$1.62 million**

Average home value **\$842,000**

Have imported cars **77%**

Make philanthropic donations **88%**

### Psychographics

Active, busy and involved readers who value convenience

Spend \$150+ weekly at the supermarket

Shop frequently for clothing and jewelry

Pet owners

Love to entertain and drink wine

Philanthropic both with their money and their time. 88% donate to nonprofits





## EDITORIAL AND ADVERTISING PLANNING CALENDAR

**IN EVERY ISSUE:** Fashion, Shopping, Luxury Home, Real Estate, Health, Beauty & Fitness, The Arts, Dining, Social Event Photos and Calendar

**SPECIAL ADVERTISING OPPORTUNITIES IN EVERY ISSUE:**

Sarasota Magazine Dining Guide (October-July)

Sarasota Magazine Shopping Destinations for shops, salons and spas (October -July)

### JANUARY 2013 Health and Beauty

**EDITORIAL FEATURES**

- Lifelong Learning
- Cosmetic Surgery
- Kids' Fitness

**ADVERTISING SPECIAL SECTIONS**

- Health: Who's Who in Health Profiles - *Combo buy with Biz(941)*
- Sarasota Orchestra Pops
- Shopping Destinations (4-issue buy Jan-April)

**AD CLOSE:** November 4, 2012

**MATERIALS DUE:** November 11, 2012

### FEBRUARY 2013 Food and Wine

**EDITORIAL FEATURES**

- Hot Restaurants
- Fashion: Jewelry

**ADVERTISING SPECIAL SECTIONS**

- Food: Restaurant Profiles/Wine Buying Guide
- Play Golf Sarasota
- Ringling Member Magazine

**AD CLOSE:** December 5, 2012

**MATERIALS DUE:** December 14, 2012

### MARCH 2013 Boomers & Beyond

**EDITORIAL FEATURES**

- The New Family Dynamics
- Spring Fashion

**ADVERTISING SPECIAL SECTIONS**

- Home: Retirement Living & Home Health Care Profiles
- Financial: Who's Who in Wealth Management - *Combo buy with Biz(941)*
- Legal: Who's Who Legal - Trusts, Wills, Foundations - *Combo buy with Biz(941)*

**AD CLOSE:** January 2, 2013

**MATERIALS DUE:** January 11, 2013

### APRIL 2013 Indoor/Outdoor Living

**EDITORIAL FEATURES**

- Great Outdoor Spaces
- Advances in Dentistry

**ADVERTISING SPECIAL SECTIONS**

- Health: Dentist Profiles
- Private Schools & Continuing Education - *Combo with Biz(941)*
- Play Golf Sarasota
- Living Space Profiles
- Five Star Realtors
- Mote Magazine

**AD CLOSE:** February 6, 2013

**MATERIALS DUE:** February 15, 2013

### MAY 2013 Best of Sarasota

**EDITORIAL FEATURES**

- Best of 2012 Winners
- Fashion: Jewelry

**ADVERTISING SPECIAL SECTIONS**

- Best of Sarasota
- Women of Influence - *Combo buy with Biz(941)*
- Shopping Destinations (3-issue buy May-July)

**AD CLOSE:** March 6, 2013

**MATERIALS DUE:** March 15, 2013

### JUNE 2013 Top Doctors

**EDITORIAL FEATURES**

- Top Doctors

**ADVERTISING SPECIALS SECTIONS**

- Health: Top Doctors Profiles - *Combo buy with Biz(941)*
- Health: Who's Who in Health Profiles - *Combo buy with Biz(941)*
- Healthcare & Retirement Community Profiles - *Combo buy with Biz(941)*
- Ringling Member Magazine

**AD CLOSE:** April 3, 2013

**MATERIALS DUE:** April 12, 2013

### JULY 2013 The New Creatives

**EDITORIAL FEATURES**

- Innovators & Trailblazers
- Fashion

**ADVERTISING SPECIAL SECTIONS**

- Summer Survival Regional Travel Program
- Mote Magazine

**AD CLOSE:** May 8, 2013

**MATERIALS DUE:** May 17, 2013

### AUGUST 2013 The Platinum Issue

**EDITORIAL FEATURES**

- Platinum Fashion & Jewelry
- Platinum 100 Retailers
- Luxury Weddings

**ADVERTISING SPECIAL SECTIONS**

- Platinum Weddings
- 100 Top Retailer Profiles
- Platinum Style
- Platinum Wealth Managers
- Play Golf Sarasota

**AD CLOSE:** June 5, 2013

**MATERIALS DUE:** June 16, 2013

### SEPTEMBER 2013 Annual Guide to Giving

**EDITORIAL FEATURES**

- Philanthropy Guide
- Fall Fashion

**ADVERTISING SPECIAL SECTIONS**

- Profiles in Giving: Why I Give
  - Nonprofit profiles
  - Wealth Management Profiles
- All of the above combo buy with Biz(941)*

**AD CLOSE:** July 10, 2013

**MATERIALS DUE:** July 19, 2013

### OCTOBER 2013 Home & Garden

**EDITORIAL FEATURES**

- Beautiful Homes
- Design Trends

**ADVERTISING SPECIAL SECTIONS**

- Home: Luxury Realtor, Interior Design & Builder Profiles - *Combo buy with Biz(941)*
- Play Golf Sarasota
- Ringling Member Magazine
- Shopping Destinations (3-issue buy Oct.-Dec. 2012)

**AD CLOSE:** August 7, 2013

**MATERIALS DUE:** August 14, 2013

### NOVEMBER 2013 Season Preview

**EDITORIAL FEATURES**

- Arts & Entertainment Guide
- Fashion: Jewelry

**ADVERTISING SPECIAL SECTIONS**

- Legal: Top Lawyers - *Combo buy with Biz(941)*
- 5-Star Wealth Managers
- Shopping Destinations (3-issue buy Oct.-Dec. 2012)

**AD CLOSE:** September 4, 2013

**MATERIALS DUE:** September 13, 2013

### DECEMBER 2013 On The Beach

**EDITORIAL FEATURES**

- Insider Guides
- Dream Second Homes

**ADVERTISING SPECIAL SECTIONS**

- Visitor Resource Guide
- Play Golf Sarasota & Golf Pro Shop
- Shopping Destinations (3-issue buy Oct.-Dec. 2012)
- Mote Magazine

**AD CLOSE:** October 9, 2013

**MATERIALS DUE:** October 16, 2013

*Editorial Calendar Subject to Change*

# HIGH-IMPACT PROGRAMS WITH PROVEN RESULTS



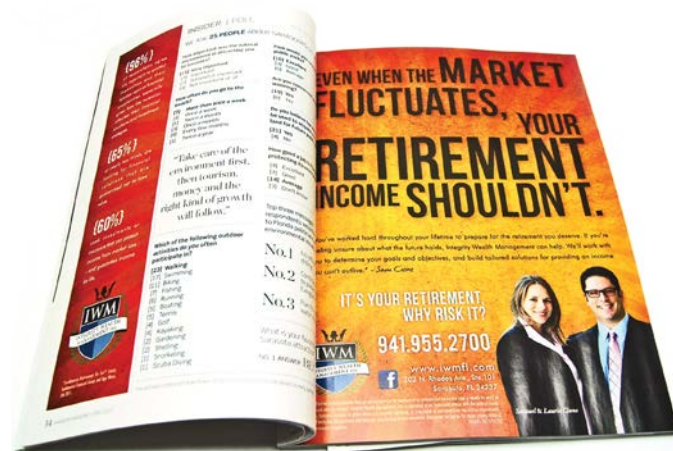
## Event Sponsorship

Sarasota Magazine produces many top-quality, high-profile events working closely with business leaders and dozens of nonprofit organizations to help ensure the success of their signature fund-raising events. Through our event marketing we give back to the community we love, and also extend the reach of your advertising message through multi-platform branding opportunities. Ask how you can participate in:

**BEST OF SARASOTA PARTY - TOP DOCTORS - TOP LAWYERS - GUIDE TO GIVING CELEBRATION - SEAFAIR ART YACHT - ARTS & CULTURAL ALLIANCE OF SARASOTA COUNTY ARTS AWARDS NIGHT**



GATEFOLDS



CUSTOM SPREADS



TIP-INS

## Custom Advertorial Inserts

When your company or organization is looking to tell its story or marketing message in a creative way, Sarasota Magazine can work with you to create a marketing piece that affordably meets your objectives. Services include creative concepting, writing, editing, design, printing and custom distribution through our family of publications or additional targeted direct mail.

WHY SHOULD  
SARASOTA<sup>®</sup>  
MAGAZINE  
BE YOUR  
PRIMARY  
MEDIA BUY?



1.

Sarasota Magazine **reaches more readers** than any other Sarasota monthly!

2.

Sarasota Magazine **reaches a bigger audience with an income of \$100K+** than any local news station, radio station and the local newspaper.

3.

Sarasota Magazine is the **only local magazine with predominantly paid distribution and with its circulation verified** by an outside, credible auditor - PAID SUBSCRIPTIONS = ENGAGED CONSUMERS.

4.

Only Sarasota **offers an MRI subscriber survey & The Media Audit**, quantifying the extraordinary buying power of our readership.

5.

**MRI data ranks Sarasota among the two most affluent city magazine markets in the nation.** (The other is Naples, where we publish *Gulfshore Life*.)

6.

Only Sarasota Magazine **publishes a special hardcover in-room hotel edition** for 75-plus area hotels.

7.

We've earned more than **175 Florida Magazine Awards** for our outstanding editorial and design.



## THE GULF SHORE MEDIA, LLC FAMILY OF PUBLICATIONS

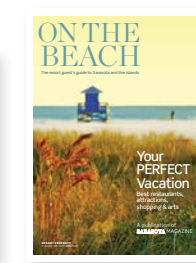
### SARASOTA/MANATEE



SARASOTA MAGAZINE



BIZ(941)



ON THE BEACH  
VISITOR'S ANNUAL



HOLIDAY GIFT  
GUIDE



SEE SARASOTA



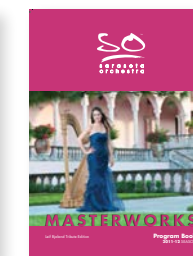
ST. ARMANDS  
MAGAZINE



SOUTHWEST  
FLORIDA GUIDE  
TO THE ARTS



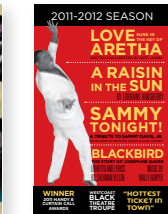
ASOLO REPERTORY  
THEATRE PROGRAM



SARASOTA ORCHESTRA  
MASTERWORKS  
PROGRAM



VAN WEZEL  
PERFORMING ARTS  
HALL PROGRAM



WESTCOAST BLACK  
THEATRE TROUPE  
PROGRAM

### NAPLES/ FORT MYERS

- Gulfshore Life
- Discover Southwest Florida Visitor's Annual
- Gulfshore Business
- Naples on the Gulf
- Gulfshore Life At Home
- Forever Young
- Naples Health

### FLORIDA

- Florida Homebuyer West Coast
- Florida Homebuyer Jacksonville
- Florida Homebuyer Orlando
- Orlando Home & Leisure
- Winter Park Magazine

# DRIVE TRAFFIC TO YOUR WEBSITE



**SITE TRAFFIC PER MONTH:**  
 20,637 unique visitors  
 26,599 total visits  
 1.28 visits per unique  
 73,687 total page views  
 3.64 page views per unique  
 2.84 page views per visit

Sarasotamagazine.com is more dynamic and resourceful than ever. With access to feature articles, upcoming events and daily resourceful content from our editors and writers, sarasotamagazine.com is the ultimate resource for local consumers and tourists. Sarasotamagazine.com connects visitors to the community through blogs and editor surveys and also features resourceful editorial round-ups like our Dining Guide, The Best of Sarasota and other Top Lists like Top Doctors .



## WEB BANNER ADS

- 1 Website Horizontal Banner  
468 pixels (width) x 60 pixels (height)
- 2 Website Square Banner  
250 pixels (width) x 250 pixels (height)
- 3 Website Skyscraper Banner  
160 pixels (width) x 600 pixels (height)

## WEB BANNER AD RATES

**Home Page:** \$3,500 per month  
 Home page is sold exclusively to one advertiser for 100% share of voice.  
**Landing Pages:** Sold run of site  
**3x (print advertisers):** \$450 per month  
**6x(print advertisers):** \$400 per month  
**12x (print advertisers):** \$350 per month



## SARASOTA WEEKEND INSIDER

### E-NEWSLETTER

The Weekend Insider, Sarasota Magazine's weekly e-newsletter, is sent out every Thursday to over 6,000 e-subscribers. 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 editors' 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.

### SIZES:

- 468 pixels (width) x 60 pixels (height)
- 468 pixels (width) x 120 pixels (height)
- 160 pixels (width) x 600 pixels (height)

### EXPOSURES/IMPRESSIONS:

6,400 delivered Weekend Insider E-newsletter

- 3 months \$450 per month
- 6 months \$400 per month
- 12 months \$350 per month



## LIMELIGHT E-NEWSLETTER

The Limelight e-newsletter is a collection of people photos from the week's events and social scene in Sarasota and Manatee. It is sent to the over 6,000 e-subscribers of the Weekend Insider and links to our online Limelight photo galleries at sarasotamagazine.com

### EXPOSURES/IMPRESSIONS:

7,490 delivered weekly

### SIZES:

468 pixels (width) x 60 pixels (height)

Banner ads on Limelight E-newsletter, available by January 2013  
 3 months \$450 per month  
 6 months \$400 per month  
 12 months \$350 per month



## SARASOTA CONCIERGE INSIDER

### E-NEWSLETTER

The Concierge Insider, Sarasota Magazine's bi-weekly e-newsletter, is sent out every 2 weeks to area concierges, front desk and guest services professionals who have signed up to receive Insider dining, shopping advice from the editors of Sarasota Magazine. These professionals are a critical point of contact and influence in the tourism market. Make sure they know what products and services and special opportunities you have available for their guests.

### SIZE:

468 pixels (width) x 60 pixels (height)

- 3 months \$300 per month\*
- 6 months \$250 per month\*

Includes 1 feature exclusive promotion in your month of choice.



## SOCIAL MEDIA

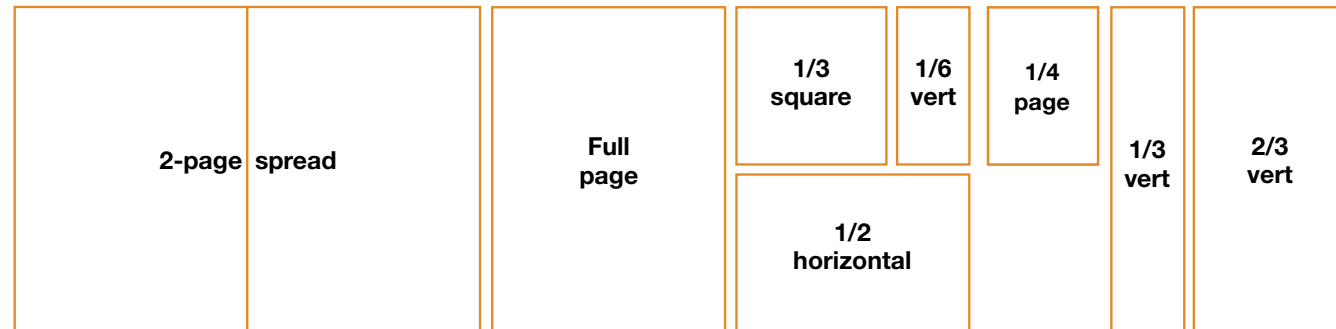
Sarasota Magazine has a social media strategy that includes Facebook and Twitter. We have 1170 Twitter followers and over 5,000 Facebook fans. As a media partner, you may submit information that may be of value to our followers and fans for consideration in our Facebook and Twitter communications.

## FILE FORMATS

Websites: JPG, GIF or animated GIF  
 e-newsletters: JPG or static GIF  
 All files should be 72 DPI  
 Maximum file size 30 KB  
 Please submit all files for web and e-newsletter banners to NormaM@sarasotamagazine.com

# SARASOTA MAGAZINE®

## PRINT ADVERTISING RATES AND SPECIFICATIONS



\*Special Sections only.

\*\*2-page spread trim size is 16.25" x 10.75". Keep live matter a minimum of .25" from head, foot and face trims. Spreads with crossover type should allow at least .25" safety from gutter on both pages of spread.

\*\*\*Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

### AD SIZE SPECIFICATIONS

Trim size: 8.125" wide x 10.75" high

Size	Dimensions
2-Page Spread, Bleed**	16.5" x 11"
2-Page Spread, Non-bleed	15" x 9.5"
<b>Full Page, Bleed***</b>	<b>8.375" x 11"</b>
Full Page, Non-bleed	6.875" x 9.5"
Full Page Trim Size	8.125" x 10.75"
2/3 Vertical	4.5" x 9.562"
1/2 Horizontal	6.875" x 4.687"
1/3 Vertical	2.187" x 9.562"
1/3 Square	4.5" x 4.687"
1/6 Vertical	2.187" x 4.687"
1/4 Page*	3.3125" x 4.6875"

Advertisers will be billed for corrections to ads that do not meet our specifications

## SARASOTA MAGAZINE® FTP SITE INSTRUCTIONS

### BEFORE SENDING FILES TO OUR SITE:

Make sure the file is labeled with the advertiser's name.

Files that say "sarasota mag ad" are generic on our end.

Do not use any symbols in the file names. They are not compatible.

**Address:** ftp.pubpress.com

**User ID/Name:** gshoread

**Password:** later5

**Select the folder "SRAads"**

**When the folder opens, just drag and drop the Ad File from your desktop.**

If there are icons that appear on the right side of the page in Explorer:

-Select **PAGE** icon from the right side of the toolbar

-Select **Open FTP site in Windows Explorer**

-Drag and drop to upload files as usual

**All electronically-submitted Press-Ready Ads will require a hard copy color printout of the final ad be mailed to us.**

A regular color print (ink jet or laser) is acceptable for color guidance/content proofing purposes only; *Gulfshore Media, LLC will be responsible for color reproduction only if a contract quality proof (Fuji, Iris, etc.) is provided to us at the time the digital materials are received.*

Please email me when the ad has been uploaded to the site, so we can retrieve it and bring it into the production cycle in a timely manner. And do contact me if you experience any problems with the FTP Site.

**Please mail color printouts and/or Contract Proofs to my attention at:**

SARASOTA Magazine  
330 S. Pineapple Ave.  
Suite 205  
Sarasota, FL 34236

**Thank you for your business!**

**Katherine Orenic, Advertising Services Mgr, SARASOTA and (BIZ941) Magazine**  
Direct Line (941) 487-1135 FAX (941) 365-7272  
[KatherineO@sarasotamagazine.com](mailto:KatherineO@sarasotamagazine.com)



# CONTACT INFORMATION

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**Associate Publisher**

**Diana Riser**

(941) 487-1109

[DianaR@sarasotamagazine.com](mailto:DianaR@sarasotamagazine.com)

# SARASOTA<sup>®</sup> MAGAZINE

330 S. PINEAPPLE AVENUE, SUITE 205, SARASOTA, FL 34236

(941) 487-1100 (800) 881-2394 FAX (941) 365-7272

[SARASOTAMAGAZINE.COM](http://SARASOTAMAGAZINE.COM)