

ST. PETE LIFE

MAGAZINE

LIVE. WORK. PLAY!

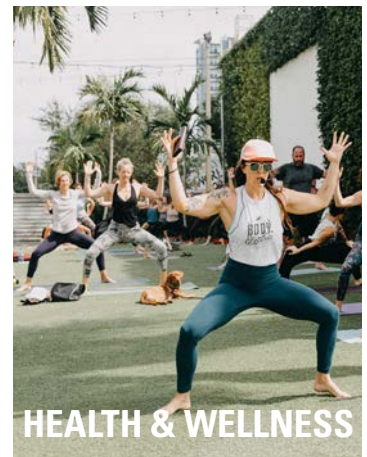
ST. PETE PIER



2022 MEDIA KIT

MEDIA KIT - DISTRIBUTION

A bi-monthly lifestyle magazine designed exclusively for those who live, work or play in St. Petersburg. Coverage includes thoughtful profiles on local people and businesses, the lively arts and theater scene, restaurants and nightlife, fashion and style, entertainment and events, home design, education and medical news, travel, social scene, and much more. We strive to present features that enlighten, engage and entertain!



DISTRIBUTION

Six times a year, St. Pete Life magazine is mailed directly to 22,000+ of St. Petersburg's most exclusive and discriminating residents. Our focus delivers readers who live, work and play within 15 minutes of St. Petersburg's thriving city center from the 4th Street Corridor to Old Northeast, from Southeast to Grand Central and out to St. Pete Beach. St. Pete Life magazine is the only glossy lifestyle magazine in town whose reporting beat is the heartbeat of St. Pete.

6 ISSUES
Per Year | **22,000+**
St. Petersburg
Residents

From Downtown St. Pete
to St. Pete Beach

DEMOGRAPHICS

We have identified the top affluent homeowners most likely to patronize our advertisers. As a result we mail to the **TOP 30%** of households based on home value and income.

We also distribute at St. Pete events and key locations throughout the city including Chamber of Commerce Visitors Store & LGBTQ Welcome Center.

\$94,605
AVERAGE GROSS
INCOME OF OUR
READERS

\$375K & UP
ESTIMATED HOME
VALUE OF OUR
READERS

ADVERTISING DEADLINES

January/February 2022	December 13
March/April 2022	February 18
May/June 2022	April 22
July/August 2022	June 17
September/October 2022	August 19
November/December 2022	October 21

ADVERTISING RATES

Size	1x	3x	6x
2 Page Spread	4495	3995	3195
Full Page	2595	2295	1895
Half Page	1495	1295	1095
Quarter Page	995	895	695
Back Cover	3495	3095	2495
Inside Front Cover	2895	2595	2095
Inside Back Cover	2895	2595	2095

EDITORIAL DEADLINES

January/February 2022	December 6	July/August 2022	June 10
March/April 2022	February 11	September/October 2022	August 12
May/June 2022	April 15	November/December 2022	October 14

AD SPECIFICATIONS

<p>TWO PAGE SPREAD with .25" bleed and .25" margins 18.5" w x 11.375" h</p>		<p>FULL PAGE no bleed 8.25" w x 10.125" h</p> <p>FULL PAGE with .25" bleed and .25" margins 9.5" w x 11.375" h</p>	<p>HALF PAGE Vertical 4" w x 9.5" h</p>
<p>HALF PAGE Horizontal 8.25" w x 5" h</p>		<p>QUARTER PAGE 4" w x 5" h</p>	

MAGAZINE SPECS

Trim Size	9" x 10.875"
Safety from Trim	1/4" (.25) Live Area
Bleed Allowance	1/4" positioned from trim (.25)
Binding Method	Perfect Bound
Color	4 Color Process (CMYK)

ADVERTISING MECHANICAL DIMENSIONS

Two Page Spread (with bleed)	18.5" x 11.375"
Full Page (no bleed)	8.25" x 10.125"
Full Page (with bleed)	9.5" x 11.375"
Half Page Vertical (no bleed)	4" x 9.5"
Half Page Horizontal (no bleed)	8.25" x 5"
Quarter Page (no bleed)	4" x 5"

PRODUCTION CONTACTS

SUBMIT ADS TO:

Beth Ann Drake

bdrake@stpetelifemag.com

Please include publication date, ad size and company that purchased the ad in email.

EDITORIAL CONTACT:

Marcia Biggs

Editor

editor@stpetelifemag.com

FILE REQUIREMENTS

ONLY ACCEPTED FILE FORMATS ARE PDF, TIFF or JPEG

TIFF OR JPEG:

Minimum 300 dpi at full size. Files containing only text or vector artwork should be saved full size at 600 dpi.

PDF:

- PDF/x-1a required
- Fonts must be outlined and all images embedded
- Files containing photographs must be originally created and saved at a resolution of 300 dpi.

FILE NAMES:

All file names must include the name of the company that purchased the ad.

All files must be 100% of final size at 300 dpi.

All files must be CMYK color mode.

Full page bleed and spread ad must include crop marks.

Non bleeding ads do not need crop marks.

Artwork must be provided in PDF, TIFF or JPEG. Adobe Creative Suite files also acceptable.

Keep all essential text and images .25" from trim edge.

For materials extensions and all other production questions:

Email: bdrake@stpetelifemag.com

Call: Beth Ann Drake • 813.447.9900

COVER PHOTO: VISIT ST. PETE CLEARWATER

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MAGAZINE

ST PETE LIFE MAGAZINE
260 1st Ave. S.
Suite 200-151
St. Petersburg, FL 33701
www.StPeteLifeMag.com

ADVERTISING CONTACT:
Beth Ann Drake
Publisher / CEO
bdrake@stpetelifemag.com
813.447.9900