

ST. PETE LIFE

MAGAZINE

LIVE. WORK. PLAY!

2023 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, 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

MEDIA KIT - DEADLINES & SPECIFICATIONS

ADVERTISING DEADLINES

January/February 2023	December 12
March/April 2023	February 17
May/June 2023	April 21
July/August 2023	June 16
September/October 2023	August 18
November/December 2023	October 20

ADVERTISING RATES

Size	1x	3x	6x
2 Page Spread	4995	4495	3595
Full Page	2795	2595	1995
Half Page	1595	1495	1150
Quarter Page	1095	995	745
Back Cover	3895	3495	2795
Inside Front Cover	3395	2895	2395
Inside Back Cover	3395	2895	2395

EDITORIAL DEADLINES

January/February 2023	December 5	July/August 2023	June 9
March/April 2023	February 10	September/October 2023	August 11
May/June 2023	April 14	November/December 2023	October 13

AD SPECIFICATIONS

TWO PAGE SPREAD
with .25" bleed
and .25" margins
18.5" w x 11.375" h

FULL PAGE no bleed
8.25" w x 10.125" h

FULL PAGE
with .25" bleed
and .25" margins
9.5" w x 11.375" h

HALF PAGE
Vertical
4" w x 9.5" h

HALF PAGE
Horizontal
8.25" w x 5" h

QUARTER
PAGE
4" w x 5" h

MEDIA KIT - PRODUCTION REQUIREMENTS

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

ST. PETE LIFE
MAGAZINE

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