

SARASOTA EDITION

FLORIDA DESIGN



2025/2026

MEDIA KIT

SARASOTA EDITION

FLORIDA DESIGN

DEMOGRAPHICS & CIRCULATION DATA

AFFLUENT AUDIENCE

Florida Design Sarasota Edition reaches a sophisticated audience of buyers of upscale home furnishings, high-end real estate, luxury products, and design services.

Readership estimate per year	235,000
Average residence value	\$1,000,000
Annual average income	\$225,000
Female	65%
Male	35%

RESULT-PRODUCING CIRCULATION

25,000 printed copies per issue, published two times per year reaching subscribers, newsstands and new homeowners. Distributed primarily to Sarasota and Manatee counties with targeted distribution in Southwest Florida.

HIGH-PROFILE DISTRIBUTION

- Private jet airports
- Luxury hotels
- Mailed to owners of homes valued at \$1,000,000 and over
- Custom builder and luxury home model sales centers
- Interior designer and architectural firms
- High-end real estate brokerage offices
- Furniture showrooms
- Design centers
- Yacht brokerage offices
- Luxury auto dealerships
- 3,775 newsstand copies



FRONT COVER EXTERIOR PHOTOGRAPHY: Blaine Johnathan

TOP: Photography by Shea Meris

BOTTOM: Photography by Ryan Gamma and Steve Cartano

SARASOTA EDITION

FLORIDA DESIGN

EDITORIAL CALENDAR

FALL/WINTER (3.2):

NOVEMBER 2025 - FEBRUARY 2026

ARCHITECTURE NOW

- **Feature Homes:** Modernist retreats, waterside gems, posh penthouses and more by the region's top talents.
- **Buzz:** What's new, now and next in design.
- **Details:** Winter Palette, seating for 2025, the latest in surfaces, and more.
- **Architecture:** Sarasota's architectural legacy.
- **Art:** Winter to Spring preview.
- **Covet:** Designers' favorite objects.
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more.

SPRING/SUMMER (4.1):

MARCH - OCTOBER 2026

ART + DESIGN

- **Feature Homes:** Art-centric residences, gulf-side retreats, sky-high perches and more by the region's top talents.
- **Buzz:** What's new, now and next in design.
- **Details:** Spring color, kitchen and bath, textures and materials, and more.
- **The Art Scene:** Galleries, museums, artisans, and creatives you need to know.
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more!

The editorial calendar is subject to change without notice.

Photography by Ryan Gamma



FLORIDA DESIGN'S DIGITAL STUDIO

For over 30 years, *Florida Design* has served as the reference magazine of interior design, furnishings, architecture and luxurious lifestyle. And now, we offer a wide array of services in addition to our print and digital portfolio.

FD360

is a suite of digital services available to help all types of businesses and industry segments. Services include:

- Google Display and Programmatic Advertising
- Paid Social Media Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/Google PPC)
- Website Remarketing
- Video, YouTube and Connected
- TV Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Digital Consultation

These capabilities serve as the perfect complement to the digital advertising options currently available on FloridaDesign.com, our branded social channels, as well as our weekly e-newsletters.

LET OUR TEAM OF EXPERTS CUSTOMIZE A DIGITAL STRATEGY THAT WILL HELP YOU TO:

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Reach out to us today for a complimentary needs assessment.

FULL SERVICE DIGITAL OPTIONS YOU CAN TRUST BACKED BY FLORIDA DESIGN'S 30- YEAR HISTORY OF INTEGRITY, PERFORMANCE, AND RELIABILITY.



SARASOTA EDITION

FLORIDA DESIGN

SEAGLASS AWARDS

FLORIDA DESIGN Seaglass AWARDS

Florida Design presents the annual Seaglass Awards. Honoring Florida's premier Interior Design, Architecture and Builder projects, as evaluated by a distinguished panel of acclaimed design professionals and award-winning journalists.

Calls for entry begin in October with awards presented each May.

Go to floridadesign.com/seaglass to find out more about how you can join the competition. Sponsorship opportunities are available.



FLORIDA DESIGN
Seaglass
AWARDS
- WINNER -
2025



**EDITORS' CHOICE AWARD 2023
ADRIANA HOYOS**

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ANNUAL SOURCEBOOK

A twenty-year tradition, the Annual Sourcebook provides readers across Florida with a Resource Guide to the most sought after architects, builders, interior design services and custom furnishings for their homes. Created in advertorial format, this 10 x 12" oversize publication stays on coffee tables all year round.

FLORIDA DESIGN

SOURCEBOOK 2025
THE PREMIER GUIDE FOR
DESIGN RESOURCES



Photo by Jason Rogers, Argonaut Productions, Palm Beach Gardens, FL

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TOP: Photography by Molly Rose
BOTTOM: Photography by Nicholas Ferris



AD SPECS & REQUIREMENTS

AD SIZES	TRIM	BLEED
Spread:	20" x 12"	20.25" x 12.25"
Full Page	10" x 12"	10.25" x 12.25"
2/3 Vertical	5.9375" x 11"	N/A
1/2 Island	6.375" x 9.25"	N/A
1/2 Vertical	4.375" x 11"	N/A
1/2 Horizontal	9" x 5.375"	N/A

- Material Format:** PDF/X1-A. No color proofs are required.
- Safety:** .25" away from trim edges (.375" from bleed)
- Gutter Safety:** .5" on each side (1" in total)
- Images:** Should be 300 DPI and converted to CMYK. No RGB images. We can convert client supplied images, however, conversion may result in color variation.
- Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.

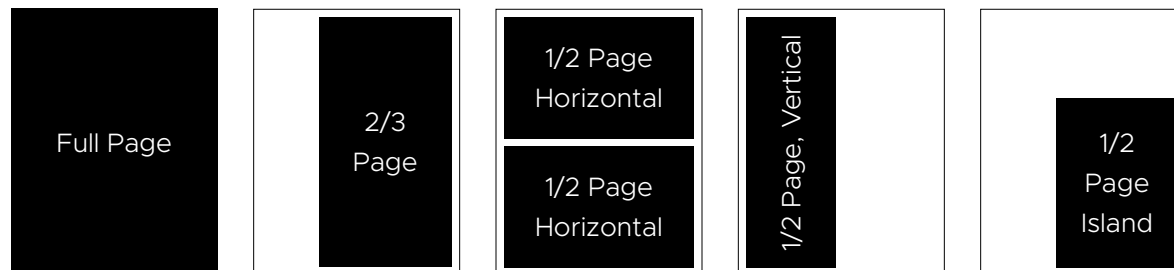


Photo by Shea M...

DEADLINES

FALL / WINTER

Newsstand Date: November 2025
Space Close: September 16, 2025
Camera-Ready Materials Due: October 1, 2025

SPRING/SUMMER

Newsstand Date: March 2026
Space Close: February 3, 2026
Camera-Ready Materials Due: February 18, 2026