

THE DESTINATION FOR FLORIDA'S GREATEST STORIES

FLAMINGO

For Floridians. By Floridians.



MEDIA KIT 2023

FLAMINGOMAG.COM

FLAMINGO

Florida's only Statewide lifestyle media brand

Flamingo is the place to find the best of Florida culture, travel, outdoor pursuits, conservation, food, music and style from the Panhandle to the Keys and all points in between.

TOURISTS TURN TO IT. LOCALS LIVE BY IT.

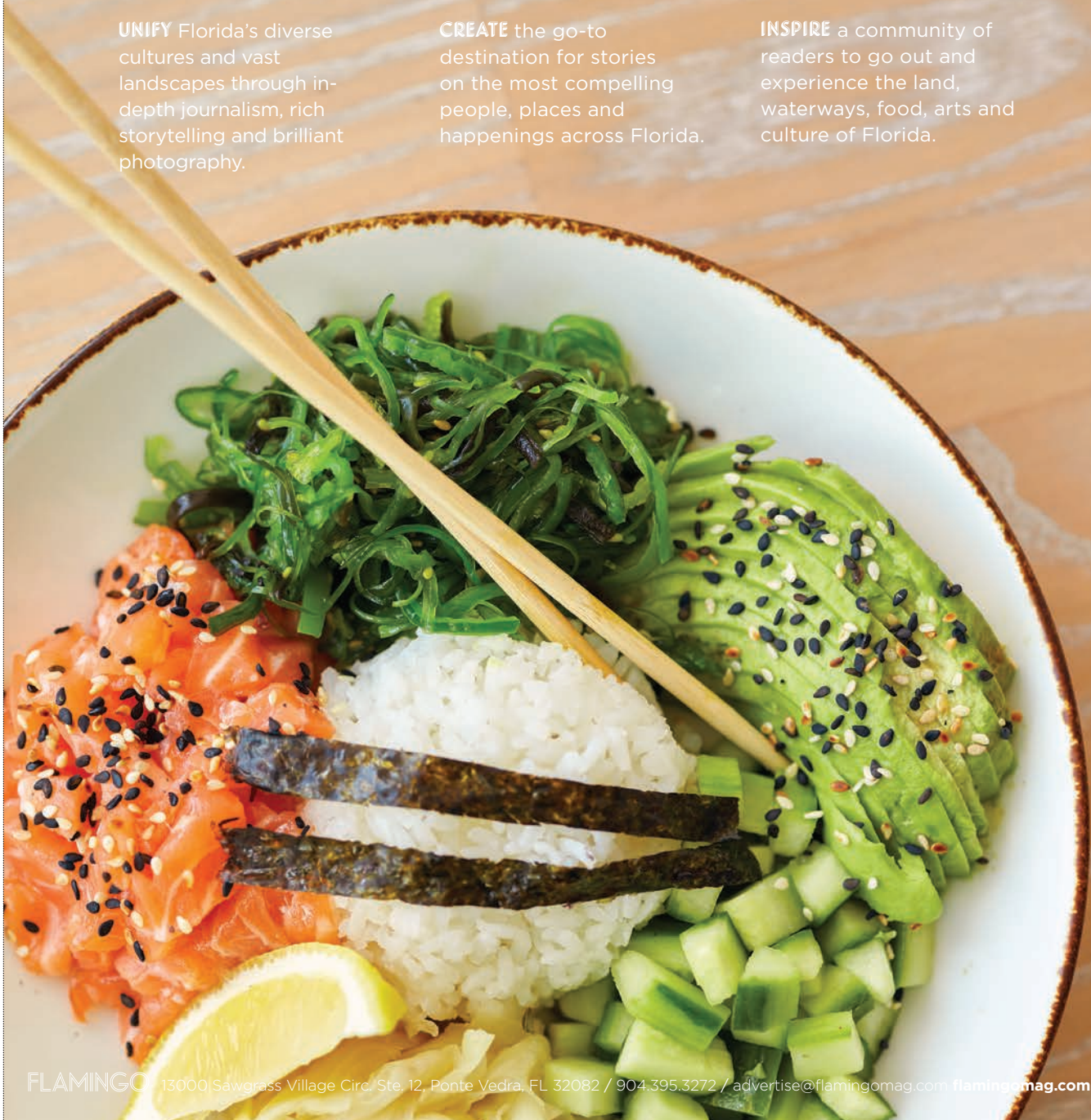
THE MISSION

UNIFY Florida's diverse cultures and vast landscapes through in-depth journalism, rich storytelling and brilliant photography.

CREATE the go-to destination for stories on the most compelling people, places and happenings across Florida.

INSPIRE a community of readers to go out and experience the land, waterways, food, arts and culture of Florida.

UNIFY. CREATE. INSPIRE.



FLAMINGO 13000 Sawgrass Village Circ., Ste. 12, Ponte Vedra, FL 32082 / 904.395.3272 / advertise@flamingomag.com flamingomag.com

THE AUDIENCE

PASSIONATE, DISCERNING, UNIQUELY FLORIDIAN

THE AUDIENCE



FLAMINGO'S READERS ARE PASSIONATELY PURSUING FLORIDA'S GOOD LIFE AND INSPIRED BY FLAMINGO'S EDITORIAL CONTENT TO TAKE ACTION.

ADULTS AGE
35-65
EDUCATED, WELL-
TRAVELED, DISCERNING

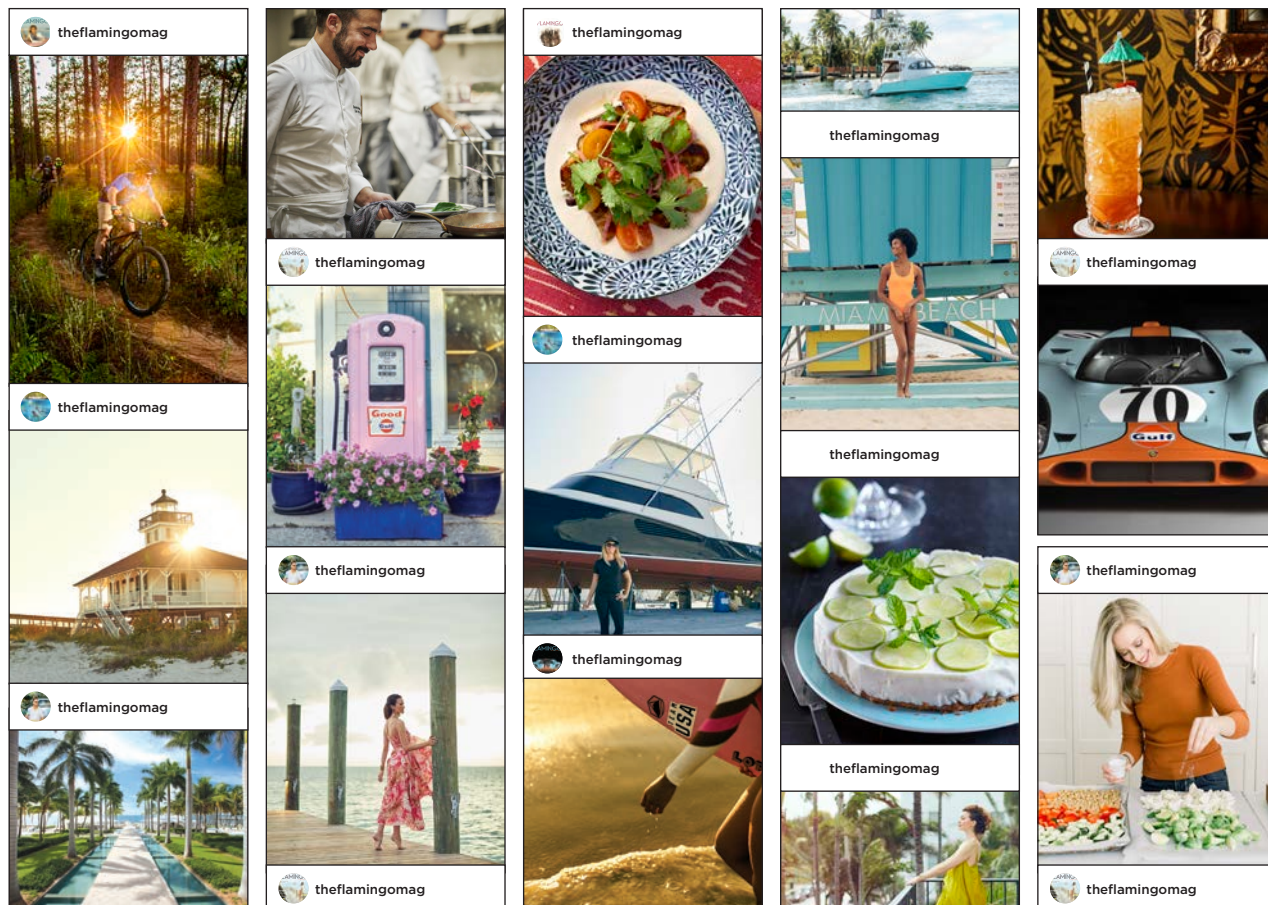
40% / 60%
MALE READERSHIP FEMALE READERSHIP

\$200K
AVERAGE HOUSEHOLD
INCOME

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THE REACH

FROM PENSACOLA TO THE KEYS & BEYOND



FOLLOWING THE FLOCK

60,000+

PAGE VIEWS PER MONTH

FLAMINGOMAG.COM

Our digital platform, with an average of 60,000 page views per month, gives Floridians and anyone who loves the Sunshine State a dynamic mix of original editorial content, rich reporting, beautiful photography, behind-the-scenes video.

17,000+

TOTAL SOCIAL MEDIA AUDIENCE

@THEFLAMINGOMAG

Access to our more than 15,000 100% authentic followers via Facebook, Instagram and Twitter

8,000

E-NEWSLETTER SUBSCRIBERS

Monthly "Key Lime" and Weekly "Fresh Squeezed" curated content sent to *Flamingo* readers and partners with the latest stories, events, partnerships and more

30% AVERAGE OPEN RATE / 17% AVERAGE CLICK RATE

FLAMINGO
FRESH SQUEEZED

KEY LIME

FLAMINGO
Getaway

PRINT ISSUES

TWO TIMES A YEAR



AWARDS

Florida Magazine Association

BEST WRITING FEATURE:
"Down Where the Tarpon Roll"

BEST WRITING, SERVICE FEATURE:
"A Dog's Day"

BEST WRITING COLUMN:
Capital Dame
by Diane Roberts

2020 BEST OVERALL MAGAZINE:
Consumer Circ. 20,000

2020 MAGAZINE OF THE YEAR:
Across all categories and circulation sizes.

Society of Professional Journalists, Florida

BEST SINGLE ISSUE:
Spring 2021 Issue, Vol 18

FEATURE STORY:
"The Long and Winding Trail"



EDITORIAL CALENDAR

SPRING / SUMMER

THE ICONS ISSUE

While 850 miles and a cultural chasm separate the folks of Perdido Key from the conchs of Key West, the classic traits and treasures of our home bind us as Floridians. Here, we celebrate our favorite places, people and past times that make us proud Floridians.

Iconic Trips: Travel Special Advertising Section

ON SALE: **MAY 1** / AD CLOSE: **MAR 15** / MATERIALS: **MAR 24**

FALL / WINTER

THE EXPLORE ISSUE

We uncover the little-known people, passions and outdoor pursuits that make Florida one of the most captivating states. Follow us down dusty back roads, through sleepy swamps, up charming coasts and into culture-rich cities to explore unknown Florida.

Get Outside: Adventuring Special Advertising Section

ON SALE: **OCT 1** / AD CLOSE: **AUG 15** / MATERIALS: **AUG 25**

READERS

Flamingo readers are passionate about living an authentic Florida lifestyle and take action on the things they read in our pages and on Flamingomag.com.

40% Men / 60% Women,
Ages 35-65, Affluent, Active,
Well-Traveled, Avg HHI \$200K

CIRCULATION

20,000 copies distributed to **Flamingo subscribers** and sold on newsstands across the greater Southeast in FL, GA, NC, SC, TN and parts of AL

Event partnerships with premier resorts and lifestyle events

SOUTHEAST NEWSSTANDS

Bookstores: Barnes & Noble, Books-A-Million and independent booksellers

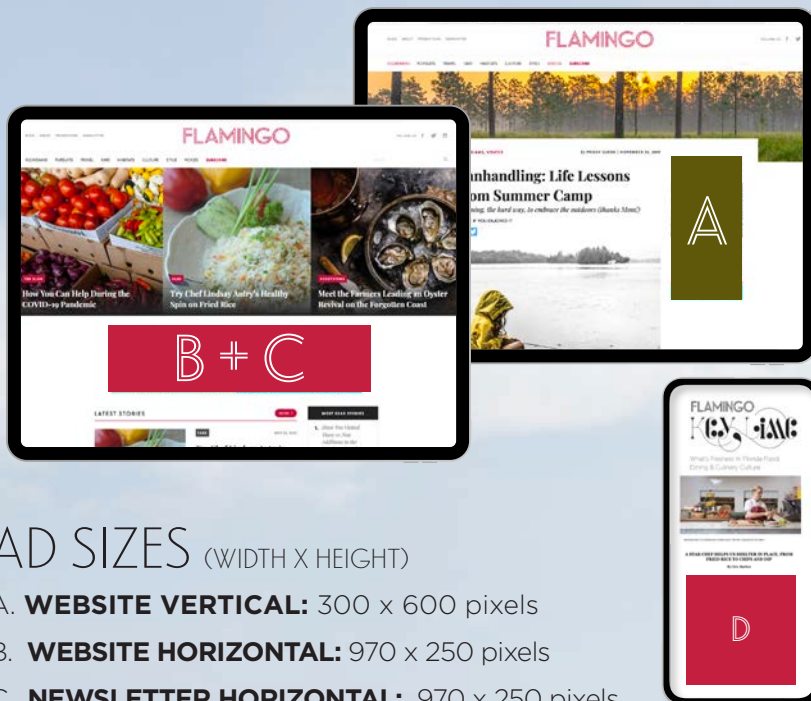
Retailers: Whole Foods, Publix, Target, Fresh Market and other natural food grocery stores

Airports: Orlando, Miami, Fort Lauderdale, Jacksonville

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AD SPECS

ADVERTISING & SERVICES



AD SIZES (WIDTH X HEIGHT)

- A. **WEBSITE VERTICAL:** 300 x 600 pixels
- B. **WEBSITE HORIZONTAL:** 970 x 250 pixels
- C. **NEWSLETTER HORIZONTAL:** 970 x 250 pixels
- D. **NEWSLETTER SQUARE:** 600 x 600 pixels
- E. **2-PAGE SPREAD w. BLEED:** 18.25"x 11.125" (TRIM: 18"x 10.875")
- F. **2-PAGE SPREAD:** 17"x 9.62"
- G. **FULL-PAGE w. BLEED:** 9.25"x 11.125" (TRIM: 9"x 10.875")
- H. **FULL-PAGE:** 7.8125" x 9.62"
- I. **1/2 VERTICAL:** 3.8125" x 9.62"
- J. **1/2 HORIZONTAL:** 7.8125" x 4.70"

DESIGN SERVICES

Flamingo offers ad design services upon request at a rate of \$125 per hour.

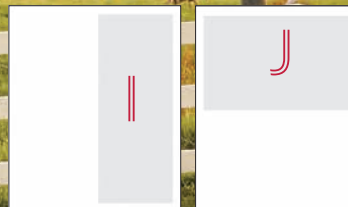
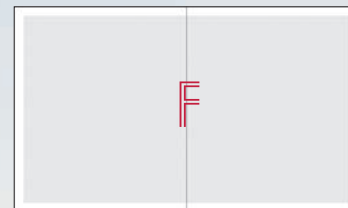
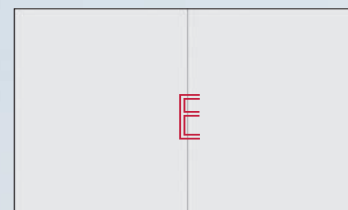
***Animation:** For animated ads, we recommend a maximum of 18 frames per second and/or a maximum animation length of 30 seconds with no more than two hoops.

CONTACT / QUESTIONS

Contact: Art Department
Phone: 904.395.3272
Email: art@flamingomag.com

PRINT INFO

Trim Size: 9"x 10.875"
Bleed: .125"
Safety: .25" from trim
Binding Method: Perfect bound
Image Resolution: 300 DPI
Line Screen: 150 DPI
Color: CMYK only for print ads



AD SPECS

PROGRAMMATIC:

The Right *Message*. To the Right *Person*. At the Right *Time*.

GEO FENCE

Target potential customers who live, work or visit specific neighborhoods, your competitors, key events or correlating businesses (places where your clients frequent) OR we can deliver digital ads to your mailing list.

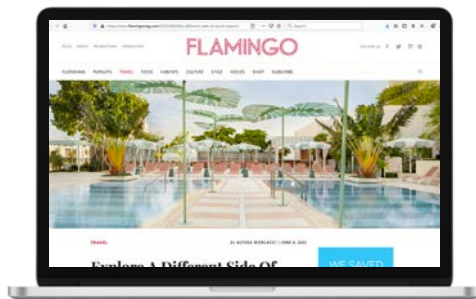


GEO TARGET

Target high-quality customers in a radius around your business who are searching, researching and reading about your products and services.

WEBSITE RE-TARGET

Bring 70% of your website traffic back to your website by retargeting potential customers.



GEO TARGET AND
WEBSITE RE-TARGET

AUDIENCE CURATION

Take your customization to the next level with our Audience Curation Tool. With this premium add-on you can select an audience based on household composition, interest/hobbies, retail purchases, contributor/donor, travel, gender or household income.

DIGITAL AD ART SPECS

(WIDTH X HEIGHT //
MAX FILE SIZE IS 200KB)

Mobile & Desktop:

300 x 250 pixels

Desktop:

728 x 90 pixels
& 160x 600 pixels

Mobile: 300 x 50 pixels

& 320 x 50 pixels

Acceptable file types:

.css, .js, .html, .gif, .png, .jpg

CUSTOMIZED DIGITAL PACKAGE



custom audience curation
marketing session with
our digital strategist



100,000 impressions
per month or more



24/7 analytics dashboard
with competitive
conversion tracking



5 custom mobile and
desktop ads with option
to update quarterly