# FLAMINGO

*Florida's No. 1 Magazine*



# MEDIA KIT 2026-2027

FLAMINGOMAG.COM

# FLAMINGO

***Florida's Only Statewide Lifestyle Magazine***

*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.**

UNIFY. CREATE. INSPIRE.

## 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.

FLAMINGO HAS BECOME ONE OF THE MOST EFFECTIVE WAYS OF ADVERTISING AND PROMOTING WEST VOLUSIA TO POTENTIAL VISITORS .... WE KNOW THAT THEIR READERS ARE OUR PEOPLE AND WE LOVE WORKING WITH THEIR COMPETENT TEAM.

— GEORGIA TURNER, VISIT WEST VOLUSIA



FLAMINGO = FLORIDA MAGAZINE ASSOCIATION =
MAGAZINE OF THE YEAR
• 2025 & 2026 •

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

@TheFlamingoMag

# THE AUDIENCE

## PASSIONATE, DISCERNING, UNIQUELY FLORIDIAN




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

ADULTS AGES
**35-65**
EDUCATED, WELL-TRAVELED, DISCERNING

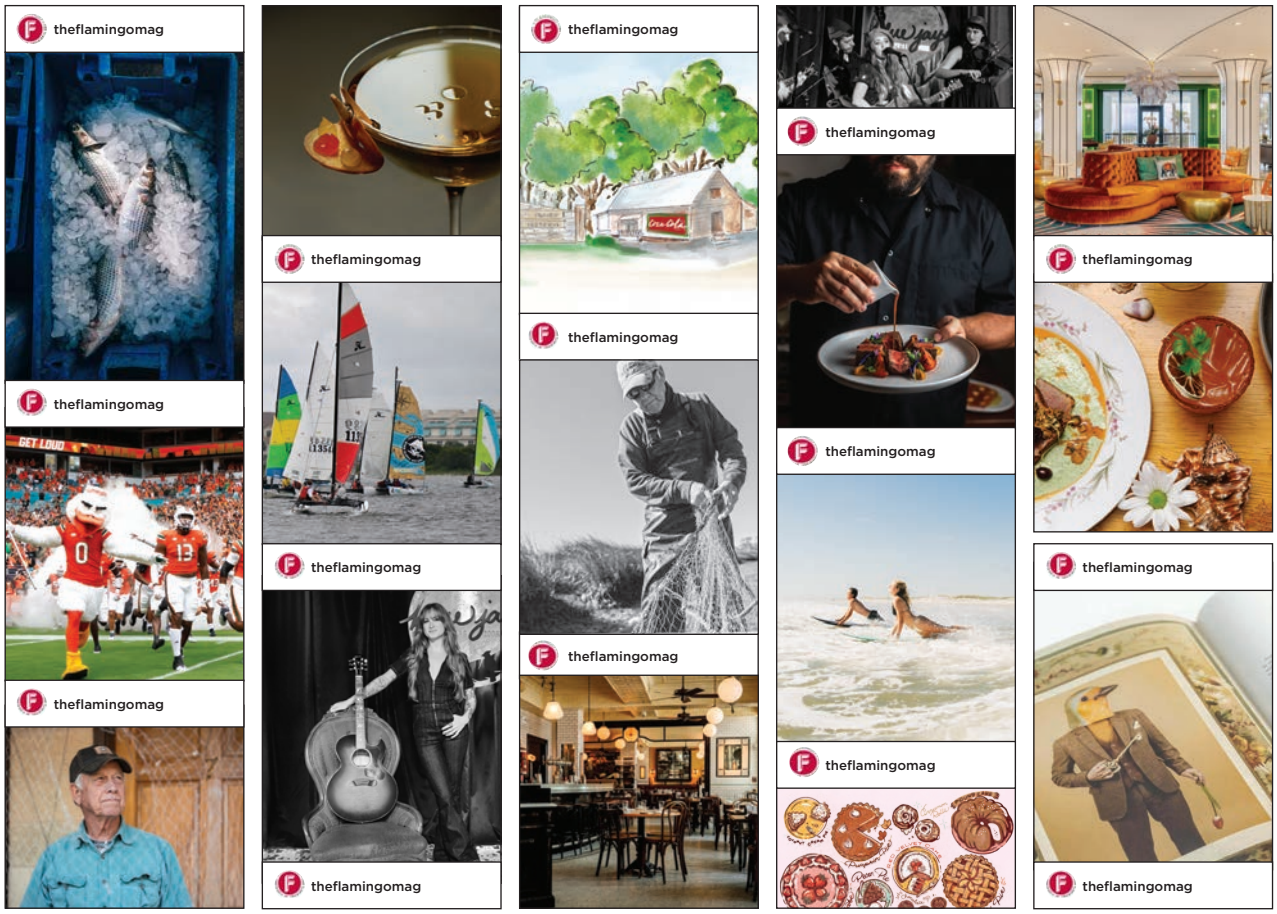
**40% / 60%**
MALE READERSHIP FEMALE READERSHIP

**$250K**
AVERAGE HOUSEHOLD INCOME

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# THE REACH

## FLAMINGO, WHERE FLORIDIANS FLOCK




FOLLOWING THE FLOCK

# 100,000+

MONTHLY PAGE VIEWS

## FLAMINGOMAG.COM

Our completely revamped digital platform, with more than 100,000 page views per month, gives Floridians and anyone who loves the Sunshine State a dynamic mix of original editorial content, rich reporting, beautiful photography and video.

# 2 MILLION

ANNUAL SOCIAL MEDIA AUDIENCE

## @THEFLAMINGOMAG

Access to our 100% authentic followers via Facebook and Instagram

# 10,000

E-NEWSLETTER SUBSCRIBERS

Weekly and monthly curated content sent to *Flamingo* readers and partners with the latest stories, events, partnerships and more

**35% AVERAGE OPEN RATE / 7% AVERAGE CLICK RATE**

FRESH SQUEEZED KEY LIME

# 50+

REGIONAL AND NATIONAL AWARDS

**Florida Magazine Association**: 2025 & 2026 Best Overall Magazine and Best Design / 2024 General Excellence: Best Advertorial / 2023 Best Writing: In-Depth Reporting / 2022 Best Website

# PRINT ISSUES

FOUR TIMES A YEAR

FLAMINGO = FLORIDA MAGAZINE ASSOCIATION

MAGAZINE OF THE YEAR

2025 & 2026




## SPRING

### THE ICONS ISSUE

With 850 miles and a cultural gulf separating the folks of Perdido Key from the conchs of Key West, the classic treasures of our home bind us as Floridians. Here, we celebrate our favorite places, people and pastimes that make us proud Floridians.

SPACE RESERVATION: JAN. 9

MATERIALS DUE: JAN. 18

ON SALE: MAR. 1

## SUMMER

### THE TRAVEL ISSUE

Discover hidden gems and hotspots that inspire Floridians to get up and go. Dedicated to the best in travel and the must-see destinations across the Sunshine State and beyond, this edition is your go-to travel guide from the Panhandle to the Keys and beyond.

SPACE RESERVATION: APRIL 9

MATERIALS DUE: APRIL 18

ON SALE: JUNE 1

## FALL

### THE TASTE ISSUE

Take a seat at our Sunshine State table to meet the chefs, growers and restaurateurs shaping our culinary culture alongside other tastemakers across the state. From Michelin-starred chefs to emerging designers, this is your guide to good taste in Florida.

SPACE RESERVATION: JULY 9

MATERIALS DUE: JULY 18

ON SALE: SEPT. 1

## WINTER

### THE CONSERVATION ISSUE

Journey into the breathtaking landscapes of the state's most captivating and complicated ecosystems. Follow us through lush native forests, up salty coasts and into teeming swamps to discover wild Florida and the conservation heroes protecting it.

SPACE RESERVATION: OCT. 9

MATERIALS DUE: OCT. 18

ON SALE: DEC. 1

EDITORIAL CALENDAR

### 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**. That's why we say: **Tourists turn to it, locals live by it.**

**40% Men / 60% Women, Ages 35-65, Affluent, Active, Well-Traveled, Avg HHI $250K**

### CIRCULATION

**25,000 copies** distributed to **Flamingo subscribers** and sold on newsstands across the greater Southeast in FL, GA, NC, SC, TN and parts of AL with an average of 65% sell-through rate

**Event partnerships** with premier resorts and lifestyle events throughout the year like Word of South, South Beach Wine & Food Festival, art fairs and more

NEW!

### SOUTHEAST NEWSSTANDS

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

**Retailers:** Whole Foods, Publix, Target, Fresh Market and other natural food grocery stores, plus other magazine sellers like CVS and Walgreens

**Airport VIP Lounges:** Flamingo is distributed in all **Delta Sky Club** lounges across the eastern U.S.

# RATES

## PRINT & DIGITAL




### THE PERFECT PACKAGE:

- One full page ad
- One native content article to run live for 3 months
- Three weekly editorial e-newsletter sponsorship takeovers
- Six banner ads to run for three months, two sizes per month

**Investment: $20,000**
*save $4,000

# DIGITAL RATES

## FLAMINGOMAG.COM

### 100,000 PAGEVIEWS PER MONTH

**Banner ads: $1,000**
Pricing per month, per ad. Available in horizontal and vertical positions.

**Native content: $4,000**
Tell your story in a short- or long-form piece (800 words), beautifully written by the *Flamingo* team, which will run on Flamingomag.com.

## E-NEWSLETTERS

**Exclusive E-Newsletter: $3,750**
Directly reach our passionate reader base with an exclusive e-newsletter written by the Flamingo team (200 words) highlighting your organization.
**client to provide photography*

**Editorial E-Newsletter Sponsorship Takeover: $3,000**
Featuring one (1) advertiser only and includes two (2) banner ads with one editorial highlight (35 words) plus a photo

## PRINT RATES & PERKS

With premium annual print buy (4X a year) enjoy **one COMPLIMENTARY banner ad** to run for one month on Flamingomag.com

COVER 2 SPREAD: **$12,000**

COVER 4: **$7,000** COVER 3: **$6,000**

TWO-PAGE SPREAD: **$10,000**

FULL PAGE Front-of-book: **$5,000**

FULL PAGE Open placement: **$4,000**

1/2 PAGE: **$2,500**

ADVERTORIAL FP & SPREAD: **$6,000, $10,000**

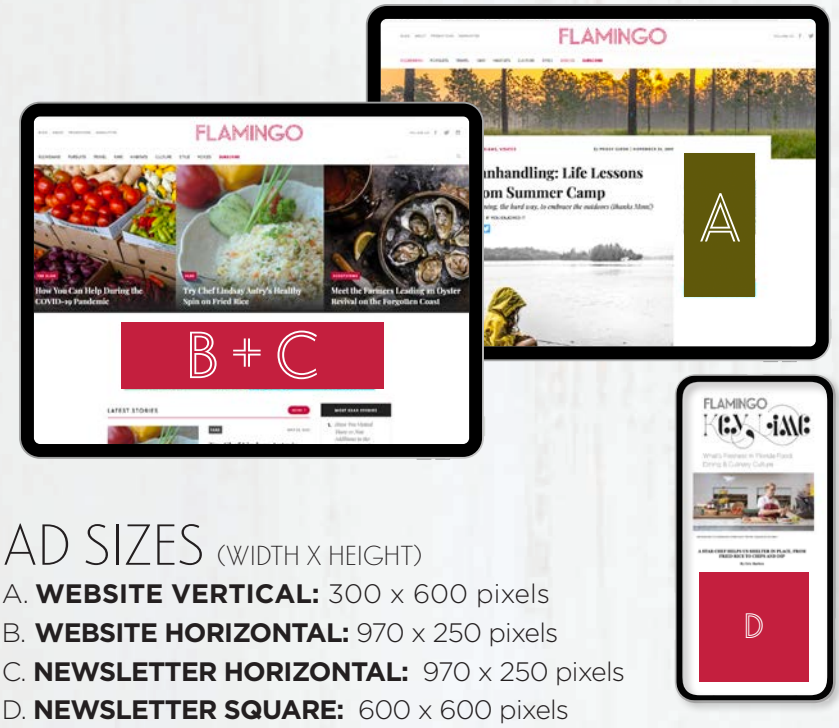
*all rates are net

FLAMINGO IS ONE OF THE MOST AESTHETICALLY PLEASING MAGAZINES WE WORK WITH, AND IT'S ALWAYS A TREAT TO FLIP THROUGH A NEW ISSUE BECAUSE OF BOTH THE CONTENT AND THE STYLE. I LOVE IT AS AN ADVERTISER AND A READER. IT'S BECOME A STAPLE OF OUR SUMMER MARKETING STRATEGY.

— ELAINE SCHUSTER, DISCOVER THE PALM BEACHES

# 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 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 loops.

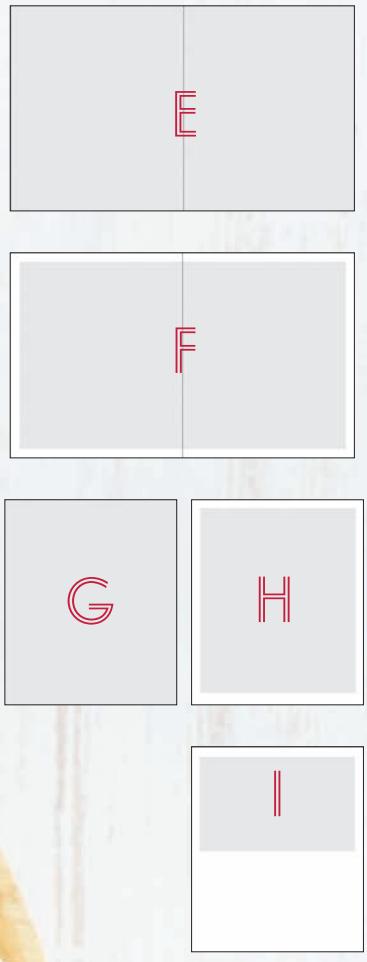


## CONTACT / QUESTIONS

**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