

OFFICIAL 2024 DESTINATION MAGAZINE

GULF TO BAY



ST. PETE
CLEARWATER
FLORIDA

MEDIA KIT



Let's shine together!

Reach over 500,000 vacation-seekers with an ad in Visit St. Pete/Clearwater's official destination magazine.



Every year, thousands of visitors travel to our popular peninsula, ready to enjoy our beautiful beaches and dynamic downtowns. Now in its 12th year, Gulf to Bay is produced by Times Total Media, the advertising and marketing division of the Tampa Bay Times in partnership with Visit St. Pete/Clearwater. This award-winning magazine reaches your potential customers throughout the United States and internationally.

IN MARKET MAY 2024

Sales close: Jan. 19, 2024

Materials due: Feb. 16, 2024

505,000+

TOTAL DISTRIBUTION

375,000 NEWSPAPER INSERTS

- The New York Times (Key Markets)
- Atlanta Journal-Constitution
- Cincinnati Enquirer
- Detroit Free Press
- Indianapolis Star
- Minneapolis Star Tribune

85,000 STAND-ALONE DISTRIBUTION

- International & Domestic Events/Trade Shows
- VISIT FLORIDA Welcome Centers
- Tampa International Airport
- St. Pete/Clearwater International Airport
- AAA Offices
- Chamber Welcome Centers

40,000 GLOBAL DIRECT MAIL

- Targeted Facebook Ads
- Requests from Website Visitors
- Annual Subscribers

5,000+ DIGITAL SESSIONS

A digital version of Gulf to Bay resides on VisitStPeteClearwater.com. In this format, your ad will click through to your website's homepage or a designated landing page.

Subject to change depending on media analysis.



View the 2023 edition of Gulf to Bay at VisitStPeteClearwater.com or scan the code.



Display advertising

Tell your story, your way with a display ad.



TWO-PAGE SPREAD
\$15,500
18" x 10.75"



FULL PAGE
\$8,500
9" x 10.75"



HALF PAGE
\$5,250
7.875" x 4.5833"

- No text within .5" of ad edge, add .25" for bleeds.
- Build files with 300 dpi CMYK images.
- Create 100% CMYK PDF of ad using "Adobe Preset: High Quality PDF" without crop marks or registration marks with all fonts embedded.
- Send via email to ads@tampabay.com. Name file "Gulf To Bay" with advertiser name.
- Accepted file formats: EPS, TIFF, JPG and PSD.

Native advertising

Blend your story seamlessly with editorial content.

THINGS TO DO VisitPC.com/Family

LARGO
The large Central Park boasts picnic pavilions, playground and a variety of plants and flowers. On the first weekend of every month, the Largo Central Railroad is a fun toddler activity. And during the holidays, the park is set aglow with twinkling lights and a giant Christmas tree. Don't miss the Largo Library night read-aloud, which connects fun and educational book sections. Admission to both spots is free. Train rides are free. The park is open from 10 a.m. to 5 p.m. every day. We recommend going early in the morning before the park is fully open. Check out the library or going to the library in the late afternoon and hitting the park just before sunset.

If you're looking to burn off some energy, hit up the Bay Dunes Transept Park, where the shade-loving can't resist on giant trampolines, swing from a zip line and more at this outdoor entertainment center. Adult only (age 12+).

There's also the George Washington National Park, nestled along the Intracoastal Waterway in Largo. It boasts a large aquatic turtle population, plenty of mangroves and a nature center with live animal exhibits and hands-on activities for kids.

DUNEDIN
Take a small plane tour from the Dunedin Seaplane Base. The flight is a fun and scenic way to see the beautiful coastline. The flight is a fun and scenic way to see the beautiful coastline. The flight is a fun and scenic way to see the beautiful coastline.

INDIAN ROCKS BEACH
Escape the heat in the Blue Lagoon at the Splash Harbour Water Park where you can find a big tree, water slides, a kiddie zone and more. There is even plenty of fun on land, including a mini golf course and a game room.

PALM HARBOR
In north Pinellas County, the Sunset Primary Secondary features a playground, a museum, a library and more. The volunteer organization has been around for more than 20 years and is home to more than 100 members.

TARPON SPRINGS
The Tarpon Springs Springs Docks is the main attraction in this north Pinellas County city, with its rich history and scenic views of the water. This can be seen from the dock at the Tarpon Springs Ferry and Museum, and across the city. It's a fun and scenic way to see the beautiful coastline.

MADERA BEACH
John's Pier Village is home to the Alligator & Wildlife Discovery Center, which houses more than 200 animals including birds, small mammals, amphibians, turtles, tortoises and alligators. The facility, formerly a pier, has been an educational experience.

UNDER \$5

TRY ONE OF OUR PUBLIC POOLS
St. Pete/Clearwater has a number of affordable public pools. For \$1.99 per person, anyone 18 and up can enjoy the Suncoast Pool at Pinellas Park. The facility has diving boards, a drop-in and a kids area with a water play area with appealing interactive toys and a swimming teaching station.

SUNSET SPECTACULAR
Each night in Clearwater, Sunsets at the 100 celebrates the sun setting over our Gulf of Mexico. It's a fun and scenic way to see the beautiful coastline. The event is a fun and scenic way to see the beautiful coastline.

HANDS-ON ART
Take a class at The Museum of Art on St. Petersburg. The center offers fun art activities in-gallery. Classes include painting and more. The center offers fun art activities in-gallery. Classes include painting and more.

SIXTH PAGE

TROPICAL TREASURE HUNT

Go on the adventure of a lifetime with Tropical Treasure Hunt! Explore fun spots around the beautiful Pinellas Beaches as you collect and solve 'escape room'-type clues that lead you to buried treasure! Also become immersed in a one-of-a-kind augmented reality treasure hunt! A truly memorable experience for ALL ages!

727-739-6990
St. Pete Beach
tropicaltreasurehunt.com/st-pete-beach/
@TropicalTreasureHunt

THIRD PAGE

CLEARWATER MARINE AQUARIUM

Clearwater Marine Aquarium is committed to the rescue, rehabilitation and release of marine life and inspiring the human spirit, well known for their rescued resident bottlenose dolphins.

Hollywood blockbuster films *Dolphin Tale* and *Dolphin Tale 2* were filmed on site and you can find Hope the dolphin and other marine life featured in the films residing here in their forever home at CMA. During your visit, enjoy a complimentary audio tour (there is one for adults and one for kids), sponsored by BayCare.

Always growing, CMA plans to build a care center on site for injured manatees in 2023.

727-441-1790
cmaquarium.org
@ClearwaterMarineAquarium
@CMAquarium

HOW IT WORKS

- ▶ You decide how much space you would like to reserve. Rate includes writing, editing, design and production.
- ▶ Our native content editor will reach out to discuss your ad.
- ▶ You supply high-resolution (300 dpi) images for inclusion.
- ▶ You will receive the ad to review with two rounds of revisions.

TWO-PAGE SPREAD \$18,600

Approx. 250 words, 3-8 images

FULL PAGE \$10,200

Approx. 150 words, 2-4 images

HALF PAGE \$6,300

Approx. 125 words, 1-3 images

THIRD PAGE \$4,200

Approx. 75 words, 1-2 images

SIXTH PAGE \$3,100

Approx. 25 words, 1 image

All sizes include your phone number, website and social media handles.

98%
**Reader
satisfaction
rating.**

*Survey of 1,091 recipients
of the 2023 Gulf to Bay*

“ Dreaming of a vacation, just
what the doctor ordered! ”

“ I look forward to this special magazine every
year and have brought it with me on vacation and/or
given it to a friend who was traveling there!! ”

“ It's been a few years since I've visited the
area. The magazine brought back memories
and gave me reasons to return for a visit. ”

“ Landed at the right time for me. I have a conference
in Tampa next summer and have been to the St. Pete
beaches on a family trip when my kids were younger. I'm
excited about adding a few days onto the conference to
relax at the beaches and take in the sights, beer, etc. ”

77%
**of readers felt
the magazine was
important/very
important to their
travel planning
process.**

“ Quality of magazine was spot on, great paper, beautiful photography,
edit was compelling and kept my interest. Well done! ”

**► Lodging,
attractions and
dining are the
most sought-after
subjects.**

“ Great magazine! Thank you for sending
it!! After going through it, it appears one trip
will NOT be enough! Thanks again. ”

“ Magazine photos made me wish I was flying there
today! Clearwater looks like the best place ever. This
layout will make everyone run to make travel plans. ”

TIMES TOTAL MEDIA

To advertise, please contact your Times Total Media executive or
Jennifer Bonin • Advertising Manager • Jbonin@tampabay.com • 727-457-8279