



ST.PETE  
CLEARWATER

Tampa Bay  
Times

For the past 10 years, *Gulf to Bay* magazine has stirred the imagination of millions of people around the world. Join us again this year as we entice visitors to enjoy our beautiful beaches, dynamic downtowns and your business!



## 10TH ANNIVERSARY ISSUE



2022



2021



2020



2019



2018



2017



2016



2015



2014



2013





## IN MARKET MAY 2022

SALES DUE: Jan. 7, 2022 MATERIALS DUE: Jan. 21, 2022

### GULF TO BAY READER FEEDBACK:

- ▶ 97.8% of readers were Satisfied/Very Satisfied with the magazine.
- ▶ 82.3% of readers felt the magazine was Important/Very Important to their travel planning process.
- ▶ The most sought out information in the magazine is Accommodations, Attractions and Dining information.

Survey of 1,822 recipients of the 2021 Gulf to Bay.

**DISTRIBUTION:** 500,000

NEWSPAPER INSERTS ..... 435,000

*The New York Times* (Key Feeder Markets)

*Orlando Sentinel*

*Jacksonville Times Union*

*Tampa Bay Times*

*Atlanta Journal-Constitution*

BROCHURE DISTRIBUTION ..... 25,000

VISIT FLORIDA Welcome Centers

Tampa International Airport

St. Pete/Clearwater International Airport

GLOBAL DIRECT MAIL ..... 35,000

INTERNATIONAL & DOMESTIC SHOWS ..... 5,000

*Subject to change depending on media analysis.*

### SALES CONTACT & AD RATES

KELLY SPAMER, Advertising Manager, 813-426-4004,  
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Two-page spread ..... \$15,500

Full page ..... \$8,500

Half page ..... \$5,250

Quarter page ..... \$3,100



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