

**Visit St Pete-Clearwater
FY23 Media Plan**

Last Updated: Nov. 11, 2022

Winter/Spring Media Plan October '22-March '23	2022												2023																																						
	October				November				December				January			February			March			April			May			June			July			August			September														
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11
<ul style="list-style-type: none"> Total Circulation: 360,905 per month (CIBC Theater, Nederlander Theater, Cadillac Palace Theater, Broadway Playhouse, Goodman Theater, Drury Lane Theater, Marriott Theater, Paramount Theater) 																																																			
Art in America Magazine <ul style="list-style-type: none"> Full Page, 4C National Distribution Total Circulation: 43,000 	October '22																		March '23			April '23																													
Placed FY22																			D: 1/20			D: 3/4																													
Orlando Magazine <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 29,516 	October '22				November '22				December '22							February '23			March '23																																
Placed FY22					D: 9/10				D: 10/10							D: 12/16			D: 1/13																																
City & Shore Magazine: Miami Lifestyle <ul style="list-style-type: none"> Full Page, 4-color Total Circulation: 46,220 	10/2 Issue								11/20 Issue							2/5 Issue						4/2 Issue									6/11 Issue																				
Placed FY22					D: 11/2 - Holiday Issue											D: 1/18 - Luxury						D: 3/15 - Design									D: 5/24 - Summer																				
National Public Radio (NPR) <ul style="list-style-type: none"> Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 15 / 30 second creative dedicated to arts messaging 																Part of Overall Radio Budget																																			
Arts and Culture Co-op Advertising Program with Creative Pinellas <ul style="list-style-type: none"> 2023 Marketing Partnerships 	Part of Overall Radio Budget																																																		

LGBTQ Audience																																				
Passport Magazine <ul style="list-style-type: none"> Full Page, 4-color National Distribution (Value add - Bonus Page or Bonus Advertorial Page issue TBD) Total Circulation: 134,000 	Sept/Oct '22				November/December '22				January/February '23							March/April '23						May/June '23 (Bonus)														
Placed FY22					D: 10/1				D: 11/15							D: 2/1						D: 4/1														
Lavendar Magazine <ul style="list-style-type: none"> Full Page, 4-color Minneapolis - Minnesota's LGBTQ Magazine Total Circulation: 181,959 					11/17/22				12/15/22				1/12/23			2/9/23			3/23/23																	
					D: 11/2 Holiday Gift Guide				D: 11/30 Winter What-to-Do Bonus: Cover Image				D: 12/28 Health & Wellness			D: 1/25 Spring Arts Issue			D: 3/8 Midwest Travel Issue																	

Black Audience																																				
Rolling Out Magazine <ul style="list-style-type: none"> Full Page, 4-color Atlanta Market Total Circulation: 62,797 Chicago Market Total Circulation: 67,965 																																				
Radio (African American Format Stations) <ul style="list-style-type: none"> Local Market Buys: Chicago, Atlanta, Indianapolis, Minneapolis, Detroit, Cincinnati, Nashville, Orlando, Jacksonville 30 second spot 	Part of Overall Radio Budget																																			

Latin Audience																																				
Radio (Hispanic Format Stations) <ul style="list-style-type: none"> Local Market Buys: Chicago, Atlanta, Orlando 30 second spot 	Part of Overall Radio Budget																																			

Meetings & Conventions Niche																																				

Visit St Pete-Clearwater
FY23 Media Plan

Last Updated: Nov. 11, 2022

2022	2023																																																		
	October				November				December				January				February				March				April				May				June				July				August				September						
	26	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16	23	30	6	13	20	27	6	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11
Winter/Spring Media Plan October '22-March '23																																																			
<ul style="list-style-type: none"> 2023 Marketing Partnership 																																																			
<ul style="list-style-type: none"> New Airline Development (Contingency) 2023 Marketing Partnership 																																																			
Marketing Partnerships																																																			
<ul style="list-style-type: none"> ESPN (Elite Invitational) 2023 Marketing Partnership 																																																			
<ul style="list-style-type: none"> Tampa Bay Rays 2022 Post-Season (Radio Partnership) 2023 Marketing Partnership 																																																			
<ul style="list-style-type: none"> Philadelphia Union MLS Soccer 2022 & 2023 Marketing Partnership 																																																			
<ul style="list-style-type: none"> St Pete Grand Prix 2023 Marketing Partnership 																																																			
<ul style="list-style-type: none"> CMG Events: Fall Fiesta in Orlando, FL Presenting Sponsor Fall Fiesta @ Lake Eola Park, Orlando 																																																			
<ul style="list-style-type: none"> Toronto Blue Jays 2022 Regular Season In-Stadium Exposure 																																																			
<ul style="list-style-type: none"> Philadelphia Phillies 2022 Regular Season In-Stadium Exposure 																																																			
<ul style="list-style-type: none"> Clearwater Threshers Baseball 2022 Regular Season In-Stadium Exposure 																																																			
International																																																			
<ul style="list-style-type: none"> Brand USA 2023 Marketing Partnership 																																																			
Leisure: Travel Agent / Tour Operator																																																			
<ul style="list-style-type: none"> Leisure Travel Programs 2023 Marketing Partnerships 																																																			
Sports & Events Marketing Partnerships																																																			
<ul style="list-style-type: none"> Annual Planners' Guide to Sports, Commissions, CVBs & Venues Full Page, 4C 																																																			
<ul style="list-style-type: none"> Sports Promoter Programs 2023 Marketing Partnerships 																																																			