

MEDIA KIT · 2026

SARASOTA

INFLUENCE

A luxury lifestyle publication

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THE PUBLICATION

An editorial lens on the *city*.

“Sarasota, as its residents live it.”

Sarasota Influence is a curated lifestyle publication devoted to the city’s most refined addresses — the boutiques of St. Armands, the tables that never appear on a map, the estates along the bay. We tell the story of Sarasota as its residents live it: quietly, beautifully, and with impeccable taste. For the brands that belong in that world, we are the introduction.

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THE SETTING

Where the city gathers.

St. Armands & the bayfront — the heart of Sarasota.

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THE AUDIENCE

By the *numbers*.

5,000

FOLLOWERS

A curated community drawn from Sarasota's most exclusive neighborhoods.

100k

MONTHLY VIEWS

Instagram reach across the city each month — and growing.

Small by design. Our audience is measured not in scale but in address — homeowners, tastemakers and waterfront residents whose attention is the hardest in Southwest Florida to earn.

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THE GULF

A world apart.

The Keys, the beaches, the quiet luxury of the coast.

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REACH

Where they *live*.

Bird Key

Harbor Acres

Lido Shores

Casey Key

St. Armands

Longboat Key

Bay Isles

The Oaks

West of the Trail

The Lake Club

ZIP CODES 34236, 34228 & 34242 — BIRD KEY, LONGBOAT KEY & SIESTA KEY.

SARASOTA

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PARTNERSHIP

The *package*.

\$500 / month

month-to-month, with quarterly & annual available

FEATURE POST

One dedicated feed feature.

STORY SERIES

Four story placements.

CREATIVE & DESIGN

Full graphic design and layout, built from the imagery you provide — we do not shoot.

DIGITAL CATALOGUE

Inclusion in our curated directory of Sarasota partners.

TARGETED CAMPAIGN

Geo-targeted push to Sarasota residents.

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ENQUIRIES

Become a *partner.*

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