

IN PARTNERSHIP WITH
VISIT FLORIDA®

2027 OFFICIAL FLORIDA VACATION GUIDE

MEDIA KIT



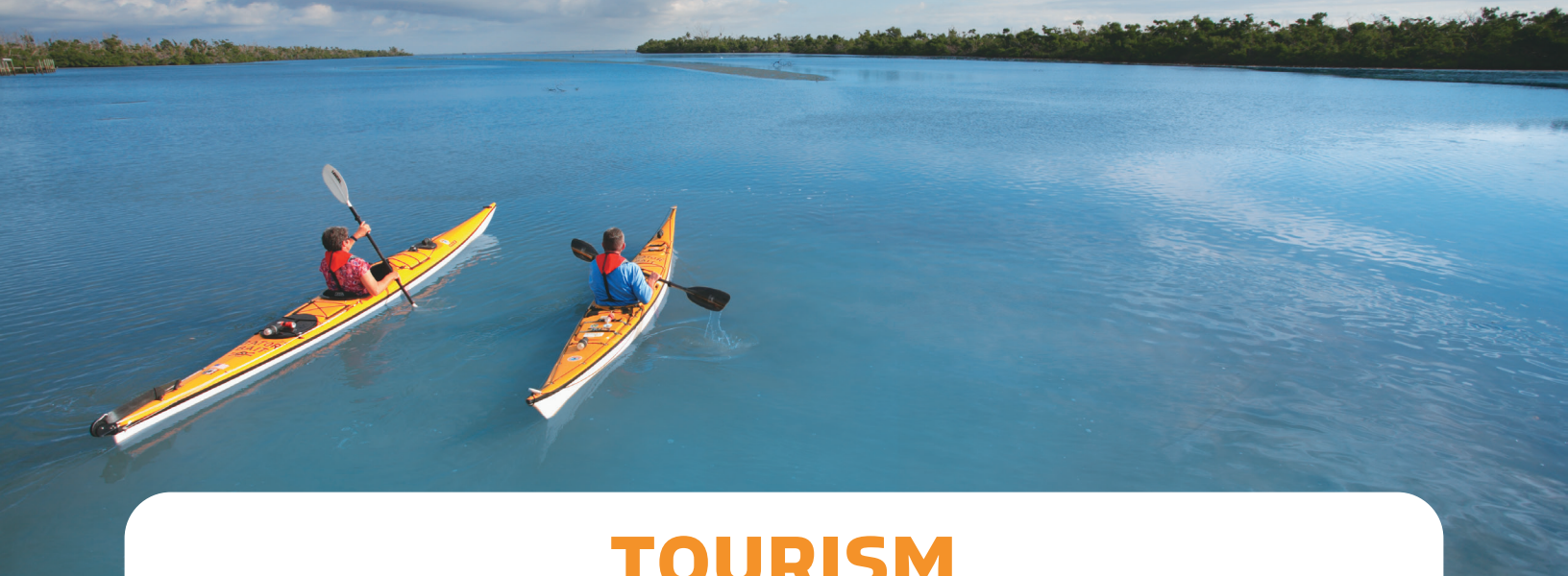
AD SALES CLOSE

SEPTEMBER 15, 2026

PUBLICATION DATE

LATE DECEMBER 2026

*MATERIALS DUE DATE BASED ON
SALES AGREEMENT DATE



TOURISM

FLORIDA'S #1 INDUSTRY

VISIT FLORIDA executes a paid, earned and owned media strategy in key markets across the country and the world. Focusing on our incredible Florida brand, we work to drive a highly qualified and active travel-planning audience to come visit, engage with our partners and create a positive statewide economic impact.

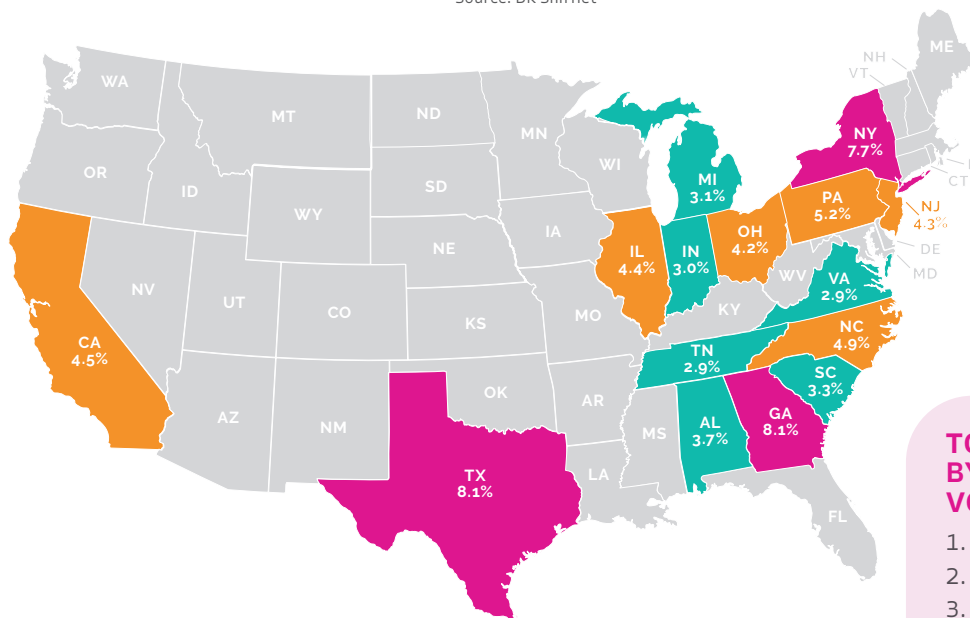
TOP STATES

FLORIDA'S TOP 15 ORIGIN STATES

This chart shows the percentage of visitors originating in each state.



Source: DK Shiftlet



TOP 6 CITIES BY VISITOR VOLUME

1. New York, NY
2. Atlanta, GA
3. Philadelphia, PA
4. Dallas-Fort Worth, TX
5. Chicago, IL
6. Washington D.C.



300K
PRINT
DISTRIBUTION

500K
DIGITAL EGUIDE
PAGE VIEWS

WHY IS AN AD IN THE OFFICIAL FLORIDA VACATION GUIDE IMPORTANT?

THE GUIDE provides **VISIT FLORIDA** tourism partners with unmatched access to a highly qualified audience that uses the Guide to plan where to stay, what to do and where to eat before they arrive and while they're here.

VISITORS LOVE THE GUIDE

- The Guide allows readers to discover something new and pushes them online to learn more
- Unique trip-planning content stimulates inspiration, emotion and desire
- Beautiful images and compelling articles deliver deeper reader engagement
- Immersive content creates higher comprehension and recall
- Marketing Sherpa reports that 82% of internet users trust print ads when making a purchasing decision, more than any other medium

PRINT DISTRIBUTION

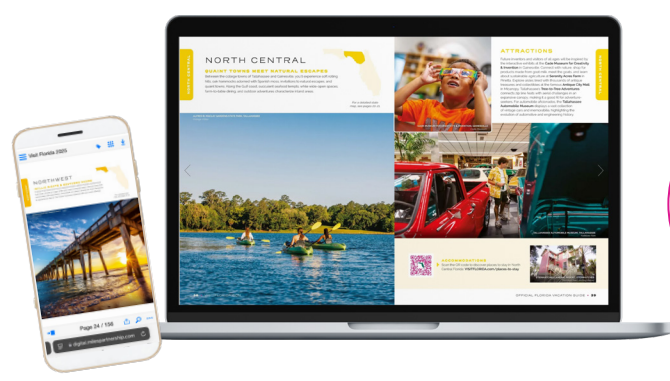
BY DIRECT REQUEST The Guide is sent to travelers to fulfill requests by website, email and phone

ACROSS THE STATE It's available at all Florida Welcome Centers, Turnpike Service Plazas, VISIT FLORIDA Partners, Chambers and local Visitor Centers

NATIONWIDE The Guide is also available at select AAA offices around the country and consumer travel shows

DIGITAL GUIDE

- Extend your reach exponentially with the eGuide
- eGuide is prominently promoted on VISITFLORIDA.com
- Your ad links directly to your website



60%
of those planning travel used **VISIT FLORIDA's** official resources to plan their trips.

DIGITAL AND SOCIAL FOLLOWERS*

VISIT FLORIDA™
28.5M
Website Sessions
(23.5M Users; 34.5M Pageviews)


1.4M
GLOBALLY
Facebook


205.6K
X (previously
Twitter)


529K
Instagram(domestic)
18.8k (spanish)
49.3k (Brasil)


27.6K
Pinterest


59.2K
YouTube

*as of April 2025

PRINT AD OPPORTUNITIES

Attract a highly qualified audience and build brand awareness with photo-rich advertising across multiple platforms.

ADVERTORIALS

- Advertorials don't look like ads. Their design, which aligns with the look of the guide's editorial content, gives their content more credibility and legitimacy.
- A spread or page that incorporates both a display ad and an advertorial registers with readers as two mentions, increasing brand awareness.
- Readers respond to advertorials and display ads in different ways. By building a spread or page that incorporates both, you'll reach readers who are drawn to display ads as well as those who prefer objective editorial content.

1/2 Display ad, 1/2 Advertorial
Full Page Combo Ad



The advertorial spread incorporates a display ad on the left and an advertorial on the right, which can also be used as a full-page advertorial standalone.



MORE PRINT AD OPPORTUNITIES

AD PARTNERS ENJOY

- Reader Response leads weekly
- A highlighted listing in the listing section
- 5% VISIT FLORIDA Partner discount (10% discount for multi-ad buys)



2025 READER RESPONSE LEADS NUMBERS

131,863

QUICK CHECK
(GENERAL)

42,190

TARGETED
(SPECIFIC)

174,053

TOTAL READER
RESPONSE LEADS

IN THE PRINT GUIDE, eGUIDE & ONLINE

Partners receive a username and password to log into the data engine, where they can view, manage and contact their leads. Partners also receive weekly emails with their leads.

DISPLAY ADS

Consumer-friendly messaging and visuals with impactful calls-to-action,
Flexible ad sizes to accommodate creative assets and budgets.



$\frac{1}{6}$
Page Ad
 $2\frac{1}{16}'' \times 4\frac{7}{16}''$

$\frac{1}{3}$
Page Ad
 $4\frac{5}{16}'' \times 4\frac{7}{16}''$

$\frac{1}{2}$ Page Ad
 $6\frac{9}{16}'' \times 4\frac{7}{16}''$

SPECIAL AD SECTIONS

LIMITED CO-OP OPPORTUNITIES

THINGS TO DO & PLACES TO STAY (\$2,545)

- Geo-pin shows your location on state map
- Reader Response number drives new customer leads
- Highlighted Listing in Listings Section
- eGuide ad links to your website



1 PENSACOLA LIGHTHOUSE & MARITIME MUSEUM

Visitors can climb 177 steps to the top of the lighthouse for one of the most beautiful views on the Gulf Coast, and tour a number of educational exhibits. Visit our website for admission pricing, hours of operation, and other visitation guidelines.

2081 Radford Boulevard, Pensacola, FL 32508, 850-393-1561

PensacolaLighthouse.org

Things To Do ad
Formatted 1/6 page



FUN THINGS TO DO

Your adventures are waiting for you.

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PensacolaLighthouse.org



5 SPALILUHNA HOTEL EFFIE

A place to pause, breathe deeply, and let go. With hot, cold, and body treatments, found only at Spa Effie, and the area's only on-site relaxation room, our spa is as unique as you are. Leave feeling grounded and refreshed.

1 Grand Sandestin Blvd, Miramar Beach, FL 32550, 844-688-1889
HotelEffie.com/spa-effie



6 TALLAHASSEE MUSEUM

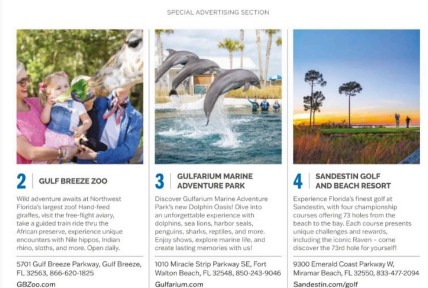
Walk amongst Florida's wildlife, history and natural beauty at the Tallahassee Museum. From wildlife adventures and endangered red wolves to snakes and crocodiles, there's something for the entire family to enjoy. Plan your visit at TallahasseeMuseum.org



7 ST. AUGUSTINE ART ASSOCIATION

One of the oldest art organizations in the country, the St. Augustine Art Association showcases work by over 300 local and regional artists. With new, themed exhibitions monthly, the gallery is open free to the public. Tue-Sat, 10-5pm.

22 Marine Street, St. Augustine, FL 32084 904-824-2310
STAA.org



2 GULF BREEZE ZOO

Wild adventure awaits at Northwest Florida's largest zoo! Hand-feeding dolphins, and the free flight aviary, take a guided tour with the African savanna, experience unique encounters with Nile hippos, Indian rhinos, zebras, and more. Open only.

5301 Gulf Breeze Parkway, Gulf Breeze, FL 32563, 850-462-1825
GBZoo.com

3 GULFARIUM MARINE ADVENTURE PARK

Discover Gulfarium Marine Adventure Park's new Dolphin Duet! Dive into an unforgettable experience with dolphins, sea lions, harbor seals, penguins, sharks, rays, and more. Enjoy shows, explore marine life, and create lasting memories with us!

1010 Mirco Strip Parkway SE, Fort Walton Beach, FL 32548, 850-243-9046
Gulfarium.com

4 SANDESTIN GOLF AND BEACH RESORT

Experience Florida's finest golf at Sandestin, with four championship courses offering 27 holes from the beach to the bay. Each course presents unique challenges and rewards, including the iconic Raven - come discover the 2nd hole for yourself!

9300 Emerald Coast Parkway W, Miramar Beach, FL 32550, 833-477-2094
Sandestin.com/golf



8 LIGHTNER MUSEUM

A remarkable collection. An iconic building. Explore and explore historic art, architecture, and design in one of St. Augustine's grandest buildings. Lightner Museum is housed in the former Alcazar Hotel, a grand Gilded Age hotel built by Henry Flagler in 1888.

75 King St N, St. Augustine, FL 32084 904-824-2874
LightnerMuseum.org



9 TAMPA BAY RESCUES INC.

Meet boards, snakes, furry friends, and other exotic animals while discovering the field of wildlife conservation. Join the fun, experience nature up close, and help create a brighter future for our captivating creatures!

4703 Park St N, St. Petersburg, FL 33706 727-329-8781
TampaBayRescues.com



10 ZUBERICK MAGIC THEATRE

The Zuberick Magic Theatre gives audiences an intimate and unforgettable evening of magical entertainment. Chris and Ryan Zuberick conjure up sleight-of-hand, family-friendly comedy, and grand-scale illusions. Get your tickets today before they all...disappear!

1211 1st Ave N, Suite 101, St. Petersburg, FL 33705, 866-982-7425
ZuberickMagic.com

130 • VISITFLORIDA.COM

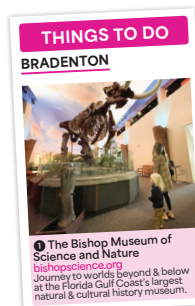
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FEATURED PHOTO LISTINGS

- Make your business stand out and get noticed in this highly utilized planning section
- Low-cost investment to enhance your listing with a photo and expanded copy

Non-Partner Rate: \$1,575

Partner Rate: \$1,496.25



Featured Photo Listing



RATES

VISIT FLORIDA AD SIZES	NON-PARTNER RATES	PARTNER RATES (SAVE 5%)
Spread	\$ 31,210.00	\$ 29,649.50
Full	\$ 17,825.00	\$ 16,933.75
Half	\$ 11,140.00	\$ 10,583.00
Third	\$ 7,425.00	\$ 7,053.75
Sixth	\$ 3,815.00	\$ 3,624.25
Things to Do co-op*	\$ 2,545.00	\$ 2,545.00
Places to Stay co-op*	\$ 2,545.00	\$ 2,545.00
Featured photo listing	\$ 1,575.00	\$ 1,496.25

PREMIUM POSITIONS

Back Cover	\$ 26,515.00	\$ 25,189.25
Inside Covers, Page 1, Opposite TOC	\$ 21,215.00	\$ 20,154.25

ADVERTORIAL

Spread (Full Page Display Ad + Full Page Advertorial)	\$ 31,745.00	\$ 30,157.75
Full Page (Advertorial only, no display ad)	\$ 18,620.00	\$ 17,689.00
Full Page (1/2 Page Display Ad + 1/2 Page Advertorial)	\$ 18,000.00	\$ 17,100.00

*Not eligible for discounting

WANT EVEN MORE SAVINGS?

Purchase multiple ads and get a **10% discount** off non-Partner rates (excluding co-op ads).



AD SALES CLOSE
SEPTEMBER 15, 2026

TO PARTICIPATE IN THE 2026 PROGRAM CONTACT IRISH CARROLL



IRISH CARROLL

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Regional Director - Global Marketing