

Publishes

Space/Copy Deadline

February 9	January 6
March 16	February 10
April 13	March 10
May 11	April 7
June 8	May 5
July 13	June 9
August 10	July 7
September 14	August 4*
October 12	September 8
November 9	October 6
December 7	November 3

*Charity Register 2025-26

A guide to the social scene, charitable organizations and their primary fundraising activities.

See separate sales info for details.

Distribution

Included with home delivery of the Tampa Bay Times to 37,500 affluent households. Mailed to 2,500 households with home values of \$2 million+ and household incomes of \$250,000+.

Digital Replica

An electronic version with clickable ads will be available on tampabay.com for 30 days.

TO ADVERTISE

Contact your Tampa Bay Times sales representative or call
800.333.7505 ext. 8725

Reach 40,000 affluent households

If your customers prefer the finer things, then Bay magazine is where you'll find them.

Featuring photos and stories on fashion, society, dining and more, your customers will keep this beautiful magazine on their coffee table and refer back to it for weeks.

2025 RETAIL RATES | ADVERTISING

Ad Sizes	Open	3x-6x Rate	7x-10x Rate
Interior			
Full Page	\$2,695	\$2,400	\$2,100
Half Page	\$1,575	\$1,375	\$1,150
Premium			
Front cover pgs. 2, 3, 4	\$3,564	\$3,300	\$3,000
Back cover pgs. 1, 2, 3	\$3,326	\$3,080	\$2,800
Back page	\$4,158	\$3,850	\$3,500
Center spread	\$5,940	\$5,500	\$5,000
Masthead Quarter Page	\$825	\$750	\$690

SIZES & MECHANICAL SPECS

Commercial Web Offset • 70lb Glossy Cover • 50lb Glossy Text

Ad Sizes:	
Full (Bleed)	9" x 10.75" Final ad size once the magazine is printed Bleed 9.5" x 11.25" Trim 9" x 10.75" Safe area* 8" x 9.75"
Full (Non-Bleed)	8" x 9.75" This ad includes a white border all around
Half	8" x 4.5" (horizontal), 3.75" x 9.5" (vertical)
Quarter	3.75" x 4.5"
Two-page Spread (Bleed)	18" x 12.75" Final ad size once the magazine is printed Bleed 18.5" x 11.25" Trim 18" x 10.75" Safe area* 17" x 9.75" <small>NOTE: allow for 1" gutter in the center of the spread ad. Okay to place images or background color across gutter but DO NOT run small copy or logos in this area.</small>



Distribution within ZIP code may vary by season.

PRE-BUILT/CAMERA-READY ADS

- Build files with 300 dpi CMYK images
- Create a 100% CMYK PDF using "Adobe Preset: High Quality PDF" without crop or registration marks with all fonts embedded.
- Send via email to ads@tampabay.com
- Label file **BAY Ad** with Advertiser Name.

IF WE ARE DESIGNING THE AD

- Submit 300 dpi, high res, CMYK or RGB images. No Pantone colors.
- Accepted file formats: EPS, TIFF, JPG & PSD