FLORIDA GO GUIDE

# Partner Media Kit | 2027

*Florida travel with a point of view. Editorial presence. Reader trust.*

**2027 PARTNER EDITION**

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Produced by tatijanafx.net | Saint Petersburg, Florida

## What Florida Go Guide Is

Florida Go Guide is an editorial travel platform for the Florida people come looking for: the coast, the culture, the old hotels, the fish shacks, the art streets, the quiet beaches, the elegant stays, and the small discoveries that make a trip feel personal.

Built around Florida's Gulf Coast, from Tampa Bay and Sarasota south toward Fort Myers, the guide also makes room for exceptional inland discoveries. It is written for curious visitors, coastal residents, returning seasonal guests, and international travelers planning from abroad.

This is not a directory. It is not a review dump. It is not a pay-to-play list.

> **The FGG standard**
> Every entry has to answer one question: Why is this worth someone's time?

## International and Multilingual Access

Florida is a global destination. Florida Go Guide provides translation access to help international readers explore the website in their preferred language as they research and plan Florida travel. The guide welcomes visitors from Europe, Asia, Canada, Latin America, and beyond.

The goal is not simply more traffic. The goal is better-fit discovery from readers who value character, taste, and useful local guidance.

## The Reader

Florida Go Guide speaks to readers who want a more thoughtful way into Florida. They may be planning from across the state, across the country, or across the world. What unites them is curiosity.

- Travelers researching before they arrive and looking for trusted recommendations with a genuine sense of place.
- International guests who want clear, useful access to Florida travel ideas before and during a trip.
- Weekend explorers, returning seasonal visitors, and residents who still want to discover something new.

- Relocating residents, second-home owners, and hospitality-minded readers who care about sense of place.
- Readers who value authenticity over hype and character over generic popularity.

> **Audience positioning**
> Florida Go Guide is not built for everyone. It is built for the traveler or local who wants to know Florida better than the obvious version.

## Why Partner With Florida Go Guide

A Florida Go Guide placement is designed to feel like a genuine recommendation, not a banner ad. The value is context, editorial judgment, presentation, and trust.

- Limited partner inventory by category and region, so brands are not lost in a crowd.
- Editorial-style presentation that gives the reader a reason to care.
- A clean visual environment that reflects well on the businesses featured within it.
- QR-linked print and hospitality assets that can bridge physical spaces to digital features.
- Content designed to work over time, especially across a six-month minimum partnership.
- A platform built with years of Gulf Coast travel-media experience and a more refined editorial direction.
- Visibility built for locals, domestic travelers, and international planners using multilingual access.

### Partnership Time Frames

6 months: standard minimum commitment for Guide, Featured, and Founding Spotlight partnerships. Time for discovery, repeat exposure, and travel planning.

12 months: annual partnership for consistent, year-round category presence and greater long-term value.

### Why six months minimum?

Travel decisions take time. A six-month placement supports ongoing discovery across planning cycles, search visibility, seasonal interests, and repeat visits - without promising immediate results.

## Partnership Packages

All partner opportunities are reviewed for editorial fit before placement is offered. Paid placement provides enhanced visibility; it does not buy approval or override editorial standards.

### Guide Partner

*Presence that speaks without shouting.*

**Includes:**

- Category presence with image, shaped to fit the guide.
- Short editorial-style description.
- Outbound link to partner website or booking page.

- Midpoint and end-of-term performance snapshots when data is available.

### Featured Partner

*A reliable spotlight across the guide.*

**Includes:**

- Enhanced category placement with image-led presentation.
- Expanded editorial copy and stronger visual treatment.

- Social promotion when available and agreed as part of the placement.
- Seasonal Edit consideration once the newsletter launches.
- QR-ready partner link and quarterly performance snapshot.

### Founding Spotlight Partner

*Be seen first and remembered longest.*

**Includes:**

- Premium placement and priority category positioning.
- Homepage, landing-page, or hero feature window when available.
- Longer editorial feature and multiple relevant category placements.
- • Social spotlight when available; Seasonal Edit consideration after launch.
- QR asset integration and first renewal option.
- Founding Partner badge and launch-rate consideration.

Launch rates are available through the private partner rate sheet after editorial fit review.

## The Florida Go Guide Seasonal Edit

Our growing mailing list will support a reader-first Seasonal Edit. We plan a useful twice-yearly dispatch rather than a monthly newsletter that feels like filler. Publication and sponsor opportunities will be announced when the program launches.

The planned Seasonal Edit will bring together memorable travel ideas, timely discoveries, selected partner features, coastal itineraries, and places worth planning around.

### Newsletter position

When launched, partner inclusion will remain limited, rotating, and editorially reviewed. Newsletter placements are not guaranteed unless separately agreed and scheduled.

## Add-On Visibility

The following opportunities may be available as standalone enhancements or additions to active partnerships, subject to timing, platform readiness and written agreement:

- Homepage, landing-page, or hero boost.
- Dedicated social feature or campaign when available.
- Seasonal Edit sponsor slot or feature once launched.
- QR print assets, such as rack cards, door hangers, or concierge materials.
- Custom partner landing pages, photography, and creative production.

## Measurement

Reporting can include page views, outbound clicks, QR scans, social performance, email performance when applicable, and notes on placement visibility. Florida Go Guide does not guarantee sales, leads, bookings, or traffic volume.

## Editorial Standards

Florida Go Guide does not publish listings in exchange for payment alone. Every featured business is reviewed for fit with the platform's editorial voice, reader needs, and overall sense of place.

- A business does not need to be famous. It does need to be interesting.
- Independently owned, family-owned, historic, local, cultural, architectural, or unusual places often fit well.
- Generic chains, interchangeable businesses, and places chosen only because they are popular usually do not fit.
- Paid partner content may be labeled as Partner Feature, Sponsored Partner, or FGG Partner Placement where appropriate.

## Editorial Finds and Complimentary Inclusion

Florida Go Guide occasionally includes small, independent, unusual, or character-rich businesses at no cost when they meet our editorial standards.

These complimentary editorial inclusions are chosen at our discretion. They are not paid placements, not guaranteed, and not offered in exchange for promotion. They exist because the guide is built for discovery - and sometimes the smallest places are the ones that make Florida feel most alive.

Paid partnerships are different. Partner placements provide enhanced visibility, expanded presentation, priority positioning, QR-linked opportunities, campaign support, and seasonal promotional consideration.

> **Bottom line**
> Editorial trust comes first. That is what makes every placement here more valuable.

## Regional Experience

Florida Go Guide is produced by tatijanafx.net, drawing on years of Gulf Coast travel-media experience, including building and maintaining destinationgulfcoastflorida.com for years.

Florida Go Guide is the next step: distinctive, editorial, visual, and built for local, national, and international readers looking for a better way to discover Florida.

## Contact and Partnership Inquiries

We welcome conversations with businesses that reflect the spirit of Florida Go Guide: distinctive, local, character-rich, useful, beautiful, unusual, historic, or simply worth someone's time.

## Contact

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*Florida waits for the curious.*