



FLORIDA GO GUIDE

Partner & Advertising Media Kit | 2026

ABOUT FLORIDA GO GUIDE

Florida Go Guide is an editorial travel platform built for the Gulf Coast of Florida -- and built for the reader who wants to know it properly. Not a directory, not a review aggregator. A curated guide with a point of view, written with the care and specificity that turns a trip into something remembered.

Every category -- Eat, Stay, Do, See, Luxe, Surprise, Save -- is composed in editorial voice. Listings appear because they belong, not because they paid to be placed. That distinction is the foundation of reader trust, and reader trust is what makes a partner placement worth having.

The platform covers the Gulf Coast with the authority of thirty years of regional knowledge, carrying that sensibility into a digital format with lasting visibility, genuine audience reach, and a clean aesthetic that reflects well on every business that appears within it.

THE AUDIENCE

Florida Go Guide speaks to two reader groups with equal intentionality.

Travelers planning Gulf Coast visits -- couples, families, and experienced visitors who research before they arrive, spend on experience, and return to sources they trust. And affluent Florida residents who live on or near the coast and are still discovering what their own region has to offer.

The platform spans the full experience spectrum, from the Luxe reader seeking the finest the coast has to offer to the savvy explorer who knows the best finds are rarely the most expensive ones. What unites them is curiosity. They want to know this place better than the next person.

WHY PARTNER WITH US

- Placement is limited per category -- your brand is never lost in a crowd
 - Every feature is written in editorial voice -- you appear as a recommendation, not an advertisement
 - Our aesthetic is our moat -- clean, intentional, and elegantly composed throughout
 - QR-linked print assets extend your visibility into hotels, restaurants, and hospitality spaces
 - Content lives and works for months -- this is not a fleeting digital impression
 - A platform built by people with deep Gulf Coast roots -- with an audience that responds to authenticity
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PARTNERSHIP PACKAGES

Founding Partner <i>Premium placement. First mover advantage. Editorial priority.</i>	\$600 -- \$1,200 <i>semiannual</i>
What is included: <ul style="list-style-type: none">• Category page placement with image and editorial copy• Presence across multiple relevant categories where appropriate• Email newsletter inclusion -- semiannual• Social media mentions -- quarterly minimum• QR asset integration -- links your listing to print placements in hospitality spaces• Priority placement locked for the founding partner window -- terms do not reopen	

Standard Partner <i>Clean, editorial placement with sustained visibility.</i>	\$300 -- \$750 <i>per campaign</i>
What is included: <ul style="list-style-type: none">• Category page listing with editorial copy• Logo or image inclusion• Quarterly social mention	

ADD-ON SERVICES

The following services are available to all partners as standalone additions or enhancements to an existing placement.

Service	Pricing
QR Print Asset Design <i>Table tents, rack cards, or door hangers designed to Florida Go Guide standards and linked to your feature</i>	<i>Inquire for pricing</i>
Social Campaign Feature <i>Dedicated Instagram feature or campaign built around your business</i>	<i>Inquire for pricing</i>

A NOTE ON 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 and audience before placement is confirmed. This is not a formality -- it is what makes a placement here worth having.

Placement is selective. Categories are not oversold. Your business will not appear beside a dozen competitors. When we feature you, the reader knows it means something.

PARTNERSHIP INQUIRIES

We welcome conversations with businesses that reflect the spirit of Gulf Coast Florida. If that is you, we would like to hear from you.

CONTACT

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PRODUCED BY

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