



FLORIDA GO GUIDE

Partner Media Kit | 2026

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

PUBLIC LAUNCH 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 first around Florida's Gulf Coast with a Florida-wide sensibility, the guide 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, and Florida Go Guide is being built for local, national, and international readers. A language translator will be added to support visitors from Europe, Asia, Canada, Latin America, and beyond as they research and plan Florida travel.

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, well-chosen recommendations.
- 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 considered 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 3-month minimum placement window.
- 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

- 3 months: minimum test commitment, recommended for launch-season placements and proof-of-fit campaigns.
- 6 months: preferred standard commitment for most Guide and Featured partners.
- 12 months: best value for Founding Spotlight partners and businesses that want year-round category presence.

Why 3 months minimum?

A placement needs enough time to be indexed, read, shared, scanned, revisited, and measured. Month-to-month contracts create churn before a campaign has had a fair chance to work.

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.
- Basic tracking link where applicable.
- 90-day performance snapshot 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.
- Presence across multiple relevant categories where appropriate.
- Social mention during the active term.
- Seasonal Edit consideration when editorially appropriate.
- 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 and Seasonal Edit consideration.
- 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

The Florida Go Guide mailing list will be reader-first, not partner-first. The plan is a larger, more useful semiannual dispatch rather than a small monthly update that feels like filler.

The Seasonal Edit will be a twice-yearly reader edition featuring thoughtful travel ideas, timely discoveries, selected partner features, coastal itineraries, QR-linked guide assets, and places worth planning around.

Newsletter position

Partner inclusion is limited, rotating, and editorially reviewed. Not every partner is guaranteed inclusion in every issue unless a specific sponsor placement is purchased and scheduled.

Add-On Visibility

The following opportunities may be available as standalone enhancements or as additions to active partnerships:

- Homepage, landing-page, or hero boost.
- Dedicated social feature or campaign.
- Seasonal Edit sponsor slot or feature placement when available.
- QR print asset design for table tents, rack cards, door hangers, stickers, or concierge materials.
- Custom partner landing page.
- Photography, copy refresh, or creative production support.

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: selective, 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.