



# DESTINATION FLORIDA GUIDE

---

*Curated. Refined. Intentional.*

Where Florida is experienced — not just listed.

## ABOUT THE GUIDE

Destination Florida Guide is a curated editorial platform built to showcase the Gulf Coast's most distinctive destinations, dining, experiences, and stays. We do not operate as a directory. We operate as a refined guide — one where every feature is written with intention, every partner appears as a recommendation rather than an advertisement, and every page is composed to reflect the Florida lifestyle at its most compelling.

Our audience includes affluent travelers, Florida residents, second-home owners, boutique hotel guests, and experience-driven visitors who are already primed to spend. They read carefully, explore widely, and remember where they were pointed.

Destination Florida Guide carries forward thirty years of editorial heritage from the original Destination Florida magazine — bringing its sensibility, voice, and trusted relationships into a new digital chapter.

## 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 ad.
- 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 rooted in genuine Florida heritage — with an audience that responds to authenticity.

## PARTNERSHIP LEVELS

### SPOTLIGHT PARTNER

Premium presence across the guide. Maximum visibility, editorial depth, and brand leadership for businesses that want to be seen first and remembered longest.

### WHAT'S INCLUDED

Homepage feature block with image and editorial copy  
Prominent placement on all relevant category

pages Up to 3 promotional links

Quarterly email newsletter feature

Social media spotlight (Instagram / Facebook)

QR asset integration available

Quarterly analytics snapshot

**Annual Investment: \$3,500 — \$6,000**

Semiannual available upon request. Founding partner rate applies within first 90 days.



# DESTINATION FLORIDA GUIDE

*Curated. Refined. Intentional.*

Where Florida is experienced — not just listed.

## FEATURED PARTNER

Consistent, well-crafted visibility within your category pages. A reliable spotlight for businesses that want steady, meaningful presence.

### WHAT'S INCLUDED

- Category page placement with image and editorial copy
- Presence across multiple relevant categories
- Email newsletter inclusion (semiannual)
- Social media mentions
- QR asset integration available.

**Semiannual Investment: \$1,200 — \$2,500**

Annual rate available at preferred pricing.

## STANDARD PARTNER

Clean, tasteful presence within the guide. Ideal for smaller operators and select non-commercial features that add character and depth.

### WHAT'S INCLUDED

- Category page listing with editorial copy
- Logo or image inclusion Quarterly social mention
- Semiannual Investment: \$600 — \$1,200

### OPTIONAL ADD-ONS

DFG Exclusive Offer — \$300 — \$750 per campaign

A curated insider benefit for your guests — not a coupon, but a refined experience perk delivered via QR or mobile pass. Trackable and elegant.

Social Campaign Feature — Inquire for pricing

QR Print Asset Design — Inquire for pricing

Table tents, rack cards, or door hangers designed to DFG standards and linked to your feature

## FOUNDING PARTNER INVITATION

A limited number of founding partner placements are currently available at preferred rates.

Founding partners secure position priority, preferred renewal pricing, and first-right-of-renewal as the platform grows.

This opportunity is time-limited and inventory is intentionally restricted.

**Partnership inquiries are warmly welcomed.**

[info@destinationfloridaguide.com](mailto:info@destinationfloridaguide.com) | [destinationfloridaguide.com](https://www.destinationfloridaguide.com)

Destination Florida Guide — Gulf Coast Florida

A publication of Xclaim Agency LLC | © 1994 - 2026 All rights reserved.