

MEDIA KIT
2023

MEDIA PARTNER

MIAMI GUIDE

MEDIA STATISTICS



SOCIAL
MEDIA

300K+



MONTHLY
REACH

500K+

+1 786-820-3393

HELLO@THEMIAMIGUIDE.COM

MIAMI BEACH, FLORIDA

THE MIAMI GUIDE

MEDIA PARTNER & CONTENT CREATOR



300,000+
Followers

100,000+
Monthly views

500,000+
Reach

ABOUT US

We're the #1 resource for all things Miami with over 300k social media followers @TheMiamiGuide. Our guide is focused on the Miami lifestyle, hospitality, travel, events, and more.

We are more than just a resource – we are a community. Our media platform and marketing capabilities allow us to uniquely connect brands with our engaged audience and deliver unparalleled results for our partners.

MEDIA PLATFORM

[@themiamiguide](https://www.instagram.com/themiamiguide)

[TheMiamiGuide.com](https://www.themiamiguide.com)

[Miami Guide Newsletter](#)

[Miami Guide Podcast](#)

+300K

+100K

+20K

+10K



CONTACT

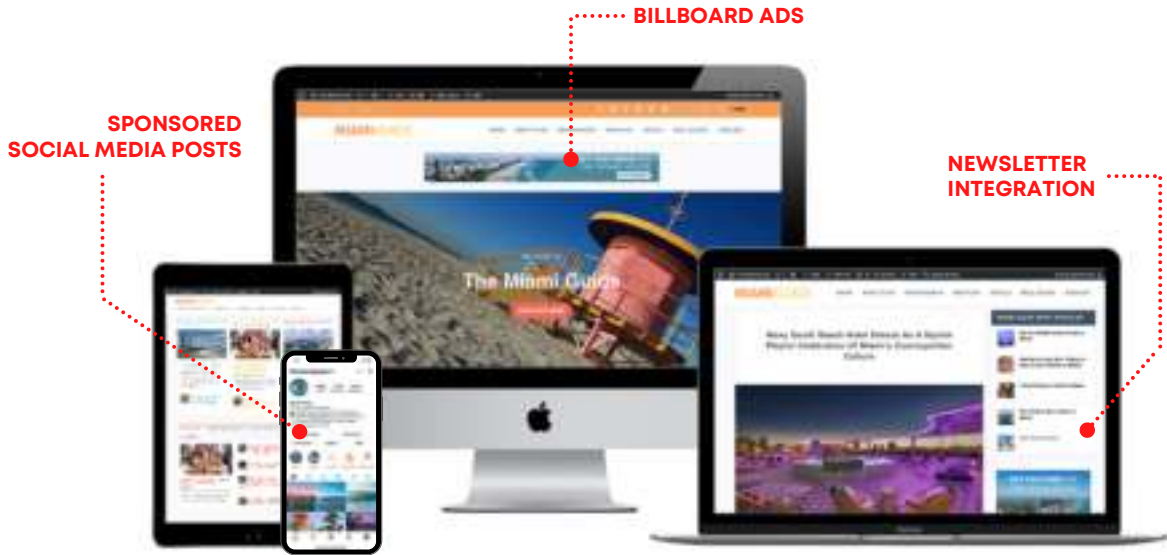
📞 +1 786-820-3393

📍 Miami Beach, Florida

✉ hello@themiamiguide.com



Miami Guide Media promotion



<p>Starter Miami Guide Promotion</p>	<ul style="list-style-type: none"> • 1 in-feed post on @themiamiguide • 4 IG stories on @themiamiguide 	<p>\$1500</p>	
<p>Pro Miami Guide bundle</p>	<ul style="list-style-type: none"> • 2 in-feed post on @themiamiguide • 8 IG stories on @themiamiguide • Miami Guide Newsletter inclusion 	<p>\$3000</p>	<p>BEST VALUE</p>
<p>Premium Miami Guide bundle</p>	<ul style="list-style-type: none"> • 3 in-feed post on @themiamiguide • 10 IG stories on @themiamiguide • Miami Guide Newsletter inclusion • Dedicated editorial onTheMiamiGuide.com 	<p>\$5000</p>	



Miami Guide Media Promotion

@TheMiamiGuide Social Media Promotion

Feature your business on The Miami Guide and gain instant exposure for your brand. We're the #1 resource for all things Miami with over 300k social media followers

Media Promotion

IG stories
In-feed IG post
Banner Advertising
Dedicated editorial
Newsletter ad
Content creation video / photos
Podcast Interviews
Social Media Management

Rates

Starts at \$200
Starts at \$1500
Starts at \$500
Starts at \$750
Starts at \$500
Starts at \$750
Starts at \$450
Starts at \$750

THE MIAMI GUIDE

BRANDS WE COLLABORATED WITH



BRANDS

Live Nation
Miami Dolphins
Miami Open
Miami F1
Miami Marlins
Ultra Music Festival
Lucid Motors
Hilton Bentley
Revel
Velocia
Zuma Miami
SLS Brickell
Loews Miami
Miami Book Fair
Miami Dade College
The Deck Island Garden
ShoreCrest Construction

Perrier
Mionetto Prosecco
Kopu Water
11Vodka
LiquorSplit
Alto
Frost Science Museum
Boating Miami
Boston Beer
Home Design Expo
Hilton Aventura
Hidden Worlds
Brightline
GreyStone Hotel
Dolphin Mall
Downtown Doral
Elenita

NewWorldSymphony
Pinto Farm
Quiptu
ResortPass
Rotary Art Festival
School of Whales
Scope Art
Untitled Fair
SmorgasBurg Miami
SnapCrack
Unkommon Events
1 Hotel South Beach
Coconut Grove Arts
Urbanica Hotels
Icebox Cafe, LLC
EzFill
ChefPost

CONTACT

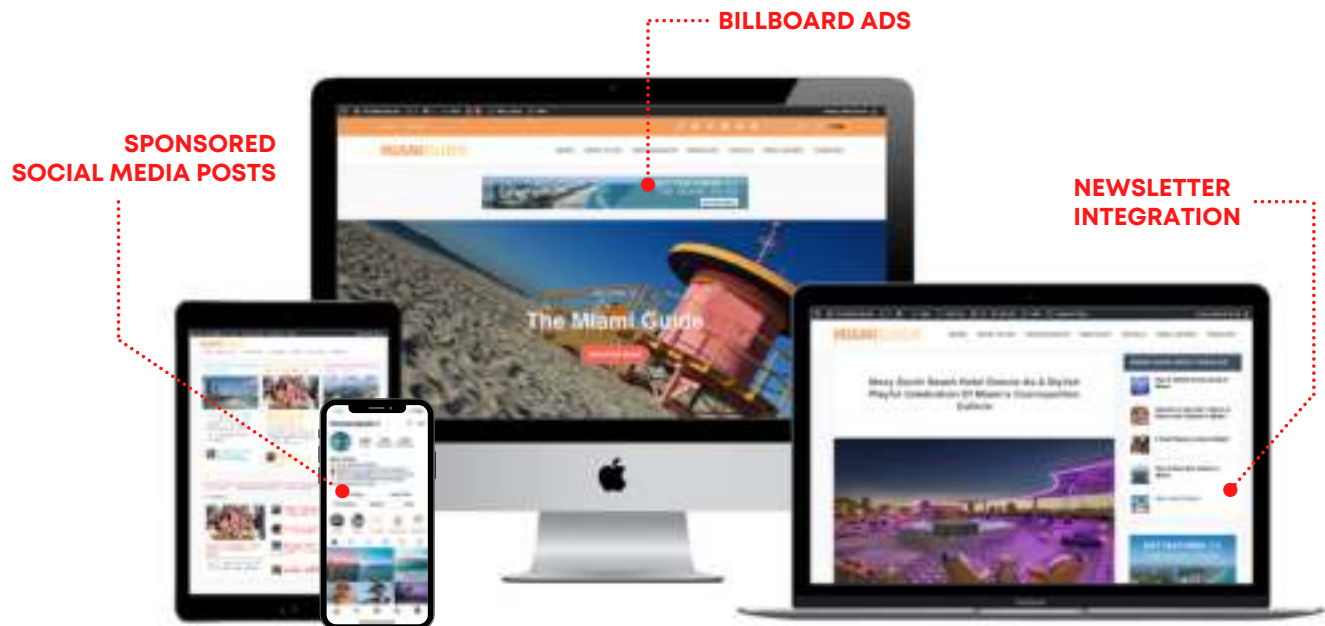
☎ +1 786-820-3393

📍 Miami Beach, Florida

✉ hello@themiamiguide.com

Our Media Services

A Hyper-Local 360 Media Platform for branding impact



Media Promotion Services

- Sponsored social media posts and stories
- Content Creation (Photos, Videos, Reels)
- Influencer Relations
- Display ads / Website banners
- Newsletters / Email blasts
- Sponsored blog posts
- Dedicated editorial
- Event Marketing
- Podcast interviews
- Live Streams

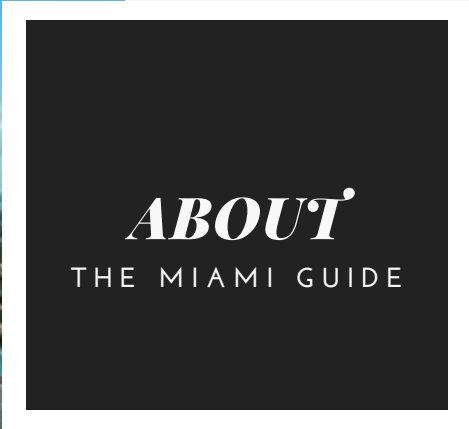
We are seeking to create long term partnerships and understand not all clients and campaigns are a “one size fits all” so we are open to customizing packages based on your budget and needs.

Get in touch to discover how we can help meet your brand's objectives.
For general advertising inquires please contact: hello@themiamiguide.com

YOUR GUIDE TO MIAMI

The Miami Guide

WWW.THEMIAMIGUIDE.COM



BRAND

The Miami Guide is your ultimate destination for everything Miami. From local insights and insider tips, to the latest on what's happening in the Magic City. We are more than just a resource – we are a community. Our 360 Media platform and marketing capabilities allow us to uniquely connect brands with our engaged audience and deliver unparalleled results for our partners.

CONTACT:

Mike Rynart
Digital Account Manager
hello@themiamiguide.com
+1 786-820-3393

MISSION

The Miami Guide is committed to being the number one resource for all things related to the vibrant Miami lifestyle, travel, entertainment, and more. With over 300k social media followers, we are dedicated to providing relevant and reliable information to our community of locals and visitors alike. As a locally-driven resource, our mission is to celebrate the unique culture and experiences that make Miami such a special place. Whether you're looking for the best restaurants, events, or attractions in town, The Miami Guide has you covered.

Our Community

**Miami has the
2nd-FASTEST
growing economy
among large
U.S. cities**



**Miami is a leading
playground for ultra
high-net worth
individuals to live,
work, play and invest.**

**Miami is the financial
gateway to Latin
America and the
Caribbean.**



**Miami is home to
some of the most
significant luxury
events in the world.**

The Miami Guide

For over a decade, The Miami Guide has been the pulse in the magic city's rise to stardom. Providing our audience with a full media platform; interactive digital, social brand experiences, and must-attend events. Our marketing team understands what makes Miami the top destination to visit, as we are the city's #1 source for reaching these consumers.

We are the authority on events, real estate, arts and culture, wellness, travel and dining experiences. We speak to MIAMI's top tastemakers, power players, celebrities and worldwide personalities.

The Miami Guide is often a featured source of information of the travel industry. Readers regularly use the site as a source for useful, interesting and inspirational travel information. Readers have booked hotels, visited recommended websites & changed travel itineraries based on recommendations published on the website and corresponding social media.



SOCIAL MEDIA

+300K Social Media Followers
+500K Monthly Reach

WEBSITE / DESKTOP

+600K Annual Website Users
+1M Annual Page Views

EMAIL

+10K Email subscribers
+39% Open rate
+4% Click-Through Rate (CTR)

Our Audience

46% Male

54% Female

88% (Aged 18-45)

On average we Reach +1000,000 unique accounts with over +4,000,000 Impressions per month.

The gender distribution of our followers is 54% Female and 46% Male. The average age is between 18 and 45 years old. The majority of our audience is from The US with most of them living or visiting Miami.



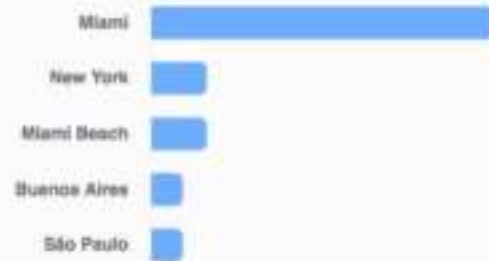
Countries

The top countries where your followers are located. Metrics are estimated.



Cities

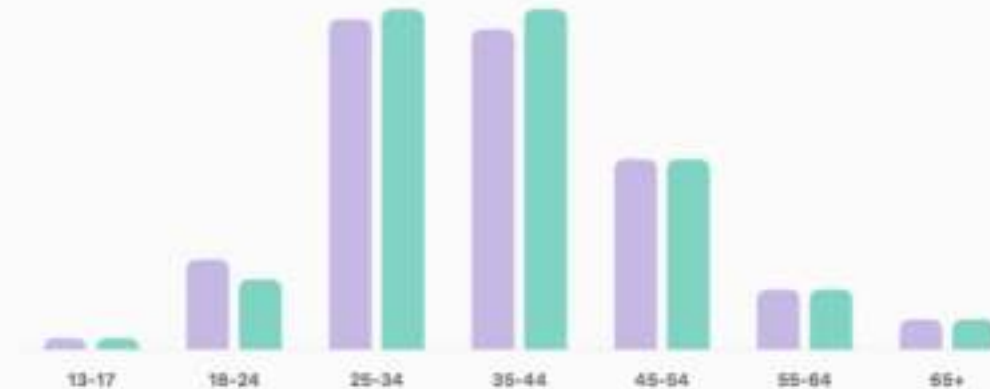
The top cities where your followers are located. Metrics are estimated.



Age and Gender of Your Followers

Metric are estimated.

46% Men 54% Women



Show by:

- Age and Gender
- Age
- Gender

Our Audience



60% likely to travel multiple times a year



94% likely to dine out at least once a month



72% likely to buy tickets and attend events at least once a year

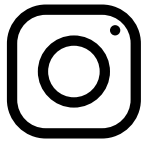
58% Attend nightclubs at least once a month



THE MIAMI GUIDE

SOCIAL MEDIA

The Miami Guide profile has been active and steadily growing since 2010 with an average Engagement Rate of +2.98%. We receive an average 5,000 likes per post and videos over 100K views.



+265,000

INSTAGRAM
FOLLOWERS



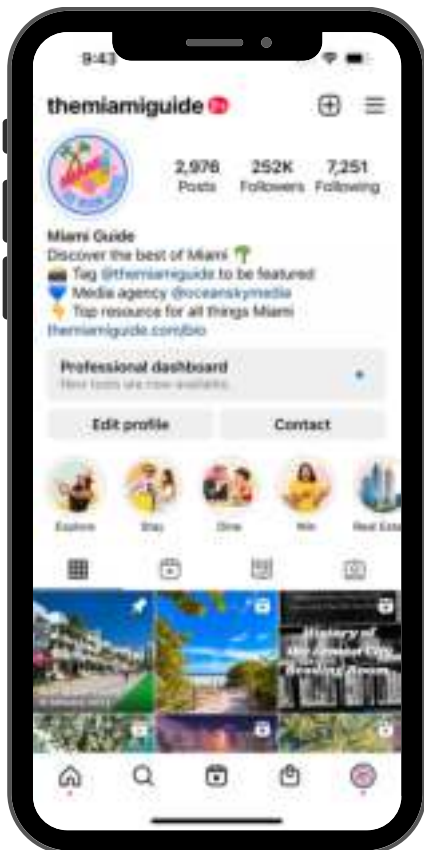
+10,400

TWITTER
FOLLOWERS



+5,200

FACEBOOK
FOLLOWERS



@themiamiguide



@themiamiguide



@themiamiguide



Website Hits



THE 10 BEST NEW HOTELS IN MIAMI / 1.5M HITS

A guide with the best new hotels in Miami and Miami Beach.



5 COOL PLACES TO VISIT IN MIAMI / 1.2M HITS

A guide with Five cool neighborhoods in Miami to see

The Miami Guide features restaurants, hotels and events in Miami. Our sites receive over 50,000 visitors per month from 150+ countries with a network of over 300,000 social media followers and over 10,000 email subscribers. Readers are modern, socially responsible individuals (millennials) with a very strong interest in visiting Miami.

Connect

@THEMIAMIGUIDE
#MIAMIGUIDE

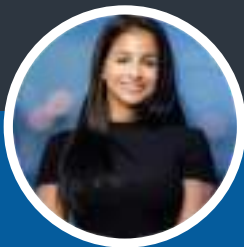
+1 (786) 820-3393
hello@themiamiguide.com
www.themiamiguide.com

OCEANSKYMEDIA

MIAMI MEDIA AGENCY

A Miami based Hyperlocal media agency, **Ocean Sky Media**, operates as a full-service provider offering a full suite of consulting, and marketing services to help you reach your goals.

OUR TEAM



BANNA FAKHOURY



MIKE RYNART

As Ocean Sky Media has grown, so has its service offering:



**BRANDING
DEVELOPMENT**



**SOCIAL MEDIA
MARKETING**



**CONTENT CREATION
AND DESIGN**



**INFLUENCER AND BRAND
RELATIONS**



WHY CHOOSE US?

Hyper-Local. Our agency stands out for its focus on brands and businesses in the Miami area

High Exposure. Take advantage of our large scale social media presence with High Exposure of over 300K followers

CALL TO REACH US



+1 (786) 820 3393



Miami, Florida

WWW.OCEANSKYMEDIA.COM



@oceanskymedia

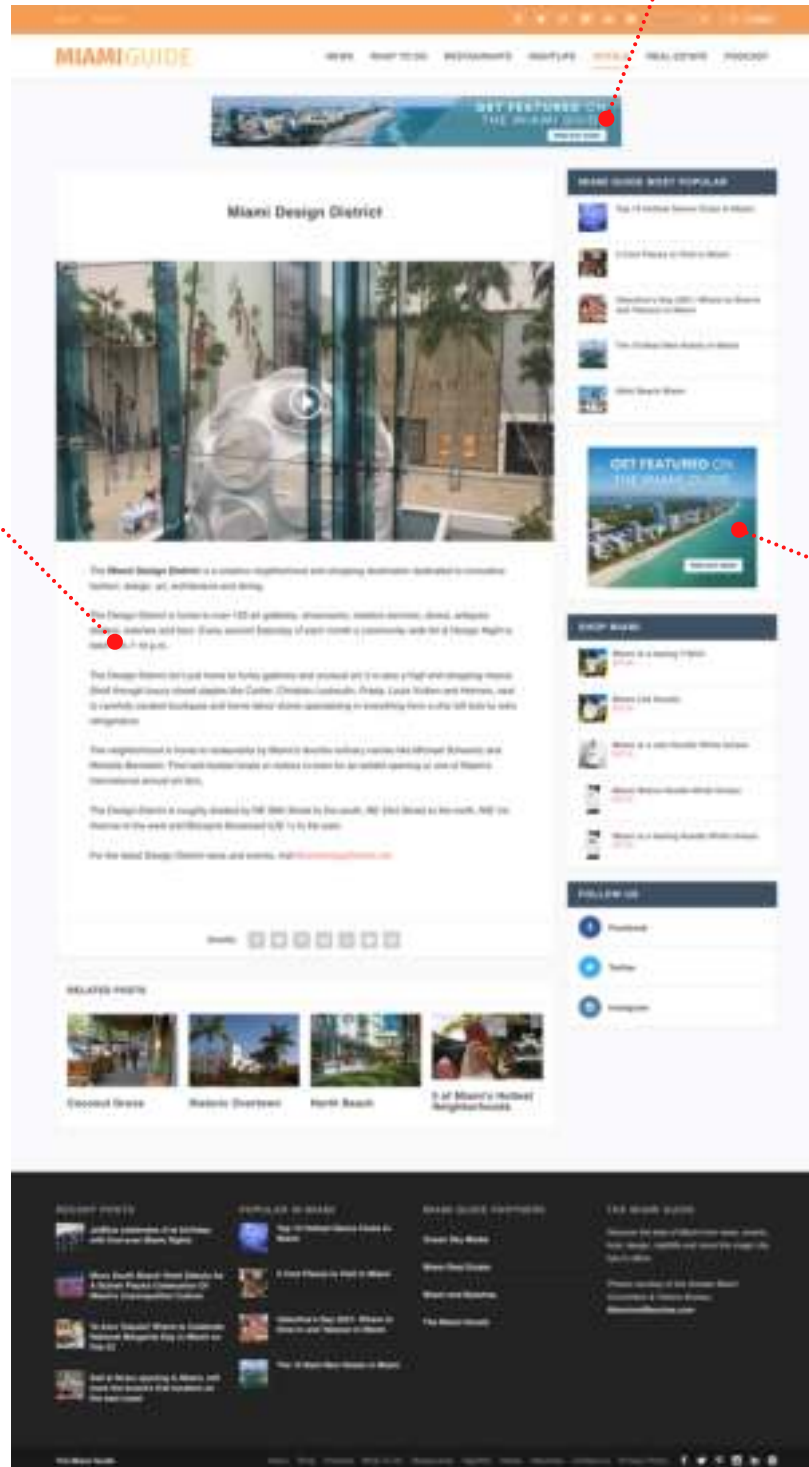
OCEANSKYMEDIA.COM

Digital Showroom

WEBSITE BANNERS

SPONSORED
NEWS ARTICLE

LEADERBOARD
AD (728 x 90)



RECTANGLE
AD (300 x 250)

Digital Showroom

SPONSORED NEWSLETTER

Miami Guide's newsletter provides lifestyle news curated by our expert editors featuring the world's best travel experiences, restaurants, hotels, events and entertainment. Sponsored banners will reach these consumers looking for inspiration on their next travel and purchasing decision.

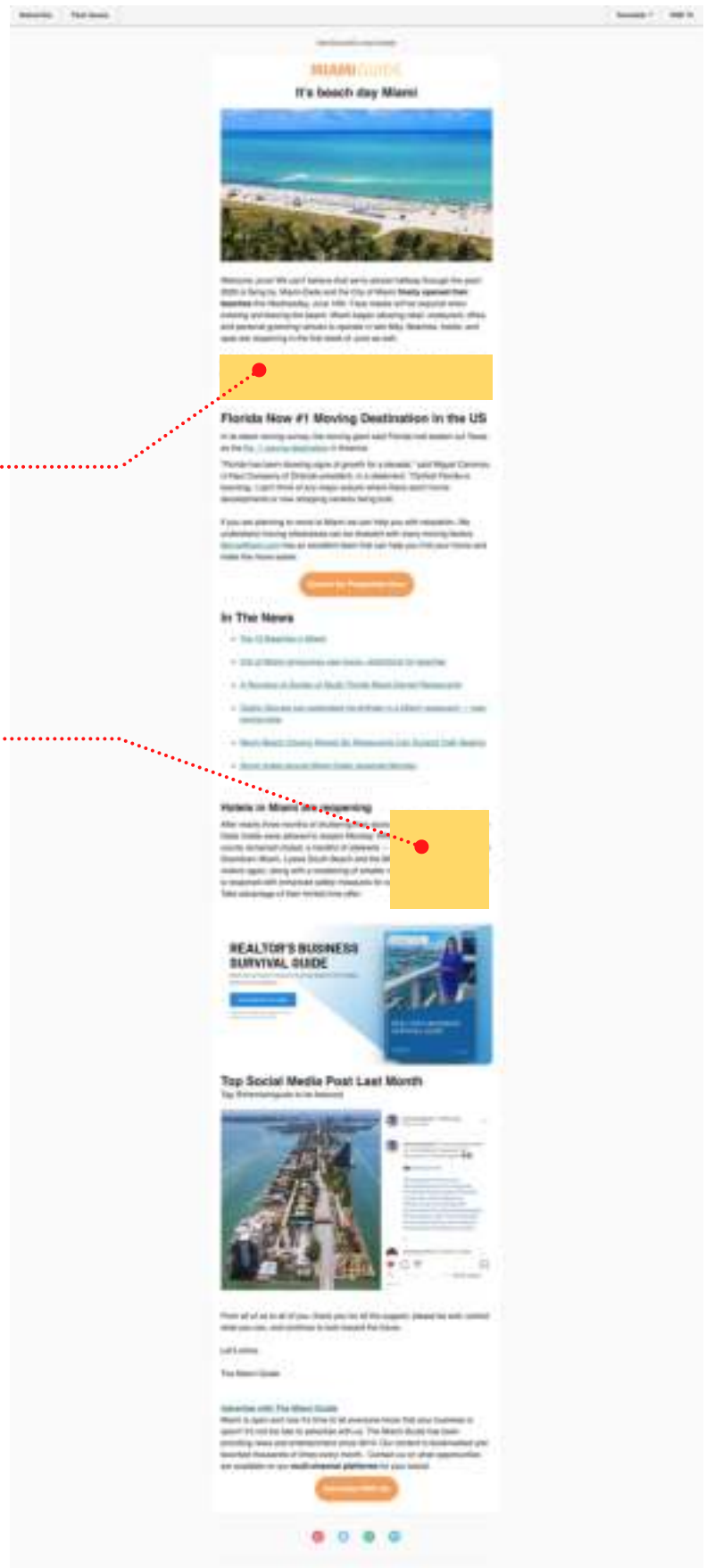
**LEADERBOARD
AD (728 x 90)**

**RECTANGLE
AD (300 x 250)**

NEWSLETTER AD SPECIFICATIONS

Leaderboard Ad
Size: 650 x 120 (80kb max)

Embedded Rectangle Banner
Size: 300 x 250 (120kb max)



MIAMI DOLPHINS



Miami Dolphins collaborates with the Miami Guide to increase awareness, and community outreach, and ultimately increase ticket sales for events. The Miami Guide created an ongoing social media campaign with multiple variations of Instagram posts and stories to increase their overall engagement and reach.

The Miami Guide covered the Miami Dolphins game experience with social media stories and posted in-feed Instagram posts from @themiaguide tagging #FinsUp, @HardRockStadium, and @MiamiDolphins.

The results for the Miami Dolphins campaign with the Miami Guide are tremendous. Miami Dolphins' social media channels gained tons of social engagement, and the Instagram campaigns reached well over 39 thousand people and achieved 43 thousand impressions.

The Miami Dolphins are a professional American football team based in the Miami metropolitan area. They compete in the National Football League as a member team of the league's American Football Conference East division.

"We love having you at the Dolphins games."

- Emily Latham
Manager, Social Media



39,050

REACH



43,459

IMPRESSIONS



1,989

ENGAGEMENT

LENNOX MIAMI BEACH

Lennox Hotel Miami Beach collaborated with the Miami Guide to increase exposure, website traffic, and ultimately more bookings through Instagram. The Miami Guide created and featured multiple variations of Instagram posts and stories to increase their overall reach and exposure on Instagram.

The Miami Guide developed and optimized a responsive one-page web page (Landing Page) for Lennox Hotel on the Miami Guide website to drive high quality leads to their business that would ultimately book a hotel stay.

The results for the Lennox Hotel Instagram campaign with the Miami Guide were tremendous. Lennox Hotel's Instagram gained tons of social engagement and grew at a faster rate than ever before. The Lennox Hotel Instagram campaigns reached well over 107 thousand people and achieved 121 thousand impressions.



Lennox Hotel fuses upscale sophistication with tasteful comfort to create a uniquely modern Miami Beach boutique hotel.

"The Miami Guide is part of the Lennox family"
- Diego Agnelli CEO Lennox Hotels



107,092

REACH

121,770

IMPRESSIONS

9,821

ENGAGEMENT

SOUTH BEACH WINE & FOOD FESTIVAL

South Beach Wine & Food Festival invited The Miami Guide in regards for collective media outreach campaign including. Their diverse marketing plan focused on advertisements and cross-promotions in major local, regional and national publications to increase the amount of ticket sales.

The Miami Guide featured multiple variations of content to increase their overall reach and exposure online.

The Miami Guide covered the annual Food Network & Cooking Channel South Beach Wine & Food Festival with video, photo's, featured articles and e-mail blasts.

The Festival's media outreach across all platforms amassed more than 149 thousand impressions.



The Food Network & Cooking Channel South Beach Wine & Food Festival (SOBEWFF®) is a national, star-studded, five-day destination event showcasing the talents of the world's most renowned wine and spirits producers, chefs and culinary personalities.



126,360

REACH

149,665

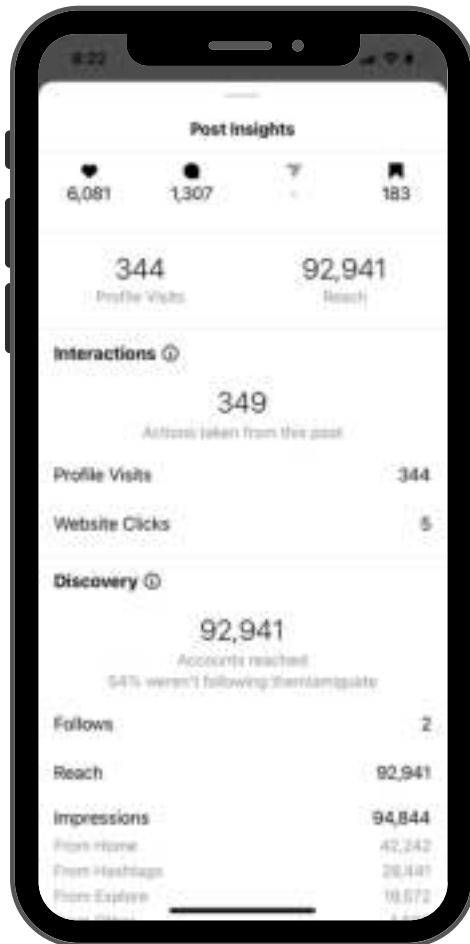
IMPRESSIONS

13,577

ENGAGEMENT

MIAMI GUIDE

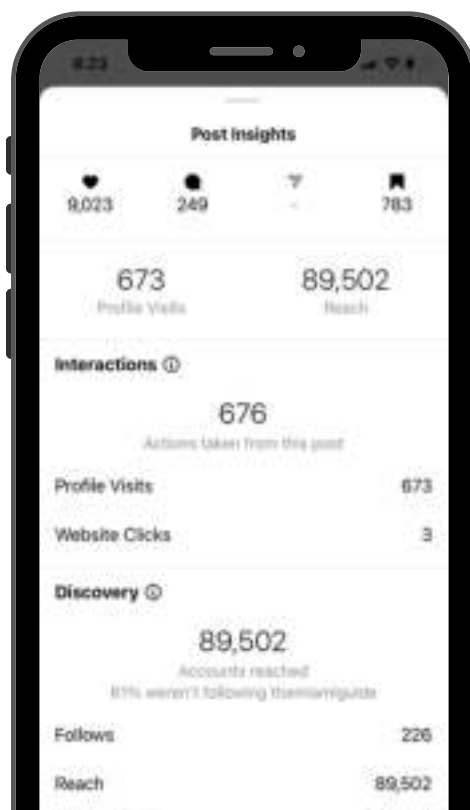
SOCIAL MEDIA CAMPAIGNS



☆ GIVEAWAY Miami, it's our favorite time of the year! We have teamed up with **Hilton Bentley** Miami/South Beach to give away an incredible two-night stay for two at the luxurious beachfront hotel.

Enter to win:

- 1 Like this post
- 2 Must follow @Hiltonbentleysobe
- 3 Tag as many people! Each tag as a comment = 1 entry
- 4 Share this giveaway post on your stories and tag @themiamiguide and @Hiltonbentleysobe



GIVEAWAY Calling all people who love Miami and Miami locals!! can't believe I'm about to share this with you...but here goes! We're giving away one hand-printed Miami neighborhood map from @nativemaps, so you can feel closer to the Magic City you miss so much!

Enter to win:

- 1 Like this post
- 2 Must follow @themiamiguide and @nativemaps