

2021 MEDIA KIT

Miami Guide



WWW.THEMIAMIGUIDE.COM

YOUR GUIDE TO MIAMI

THE MIAMI GUIDE

WWW.THEMIAMIGUIDE.COM



ABOUT

THE MIAMI GUIDE

The Miami Guide has risen to the top of the ranks as the definitive guide in every area of Miami living. We are the authority on luxury real estate, arts and culture, wellness, luxury travel and dining experiences. We speak to MIAMI's top tastemakers, power players, celebrities and worldwide personalities.

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.

10k+

MONTHLY
WEBSITE HITS

200k+

INSTAGRAM
FOLLOWERS

6k+

TWITTER
FOLLOWERS

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

Miami is home to some of the most significant luxury culinary and cultural events in the United States and around the globe, including The Food Network South Beach Food & Wine Festival, The Miami International Boat Show, Art Basel, and Design Miami

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.

WHO WE ARE

MIAMI GUIDE

Our Insights for @themiamiguide help you learn more about our audience and the people interacting with your business on our platform. On average we Reach +1000,000 unique accounts with over +4,000,000 Impressions per month.

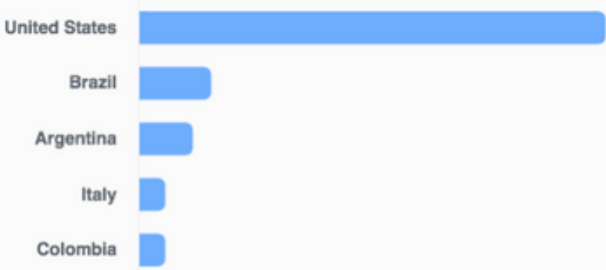
The gender distribution of our followers is 54% Women and 46% Men. The average age is between 30 and 45 years old. The majority of our audience is from The United States with most of them living in Miami.

Male/Female..... 46%/54%
Average age.....37
Top Country..... United States
Top City..... Miami
Top Language..... English



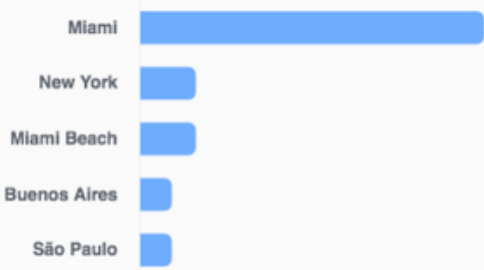
Countries

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



Cities

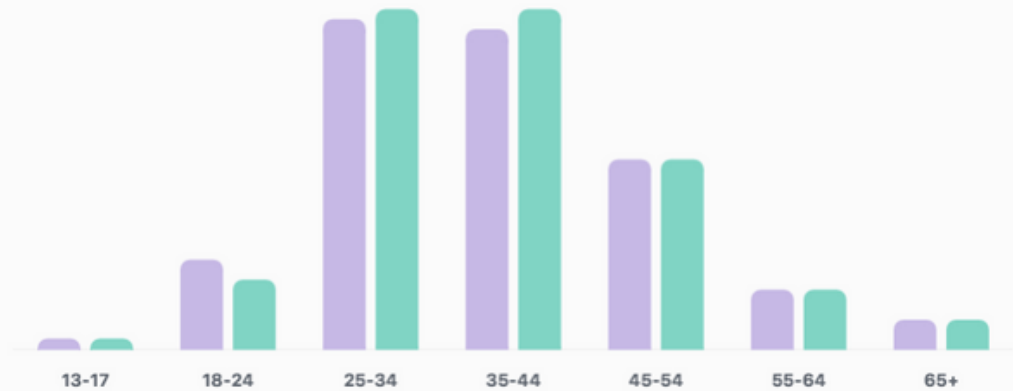
The top cities where your followers are located. Metrics are estimated.



Age and Gender of Your Followers

Metrics are estimated.

46% Men 54% Women



Show by:

- ☒ Age and Gender
- ☐ Age
- ☐ Gender

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 and average 5,000 likes per post and videos over 20K views.



200,000+

INSTAGRAM
FOLLOWERS



5,320+

TWITTER
FOLLOWERS



2,211+

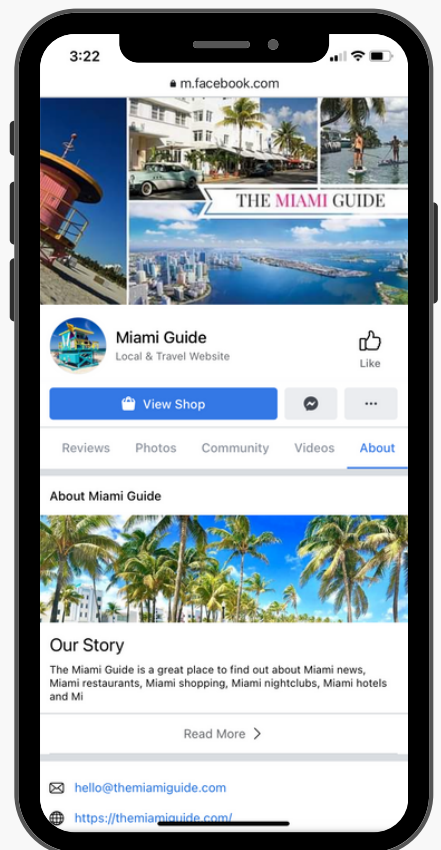
FACEBOOK
FOLLOWERS



@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 resorts in Miami. Our sites receive over 50,000 visitors per month from 150+ countries with a network of over 200,000 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

(305) 632-4238
hello@themiamiguide.com
www.themiamiguide.com

MIAMIGUIDE

Marketing Amplification

A Hyper-Local PLATFORM for branding impact



DIGITAL ADVERTISING

- Online advertising on themiamiguide.com and through featured articles
- Social Media creative campaigns reaching our dedicated fans and followers
- Digital Miami Guide with interactive links and enhanced advertising options
- Email marketing via monthly e-newsletter or dedicated e-mails deployed to our curated subscriber list
- Content creation Photography / Video / Podcast interviews
- Instagram promo posts and stories
- Live Social Media streaming on site

MIAMIGUIDE

Multimedia Solutions

Your supplied or co-created content will be maximized to be viewed by millions of readers across The Miami Guide's website, social and email channels, efficiently maximizing your brand investment.

WEBSITE

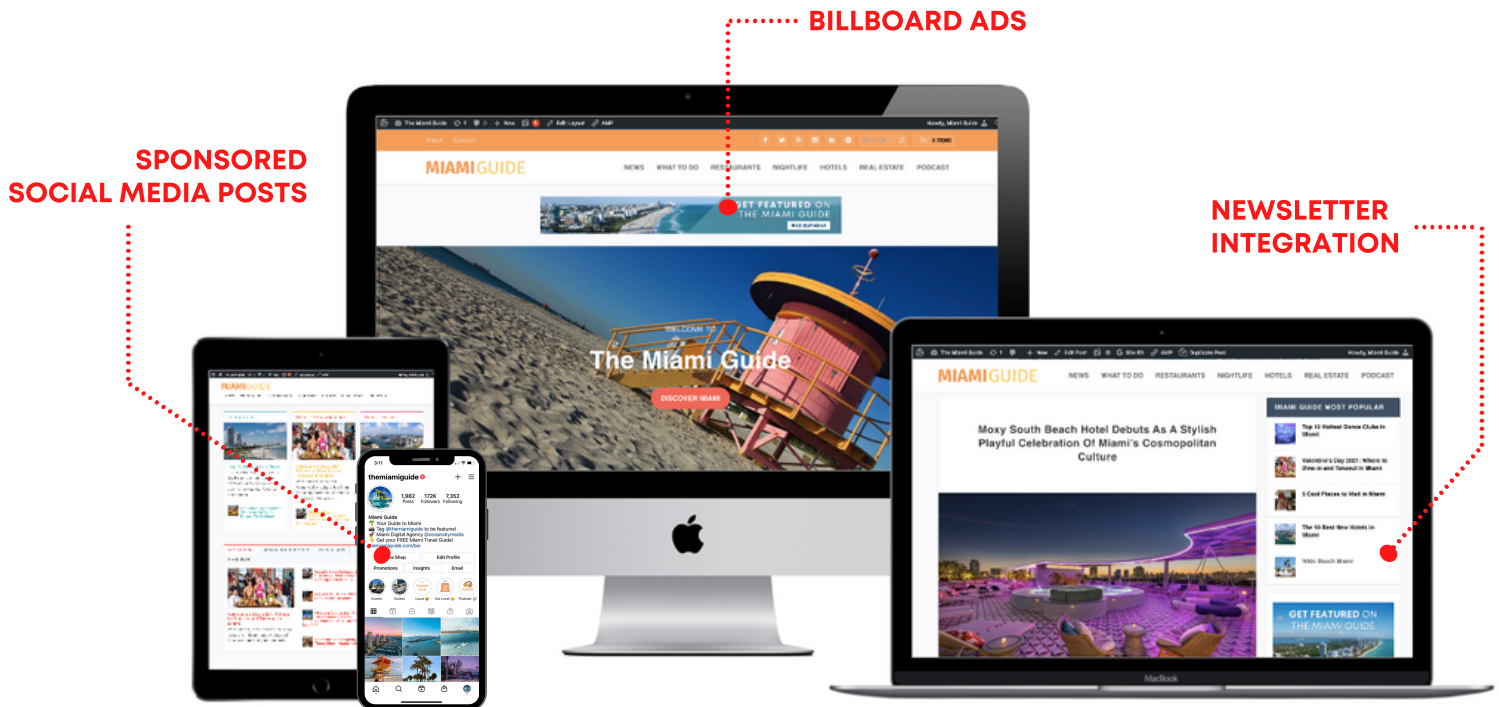
TheMiamiGuide.com is accessed globally across multiple platforms. Our website hosts an abundance of relevant and timely content that readers come back to over and over again for inspiration, and expert insights. Banner ads and sponsored content online advertising opportunities put your message directly in the view of locals and visitors to Miami.

E-MAIL MARKETING

Promote sponsored ad banners with the latest content, featuring popular web features, Miami travel and experiences. Sent directly to Miami Guide's audience.

SOCIAL MEDIA IMPACT

Miami Guide media partners benefit from our social media networks (Facebook, Instagram, Twitter) reaching an additional 200,000 + active readers. Miami Guide has extensive social media impact.



Digital Showroom

LEADERBOARD
AD (728 x 90)

**RECTANGLE
AD (300 × 250)**

MIAMI GUIDE

Digital Showroom

SPONSORED NEWSLETTER

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

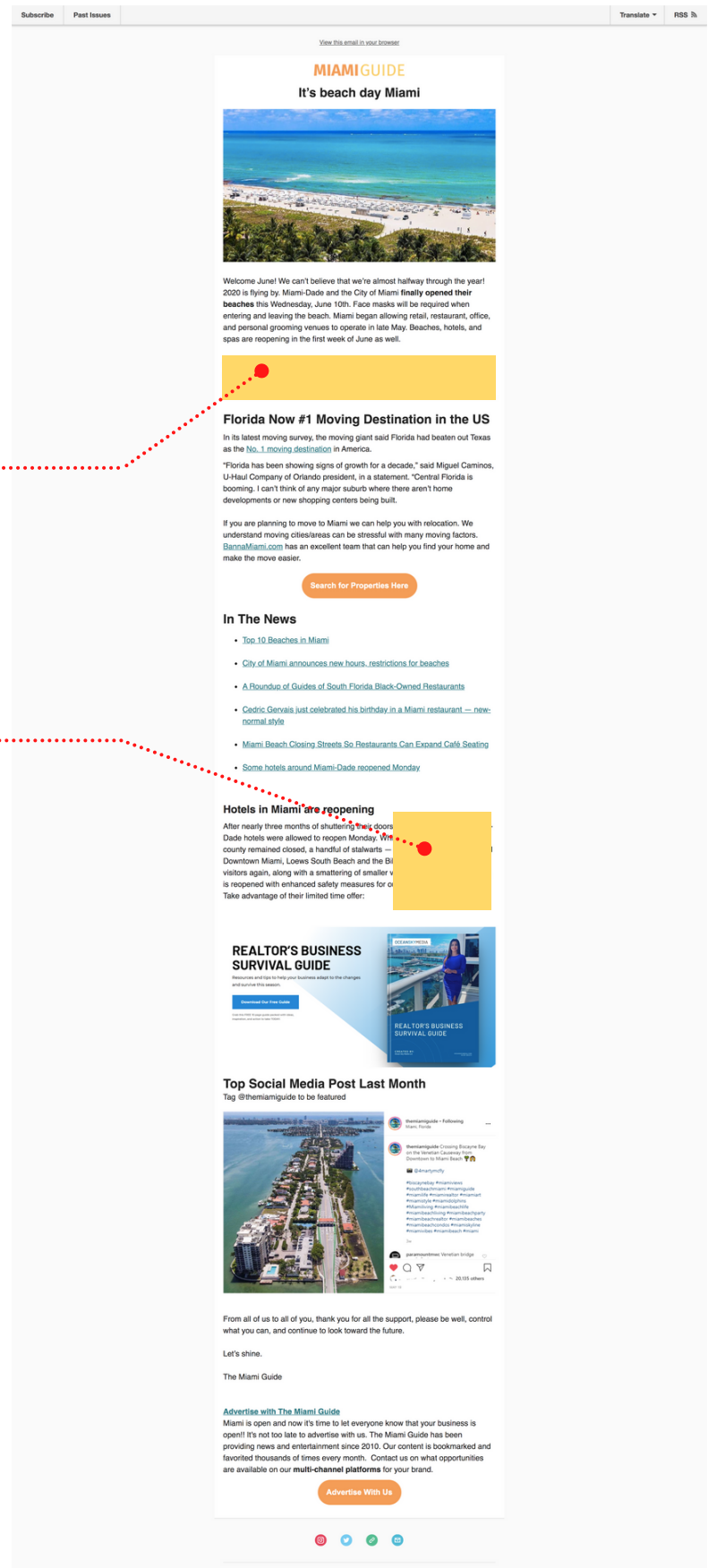
**LEADERBOARD
AD (728 × 90)**

**RECTANGLE
AD (300 × 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 @themiami guide tagging #FinsUp, @HardRockStadium, and @MiamiDolphins.

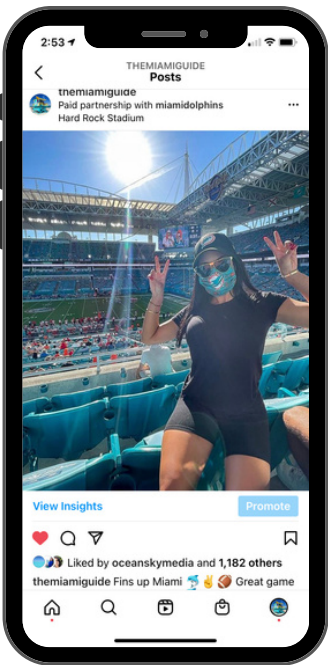
The results for the Miami Dolphins campaign with the Miami Guide are tremendous. Miami Dolphins' social media channels gained tons of social engagement, and the Instagram campaigns reached well over 39 thousand people and achieved 43 thousand impressions.



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.

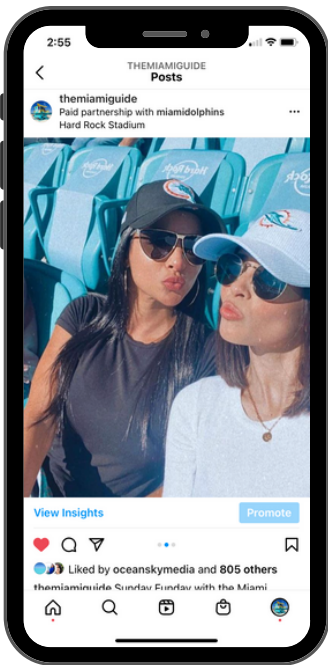
"We love having you at the Dolphins games."

- Emily Latham
Manager, Social Media



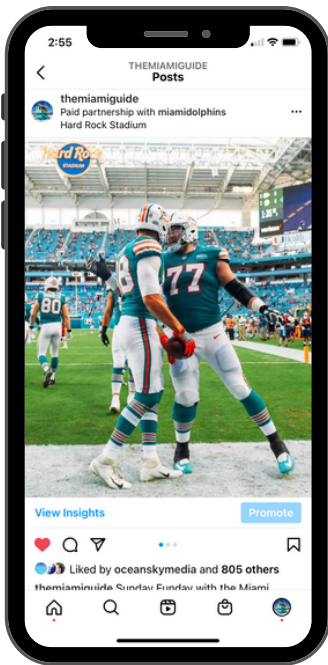
39,050

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.

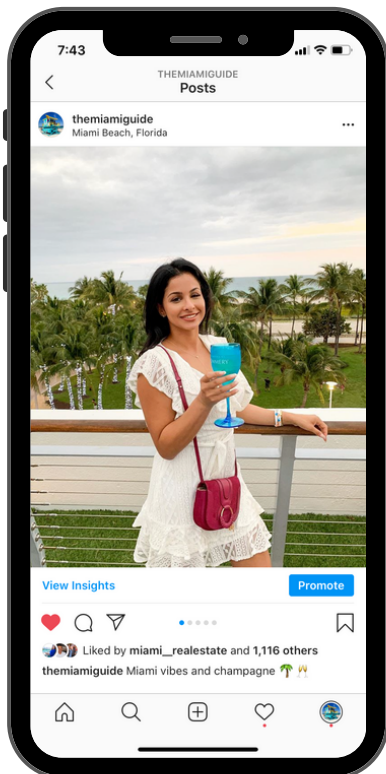
The Miami Guide featured multiple variations of content to increase their overall reach and exposure online.

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

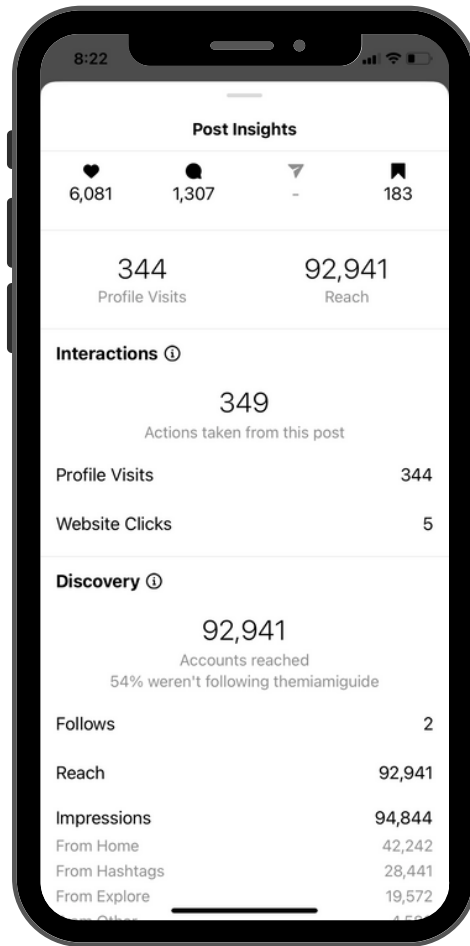
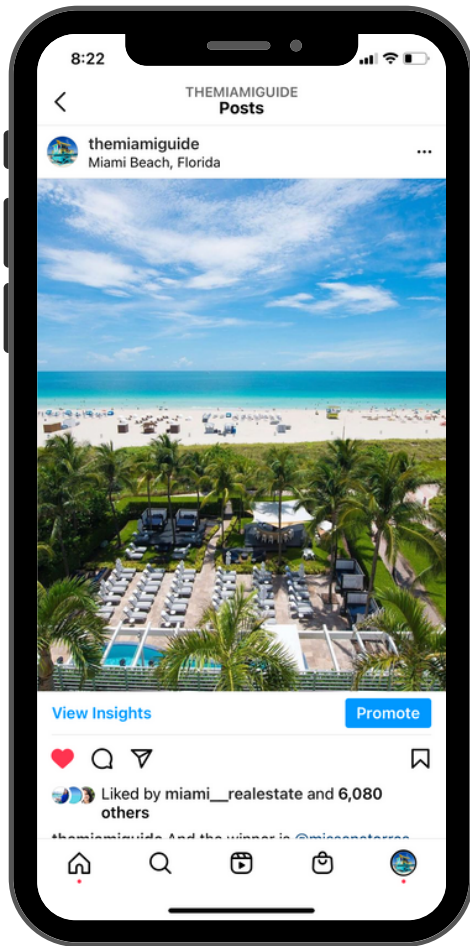
IMPRESSIONS

13,577

ENGAGEMENT

MIAMI GUIDE

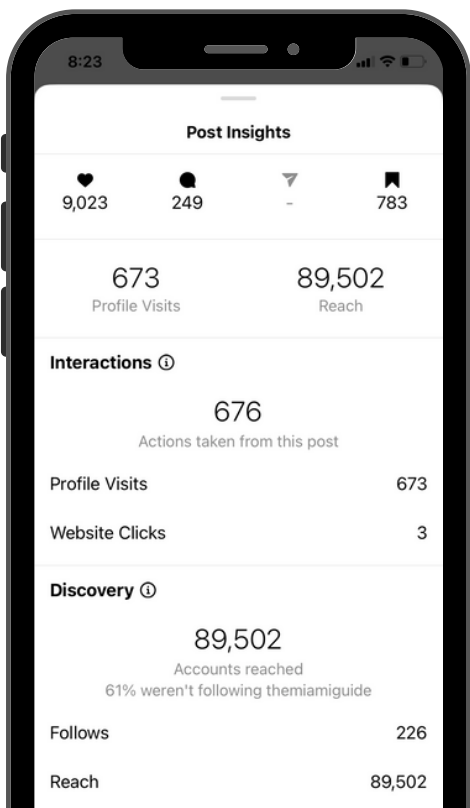
SOCIAL MEDIA CAMPAIGNS



☆☆ 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

OCEANSKYMEDIA

Ocean Sky Media is a Full-Service Hyperlocal Agency based in Miami Beach

PROFILE

With our digital marketing services, we help you attract the leads that are the right fit for your business, creating long-term, loyal customers that help you grow and scale.

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

High Exposure. Take advantage of our large scale social media presence with High Exposure of over 150K followers

Real World Experience. A unique blend of Internet expertise, business experience to grow your business

SERVICES

- Branding & Marketing
- Media Promotion
- Social Media Marketing
- Email Marketing

PARTNERS

- Miami Dolphins
- Miami-Dade Sea Turtles
- HubSpot
- Thinkific

COMBINED MEDIA REACH



30K
followers



15K
followers



200K
followers



30K
Subscribers

MAXIMIZE YOUR RESULTS

Ocean Sky's professional services are designed to help you during every step of your growth journey. We offer a full suite of training, consulting, and marketing services to help you reach your goals.

OCEANSKYMEDIA.COM



@oceanskymedia



@oceanskymedia



fb.com/oceanskymediacom

