

SLM | Media Group

VISIT **FLORIDA[®]**

Official Partner Co-op Program – March 2026



2024 Missouri Wine Competition winners announced

Stone Hill Winery's 2022 Chard 3 Norton was awarded the prestigious Governor's Cup, beating 238 other wines.

[Read More >](#)

HEALTH CONTENT

How Dr. Robert Hacker helps patients overcome vascular pain

St. Louis Vascular Surgical Specialists' specialist in peripheral artery disease, vascular health, venous disease, and wound care. [Read our patient's story](#) and learn why it's important to have a vascular response like Dr. Hacker on your medical team.



Where to celebrate National Ice Cream Day this Sunday

Enjoy special flavors, sing, and more at shops across the metro area.

[Read More >](#)



StLouis

DINING CULTURE NEWS DESIGN HEALTHY FAMILY HISTORY EVENTS ARTS NEWSLETTERS



Get a sneak peek at Kranzberg Arts Foundation's "The Walls Off Washington"



St. Louis Sculptor Dan Wigand reveals new work at The Veterans

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Cheese & Cocktail pairs dry-aged steak and spirits in Town & Country

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Top 5 things to do in St. Louis this weekend, September 14-15

[Read More >](#)



A St. Louis interior designer shares pro local Halloween decorating tips

[Read More >](#)

Superheroic opening looks and mortar abundant at former Corner Bakery on September 30

Local Weber to debut his newest single, "Midnight" at Off Broadway

Local's Choice introduces first plant-based menu item

PIZZA BRACKET



OUTSTANDING PHYSICIAN
J. J. HARRIS
LEADING THE MEDICAL TEAM

TRAC CAR
A Look across the Midwest Landscape

PAUL & WITTEN GARY GORE
How the Gores
Shore, Exhibits & Festivals

NEW IN SHOW
From Parties to Politics:
Five Additions
to French Influence

NEW FINE
Blue John of Garry Tarnard
Tarnard's New Inspiration

MAKING HISTORY
Do the Right Thing as
Mayor Anderson Joins

DR. ANDREW S. HARRIS
OUTSTANDING PHYSICIAN
OF THE YEAR
AT BRISTOL HILL



A MESSAGE FROM EXECUTIVE EDITOR SARAH PENSE

A double cover story used to talk about "midwesterning," a term he'd coined in honor of the Mid House in South City. He explained that the coffee shop's owners had made small changes that, over time, improved the experience—and urged us to look for little signs that might someday add up.

Just that like a lot, and staff writer Ryan Kroll's story below, about a meeting with the St. Louis city charter, seems like a great example. May 8 begins with:

as I'm bumping with the latest. There's a story about Rye to this result, or so to [chicagoathletic.com](#).

is to Do Today
ignores Kroll's or if I
is a star 20 story debate at the Grandd
and Blue Horses have Tuesday Night Blues Jax
give them from comes to House's Place
and Around's Beauty Visions Who Buck



pening a tool to combat nuisance property

of St. Louis may now have a bigger risk to combat nuisance properties. A bill
the House last week from that the city can levy on people who violate property
are passed out of committee yesterday. That cap was set in 1970, when Kansas
should have been in place, and based into the city charter. As the city
is updating the charter, Mayor's administration's legislative proposal
the cap obligation. She says vacant properties might even the city's budget



We create premium products for a premium audience.

Each month,
we reach 350,000+
engaged readers—
and growing.

430,000+

Total newsletter subscriptions

275,000+

Social media reach

148,600+

monthly magazine readership
(per CVC Audit)

Sources: CVC Audit, HubSpot, Google Analytics, Social Media Platforms
Figures current up to February, 2025

St.Louis

StLouis

Meet your future visitors

91%

of readers are *inspired* by our travel content

79%

are planning 2-6 trips for pleasure within the next year
(an additional **14%** are planning more than 6 trips)

\$238,000+

average household income



SLM readers have an average HHI of \$238,000+

82%

of readers purchase products
or services from advertisers

92%

of readers are homeowners

\$1 million+

Net worth of 38% of readers

\$2 million+

Net worth of 24% of readers

We deliver results.

“

The team at *St. Louis Magazine* has truly helped us reach the market, in and around St. Louis, we want to reach. From traditional media to digital platforms, *SLM* offers solutions that drive business to our doorstep.”

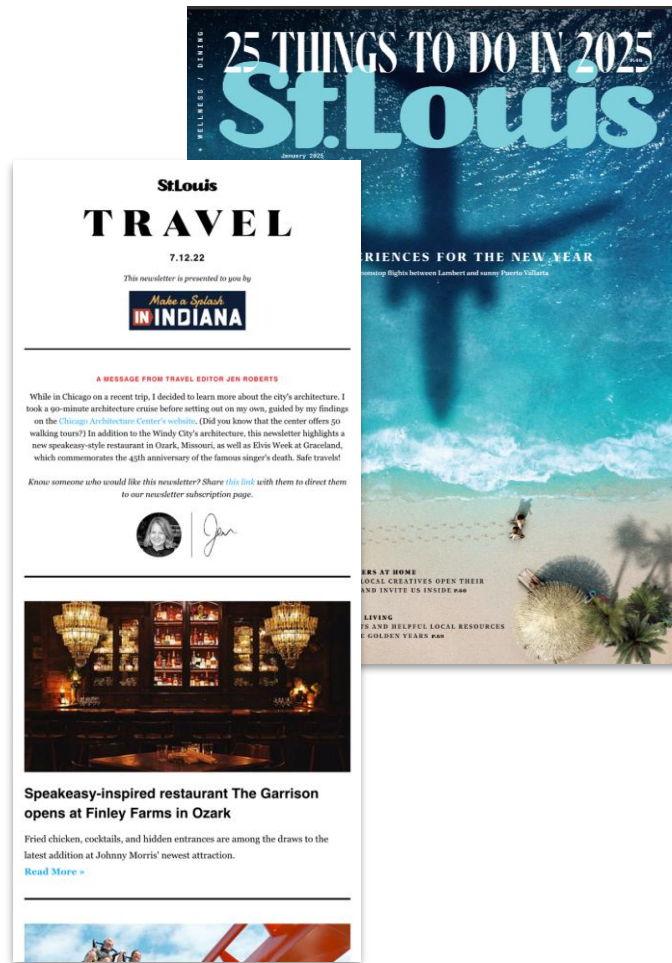
—BIG CEDAR LODGE/WONDERS OF WILDLIFE



StLouis

St.Louis

We partner with many popular destinations to achieve their goals



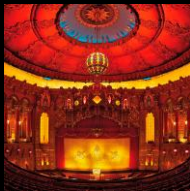
StLouis

Our audiences are passionate about a range of interests.



FOOD & DRINK

Foodies, frequent dining patrons, culinarian, and lovers of fine spirits



ARTS & CULTURE

Patrons of the arts, who have an appreciation for fine art, music, performing arts, and literature



FAMILY

Parents, grandparents, and caregivers looking to make memories and find expert advice



HEALTH & WELLNESS

Readers aspiring to live an active, balanced lifestyle and lead happier, healthier lives



NEWS & CIVICS

Civically engaged St. Louisans invested in the region



BUSINESS

Readers aspiring to live an active, balanced lifestyle and lead happier, healthier lives



SPORTS

Spirited fans of St. Louis CITY SC and the local sports scene



TRAVEL

Experience seekers looking to make the most of their free time



HOME, DESIGN, & RETAIL

Design enthusiasts and shoppers with an eye for detail



EVENTS/THINGS TO DO

Readers looking for top events around town

StLouis Planning Calendar

	EDITORIAL FEATURES	SPECIAL PROMOTIONAL SECTIONS	DIGITAL CAMPAIGNS
JAN FEB	St. Louisans Making a Difference, Senior Living , Health: New Year's Resolutions	Senior Living Profiles; Health Profiles; Camp Profiles	JAN Summer Camp Guide (Jan 1) Senior Living Directory (Jan 1) Local School Guide: School Open House Guide (Jan 1)
MAR	Education, Spring/Summer Arts , Spring/Summer Travel	School Profiles; Camp Profiles <i>A-List Nomination Round Display Ads</i>	FEB A-List Nomination Round (Feb 20–Mar 12) Local School Guide (late Feb)
APR	Architect & Designer Awards, Food/Dining	Faces of St. Louis	MAR Faces of St. Louis (late Mar)
MAY	Summer Fun Guide , Excellence in Nursing Awards, Top Dentists	Dental Profiles	APR Top Dentists Directory (late Apr)
JUN JUL	Real Estate , Top Producers, Family Fun	Realtor Profiles <i>A-List Voting Round Display Ads</i>	MAY A-List Voting Round (May 20–June 17) JUN Top Producers Directory (June 1) JUL Top Doctors Directory (late July)
AUG*	Top Doctors , Fall Arts Guide , Food/Dining	Medical Profiles <i>SLM: A-List Thank You Display Ads</i>	AUG A-List Winners announced online (August 23) Local School Guide: Private School HB (late August)
SEPT	A-List, Fall Travel <i>Special Annual: Private School Handbook</i>	<i>In Special Annual: Private School Profiles</i>	SEPT Local School Guide - Open House Guide (late Sept)
OCT	Design, Fall Family Fun Guide	Open House Guide	NOV Holiday Giveaways (mid Nov) Holiday Gift Guide (mid Nov) Live Local, Give Local (Nov 1)
NOV DEC	Best Restaurants, Best Lawyers, Holiday	Legal Profiles; Live Local, Give Local	DEC Local School Guide: What's New in Education (Dec 1)

Editorial Departments in Every Issue: **Travel**, **Family**, Arts+Culture, Business, Dining, Wellness, **Outdoors** (seasonal), Music(seasonal)

Visit Florida Partner Packages: March 2025 Co-Op Section

Spread Package

Full Page ad + Full Page sponsored content
(submit up to 300 words + 2-3 photos)
or 2-Page Spread custom display ad

COMPLIMENTARY digital display campaign

Travel and Family pages of STLmag.com
25,000+ guaranteed impressions

Partner Rate: \$6,600 (\$10,300 value)



Full Page Package

Full Page ad + Full Page sponsored content
(submit up to 200 words + 2 photos)
or Full Page custom display ad

COMPLIMENTARY digital display campaign

Travel and Family pages of STLmag.com
15,000+ guaranteed impressions

Partner Rate: \$4,200 (\$6,500 value)



Half Page Package

1/4 page ad + 1/4 page sponsored content
(submit up to 75 words + 1 photo)
or Half Page custom display ad

COMPLIMENTARY digital display campaign

Travel and Family pages of STLmag.com
10,000+ guaranteed impressions

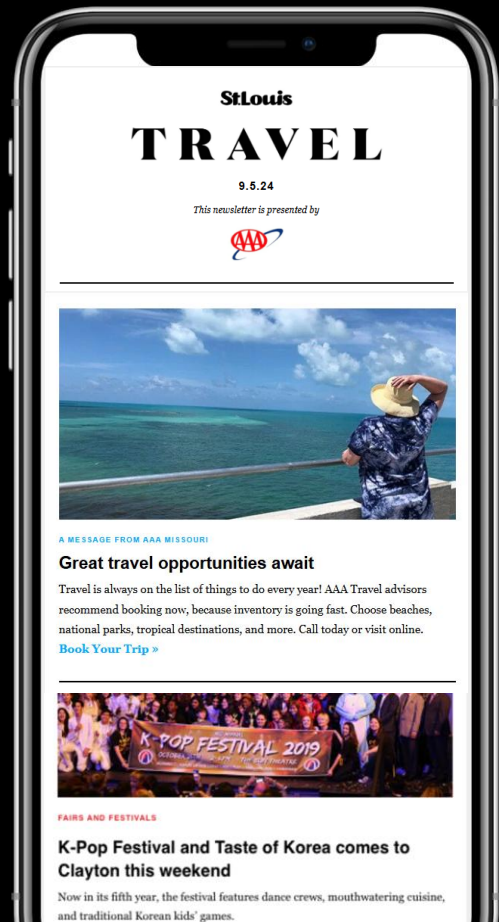
Partner Rate: \$3,000 (\$4,200 value)



Connect with our *engaged*, opt-in audiences requesting our content directly to their inboxes

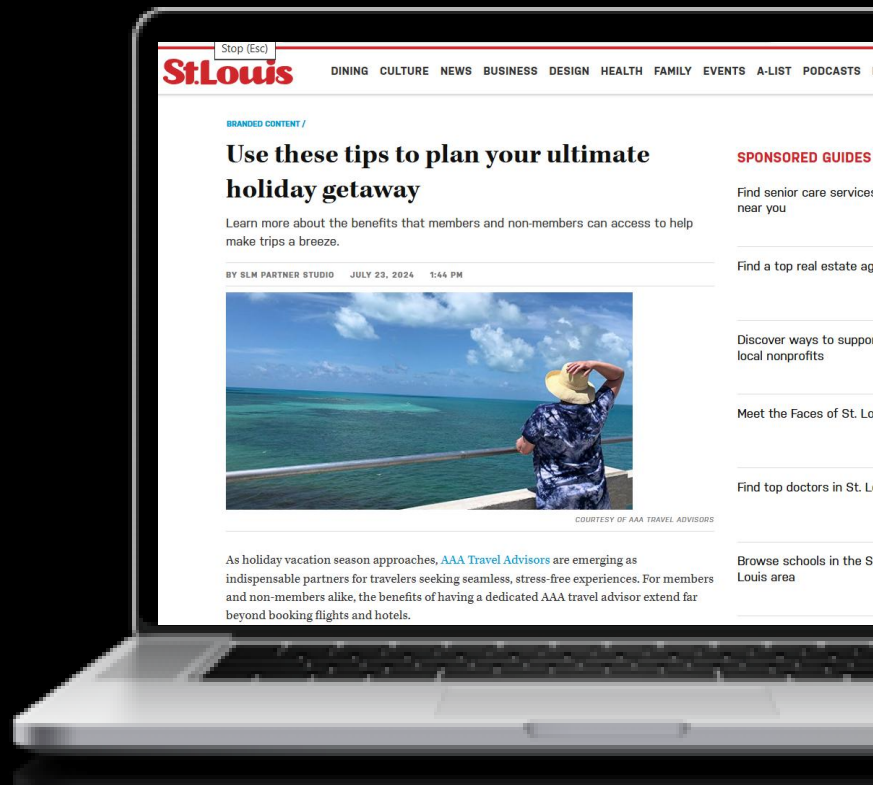
Newsletter Sponsorships Include:

- Premium content position with image + link
- Headliner logo + link above all content
- Two social media posts on Facebook + Instagram
- Audiences: Family, Dining, Music, Weekend, Culture/Events



Tell your brand's story with an engaging article created by *SLM* writers.

- Article featured prominently on homepage and relevant audience pages for 6 weeks. Article may include multiple videos, images and links. Lives indefinitely on our site, searchable and accessible via permanent archive
- Developed with our content strategist for optimal SEO
- 75K digital display campaign to specified audiences
- 4 sponsored content features in relevant newsletters
- 7 social media posts on Facebook, Instagram, Reels & X
- Social media campaign to promote article



[View examples »](#)

StLouis

Let's connect you with our premium audiences!

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