

SLM | Media Group

VISIT **FLORIDA**[®]

Official Partner Co-op Program – March 2026



2024 Missouri Wine Competition winners announced

Stone Hill Winery's 2022 Cross J Norton was awarded the prestigious Governor's Cup, besting 238 other wines.

[Read More](#)

BRANDED.COM

How Dr. Robert Hacker helps patients overcome vascular pain

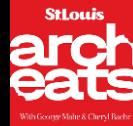
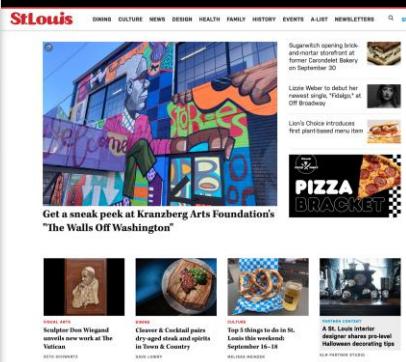
St. Louis Vascular Surgical Specialists specializes in peripheral artery disease, vascular health, venous diseases, and wound care. [Read one patient's story](#) and learn why it's important to have a vascular surgeon like Dr. Hacker on your medical team.



Where to celebrate National Ice Cream Day this Sunday

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

[Read More >](#)



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

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

Source: HubSpot; Epsilon; CVC Audit

St.Louis

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



St.Louis

St.Louis

We partner with many popular destinations to achieve their goals



St.Louis

TRAVEL

7.12.22

This newsletter is presented to you by

**Make a Splash
IN INDIANA**

A MESSAGE FROM TRAVEL EDITOR JEN ROBERTS

While in Chicago on a recent trip, I decided to learn more about the city's architecture. I took a 90-minute architecture cruise before setting out on my own, guided by my findings on the Chicago Architecture Center's website. (Did you know that the center offers 50 walking tours?) In addition to the Windy City's architecture, this newsletter highlights a new speakeasy-style restaurant in Ozark, Missouri, as well as Elvis Week at Graceland, which commemorates the 40th anniversary of the famous singer's death. Safe travels!

Know someone who would like this newsletter? Share [this link](#) with them to direct them to our newsletter subscription page.

 Jen

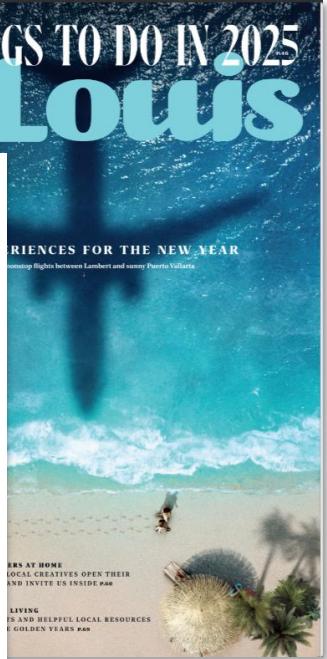
RES AT HOME
LOCAL CREATIVES OPEN THEIR KIDS INVITE US INSIDE [PAGE 6](#)

LIVING
10 AND HELPFUL LOCAL RESOURCES [PAGE 6](#)

Speakeasy-inspired restaurant The Garrison opens at Finley Farms in Ozark

Fried chicken, cocktails, and hidden entrances are among the draws to the latest addition at Johnny Morris' newest attraction.

[Read More »](#)



Our audiences are passionate about a range of interests.



ARTS & CULTURE

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



BUSINESS

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



FAMILY

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



SPORTS

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



FOOD & DRINK

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



HEALTH & WELLNESS

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



TRAVEL

Experience seekers looking to make the most of their free time



HOME, DESIGN, & RETAIL

Design enthusiasts and shoppers with an eye for detail



NEWS & CIVICS

Civically engaged St. Louisans invested in the region



EVENTS/THINGS TO DO

Readers looking for top events around town

St.Louis Planning Calendar

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

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

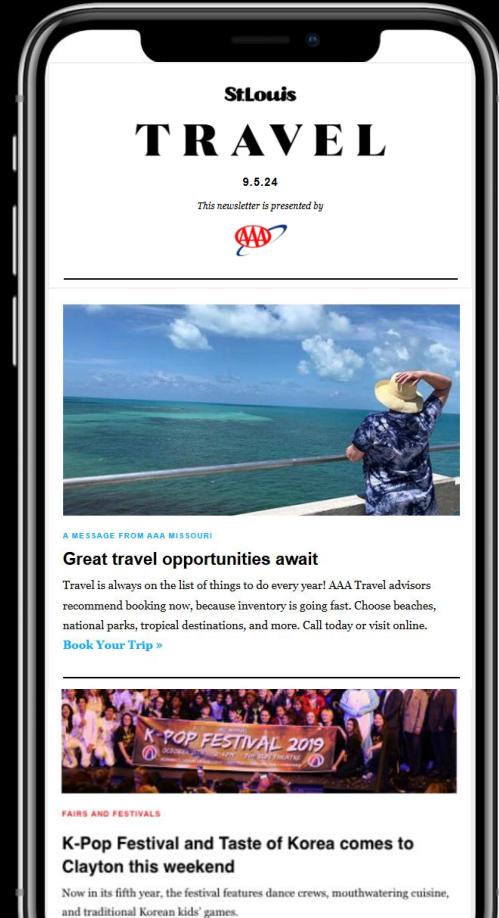
Partner Rate: \$3,000 (\$4,200 value)



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

Stop (Esc)

St.Louis

DINING CULTURE NEWS BUSINESS DESIGN HEALTH FAMILY EVENTS A-LIST PODCASTS

BRANDED CONTENT /

Use these tips to plan your ultimate holiday getaway

Learn more about the benefits that members and non-members can access to help make trips a breeze.

BY SLM PARTNER STUDIO JULY 23, 2024 1:44 PM

COURTESY OF AAA TRAVEL ADVISORS

As holiday vacation season approaches, [AAA Travel Advisors](#) are emerging as indispensable partners for travelers seeking seamless, stress-free experiences. For members and non-members alike, the benefits of having a dedicated AAA travel advisor extend far beyond booking flights and hotels.

[View examples »](#)

St. Louis

Let's connect you
with our premium
audiences!

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