style.

more than a magazine



20+ years of telling *Lake & Sumter's* story.

20+ YEARS style CONNECTING THE COMMUNITY

PRINT · DIGITAL · SOCIAL · PODCAST

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LAKE & SUMTER STYLE

More than a magazine. *A community connection.*

For 20+ years, Lake & Sumter Style has been a trusted, locally owned, award-winning lifestyle brand that celebrates the heart and soul of our community. Through our print magazine, social channels, website, and podcasts, Style connects readers with the people, places, and experiences that make Lake and Sumter counties shine.

Each issue reflects the authentic voices of local residents, with stories that are uplifting, informative, and inspiring, and our digital extensions keep readers engaged long after the magazine leaves the stands.

> *Style is what I eagerly anticipate reading and seeing each month.*
>
> A LOYAL STYLE READER

"It's everyone's go-to publication for what is going on in Lake County."
LENA WILLIAMS

"Each month, I enjoy picking up a copy and reading all about the people and great things happening in Lake and Sumter counties. We have so much to be proud of."
ROSANNE BRANDEBURG

"I applaud their consistent efforts to raise awareness about the topics, organizations, events and community leaders that make up the fiber of Lake and Sumter counties."
JOE ZILER

Local *authority*

Where local brands become *community leaders.*

Advertising in Style puts your brand at the center of local influence, inside the publication Lake and Sumter readers already trust to tell them who matters here.

01

Trusted. Local. Influential.

Align your business with a publication readers trust and actively engage with.

02

Reach the right audience

Connect with affluent homeowners, decision-makers, and loyal local consumers.

03

Recognition that builds business

Consistent presence builds familiarity, and familiarity drives buying decisions.

04

More than an ad. It's positioning.

From advertorials to premium placements, we tell your story in a compelling way.

05

Hyper-local impact

Every story, every page, every issue is about Lake and Sumter counties.

06

Be part of the community

Join a platform that celebrates local success and builds lasting connections.

THE PROOF

20+
YEARS COVERING LAKE & SUMTER

210,000+
READERS ACROSS PRINT, WEB & SOCIAL

6M+
PEOPLE SAW STYLE ON FACEBOOK LAST YEAR

1.4M+
WEBSITE VISITS LAST YEAR

More visibility. Stronger credibility. Market leadership.

Our *readers*

210,000+

TOTAL READERS

In print, online and on social, across Lake and Sumter counties, including The Villages.

GENDER

58%

Women

Men	**42%**

AGE

37.7%

Ages 45–54

25–44	**22%**
55–64	**27%**
Other	**13.3%**

HOUSEHOLD INCOME

33.6%

$75–149K

$50–74K	**29%**
Under $50K	**19.1%**
Over $150K	**18.3%**

EDUCATION

63.2%

Attended college

Some college	**17.45%**
College degree	**32.95%**
Advanced degree	**12.8%**



Print *rates*

LAKE & SUMTER + VILLAGE EDITION

Ads run in both

	12x	6x	3x
Spread	$2,550	$2,750	$2,950
Full page	1,750	1,950	2,150
Half page	1,150	1,350	1,550
Quarter page	850	1,050	1,250
Dining guide listing	450	650	850

Rates based upon consecutive frequency.

ADVERTORIALS

8-page gatefold (w/1k overruns, L&S only)	$10,950
4-page	5,250
3-page	4,250
2-page	3,250
1-page	2,150

PREMIUM POSITIONING

12x commitment

Inside front cover	$2,150
Inside facing front cover	2,150
Inside back cover	2,150
Inside facing back cover	2,150
Back cover	2,750

VILLAGE EDITION PREMIUM

Village Edition only

Inside front cover	$2,150
Inside back cover	2,150
Back cover	2,750

SPECIALTY COVERS

Cover w/ 8-page gatefold 1k overruns, L&S + Village	$15,950
Cover w/ 8-page gatefold 1k overruns, Village only	12,950
Cover w/ 4-page advertorial L&S + Village	8,950



COVER + GATEFOLD



2-PAGE SPREAD



ADVERTORIAL W/ COVER



FULL PAGE



FRACTIONAL

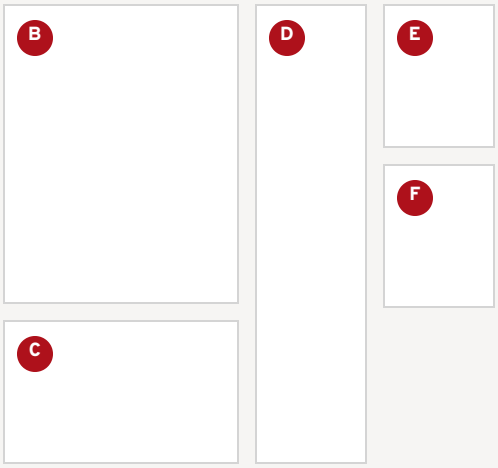


DINING GUIDE

Print *specs*

AD SIZE	WITH .125" BLEED (W X H)	TRIM / LIVE (W X H)
A Spread	17 x 11.125	16.75 x 10.875
B Full page	8.625 x 11.125	8.375 x 10.875
C Half page horizontal	–	7.01 x 4.625
D Half page vertical	–	3.405 x 9.56
E Quarter page	–	3.405 x 4.625
F Dining guide	Designed by Style	

PAGE ANATOMY



Keep all text, logos and key information at least .5" from the trim and gutter.

File *specifications*

- **PDF:** high-res PDF/X-1a:2003, all colors CMYK, all type converted to outlines (we reserve the right to rasterize PDFs as TIFFs).
- **InDesign:** collected files, Creative Suite CC or lower, with all fonts (printer and screen) and linked files.
- **Illustrator or Photoshop:** all type converted to paths/outlines.
- **Images:** 300 dpi or higher. TIFFs preferred, JPGs accepted.
- **Not accepted:** QuarkXPress, Microsoft Word, PowerPoint or Publisher files.
- **Delivery:** email (8MB max) or a transfer service such as WeTransfer.

DEADLINES

Reserve space 45 days before publication. Camera-ready artwork is due to your account representative by the 5th of the month before publication.

2027 *calendar*

01 January

THE NEXT GENERATION

EDITORIAL

40 Under 40 – Celebrating emerging business owners, influencers, and community voices shaping Lake and Sumter's future.

ADVERTISING SPECIAL

Healthy Living Spotlight – Local gyms, wellness studios, healthcare providers, and medical professionals.

02 February

HOME REFRESH

EDITORIAL

Fresh inspiration for home organization, décor, and renovation trends.

New Communities — Family and 55+

ADVERTISING SPECIAL

Parade of Homes Insert

Ask the Home Expert

03 March

THE LIVING ISSUE

The people. The places. The experiences. The lifestyle.

EDITORIAL

A celebration of life in Lake and Sumter counties: local destinations, experiences, recreation, dining, arts, and the vibrant lifestyle that makes our community unique.

ADVERTISING SPECIAL

Business Spotlight – Showcase your story in the Living Issue.

04 April

TOP REALTORS

EDITORIAL

List of Multimillion-Dollar Producers

ADVERTISING SPECIAL

Meet the Realtor

05 May

TEACHERS & MENTORS OF THE YEAR

EDITORIAL

Honoring the educators and mentors making a lasting impact in our schools and communities.

ADVERTISING SPECIAL

Businesswomen of Style – A celebration of inspiring women in business and leadership.

06 June

THE MEN'S ISSUE

EDITORIAL

Father's Day Gift Guide

Local Breweries, Golf, and Adventure Spots

ADVERTISING SPECIAL

Men of Success – Recognizing accomplished professionals and community leaders.

2027 calendar

07 July

THE FOOD ISSUE

EDITORIAL

A celebration of our local food scene, from standout restaurants and chefs to farm-to-table, craft beverages, and culinary experiences.

ADVERTISING SPECIAL

Food & Dining Spotlight – Restaurants, catering, specialty foods, and local libations.

08 August

BEST OF THE BEST AWARDS

EDITORIAL

Our annual Best of the Best issue celebrating reader favorites across every category—food, fashion, business, and lifestyle.

ADVERTISING SPECIAL

Best of the Best Special

09 September

THE HEALTH & WELLNESS ISSUE

EDITORIAL

Breast Cancer and Alzheimer's Awareness Spotlight.

Mindful Living – Yoga, therapy, and mental health insights.

ADVERTISING SPECIAL

Health Pros – Featuring local medical experts and wellness providers.

10 October

40 OVER 40

EDITORIAL

Celebrating 40 local men and women over 40 who are making a difference in business, community, and everyday life.

ADVERTISING SPECIAL

40 Over 40 Spotlight – Align your brand with influential leaders and changemakers.

11 November

THE EXTRAORDINARY ISSUE

EDITORIAL

Inspiring stories of extraordinary people, businesses, and organizations making a lasting impact in Lake and Sumter counties.

ADVERTISING SPECIAL

Extraordinary Leaders – Profile your business, mission, or impact.

12 December

THE HOLIDAY & STYLE ISSUE

EDITORIAL

Holiday Homes & Decorations

Festive Events & Gift Guide

ADVERTISING SPECIAL

Holiday Promotion

Style *digital*

Websites, social media and *so much more.*

Style doesn't stop at the printed page. Our website, digital edition, social channels, and podcasts keep readers connected all month long, between issues and wherever they are. Every one of them is another way to put your message in front of the Lake and Sumter audience that already trusts Style.



1.4M+

OUR WEBSITE P. 10

Website visits last year, with display ads and sponsored content running around the clock.

15,000

DIGITAL EDITION P. 11

Average monthly readers flipping through every issue online.

6M+

SOCIAL MEDIA P. 11

People saw Style on Facebook last year.

3

PODCASTS P. 12

Style Podcast, SportsHub, and On the Menu, on every major platform.

Need more than an ad?

The same team behind Style builds and manages websites, Google Business Profiles, and local search for businesses across Lake and Sumter. **Ask your rep.**

The *website*

Put your message in front of *our audience.*

When you advertise digitally with Style, you're investing in your brand's online visibility and reputation. We help you build a credible, consistent digital presence through precise targeting, data-driven insights, and refined creative, so your business makes meaningful connections that drive measurable results.

And it works around the clock, reaching potential customers whenever and wherever they're most engaged.



1:24

AVERAGE TIME ON SITE (MIN:SEC)

4x

WEB TRAFFIC SINCE 2020

1.4M+

VISITS LAST YEAR

25K → 100K+

MONTHLY VISITS, THEN VS. NOW

Rates

DIGITAL ADS	
Tile (500 x 500)	**$450/mo**
Banner (1960 x 240)	**$600/mo**

SPONSORED CONTENT	
Provided content*	**$400**
Style writes (up to 600 words)**	**$600**

*Style reserves the right to deny content the publisher does not deem fit for our brand or audience.
**Additional words: $0.35 per word.

WHY IT WORKS

Our readers don't skim. They stay and read, which means your ad gets seen by people who already trust what they're reading.

Social & *flipbook*

Print is alive and well, *and it travels.*

Style has long proven that print can thrive in a digital world. Our digital edition expands every issue with fresh stories, videos, and previews that reach readers before the magazine hits the stands.

On Facebook, Instagram, and X, we drive engagement, spark conversation, and build community between issues, extending the life of every story long after the magazine reaches readers' hands.



"100,000+ clicks from our Facebook to Style stories last year."

SOURCE: META BUSINESS SUITE, SEPT 2025 – SEPT 2026

DIGITAL EDITION

15,000

AVERAGE MONTHLY READERS

6M+

PEOPLE SAW STYLE ON FACEBOOK LAST YEAR

64M+

VIEWS LAST YEAR

100K+

CLICKS FROM FACEBOOK TO OUR STORIES

60K+

FACEBOOK FOLLOWERS

For 20+ years, Lake and Sumter residents have trusted Style to tell them what's happening in their community. When you want to reach the people who live, shop, and spend here, Style puts you in front of them.

Source: Meta Business Suite, Facebook, Sept 2025 – Sept 2026

RATES

Social post, Facebook & Instagram
One-time fee

$350

Video *podcasts*



Expanding our voice *beyond the page.*

With 20+ years of experience covering the best of Lake and Sumter counties, Style brings its trusted voice and community focus to the world of podcasts.

WHAT WE COVER

01 **COMMUNITY LEADERS**
From elected officials to grassroots organizers, face-to-face with the leaders shaping the future of Lake and Sumter counties.

02 **PERSONS OF INTEREST**
Individuals whose stories are as fascinating as they are impactful: their journeys, challenges, and triumphs.

03 **LOCAL LANDSCAPE**
Upcoming developments, community initiatives, and the latest news affecting our region.

04 **LOCAL SPORTS**
The dedication, teamwork, and hometown spirit that define Lake and Sumter County athletics.

FOUND ON ALL MAJOR PLATFORMS

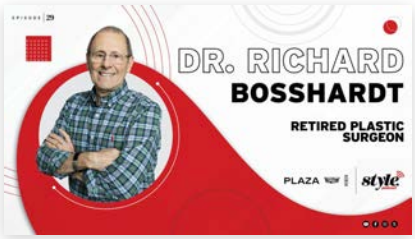
style podcast

SportsHub A STYLE PODCAST

on the menu A STYLE PODCAST

Sponsor *a show*







SportsHub
A STYLE PODCAST

PRESENTING — *$3,500/mo*

- On-air mentions as the presenting sponsor.
- Featured podcast interview appearance.
- Logo across all podcast advertising and promotions.
- One 30-second commercial per week.
- Branded content on the podcast set.
- Digital ad on LakeandSumterStyle.com ($450/mo value).

SUPPORTING — *$1,000/mo*

- On-air mentions as a supporting sponsor.
- Logo on all podcast advertising and promotions.
- One 30-second commercial per month.
- Digital ad on LakeandSumterStyle.com ($450/mo value).

style podcast

PRESENTING — *$1,500/mo*

- 30-second commercial (provided by you) on every episode.
- Multiple on-air mentions.
- Digital ad on LakeandSumterStyle.com, plus landscape premium ad placement.
- Logo on podcast ads and promotions.
- Logo and branded content during the show and on set.

GOLD — *$500/mo*

- 30-second commercial (provided by you) once a month.
- On-air mentions.
- Logo on podcast ads and promotions.
- Digital ad on LakeandSumterStyle.com ($450/mo value).

on the menu
A STYLE PODCAST

PRESENTING — *$800/mo*

- 30-second commercial (provided by you) on every episode.
- Multiple on-air mentions.
- Digital ad on LakeandSumterStyle.com, plus landscape premium ad placement.
- Logo on podcast ads and promotions.
- Logo and branded content during the show and on set.

Let's build your *sponsorship.*

Call 352.787.4112, email info@akersmediagroup.com, or ask your Style rep.

So much more *than a magazine.*

PRINT · DIGITAL · SOCIAL · PODCAST

style.
more than a magazine



LET'S TALK

352.787.4112

lakeandsumterstyle.com

info@akersmediagroup.com

120 E North Blvd., Ste 101
Leesburg, FL 34748