

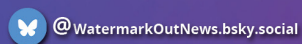
**2026**

**watermark**  
**OUT**  
**news**

***Your LGBTQ+ News Source***

**PRINT MEDIA KIT**

**DAYTONA BEACH • ORLANDO • TAMPA • ST. PETERSBURG • SARASOTA**



# SOME FACTS ABOUT

\*14th annual LGBTQ+ Community Survey 2020

\*\*worldpopulationreview.com, orlandoedc.com, 2010 US Census Bureau

# WATERMARK OUT NEWS READERSHIP:

THE WALL STREET JOURNAL HAS REFERRED TO GAYS & LESBIANS AS

## The billion dollar "DREAM MARKET"

# \$90,000

AVERAGE HOUSEHOLD INCOME.

# 68%

OWN THEIR HOME.

# 72%

OWN A PET.

# 24%

HAVE CHILDREN LIVING IN THEIR HOME.

# 88%

ARE AGE 26-64, THE MOST REQUESTED DEMO TARGET.

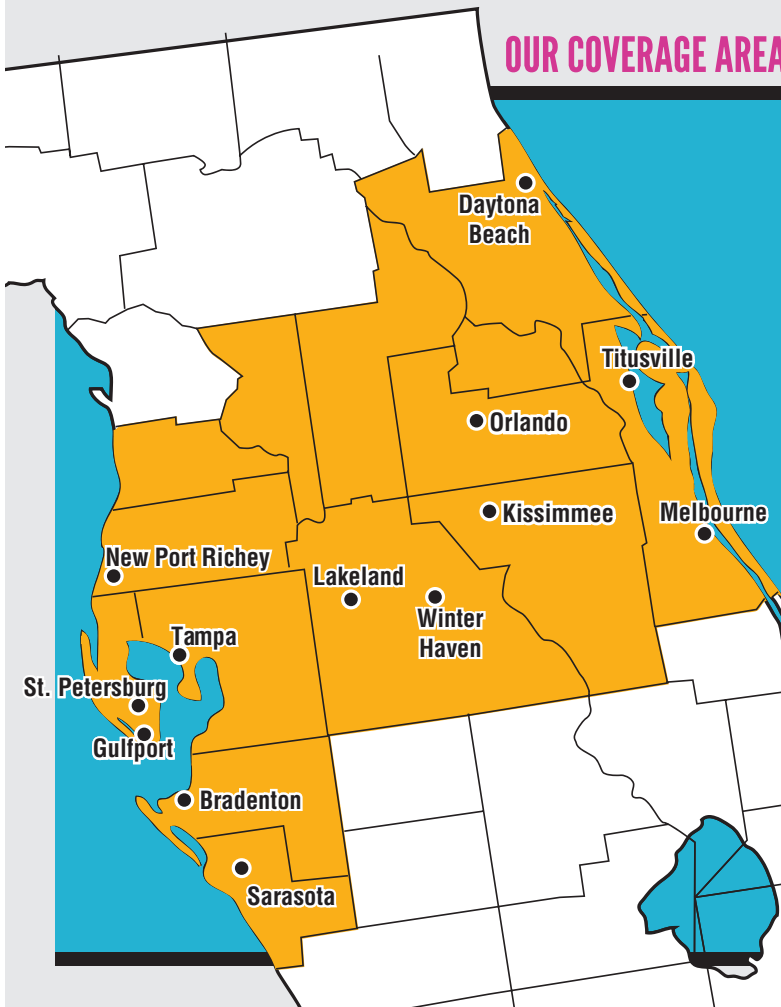
# 82%

TEND TO PURCHASE FROM COMPANIES THAT MARKET TO AND SUPPORT THE LGBTQ+ COMMUNITY.

## ABOUT US

Since 1994, Watermark Out News has been the most trusted news source covering LGBTQ+ life throughout Orlando, Tampa, St. Petersburg, Sarasota, Bradenton, Daytona Beach, Palm Coast, Melbourne, Titusville, Cocoa, Lakeland and Winter Haven. An estimated 842,000 LGBTQ+ individuals live in the Greater Orlando and Greater Tampa Bay Metropolitan areas with just under \$2 Billion in annual spending power.

### OUR COVERAGE AREA



### NEWSPAPER

For over 30 years, Watermark Out News has been published every two weeks and has been the newspaper of record for national, state and local news, arts and entertainment for the LGBTQ+ Community of Central Florida and Tampa Bay with a readership average of up to 50,000 readers per issue.

Up to 16,000 copies of Watermark Out News are distributed every other week to two of the top 10 metropolitan areas with the highest percentage of LGBTQ adults and surrounding cities. Orlando ranks 7th and Tampa-St Petersburg-Clearwater ranks 10th in the percentage in the Top 10 in the U.S.

### WEBSITE

It's described as your LGBTQ+ News Source. Updated every day with news, photos, blogs and videos, WatermarkOutNews.com is the go-to website for Central Florida and Tampa Bay's LGBTQ+ Community for up-to-the-minute LGBTQ+ news and entertainment.

WatermarkOutNews.com banner ad advertisers get unlimited impression for one low monthly cost, reaching over 100,000 monthly visitors.

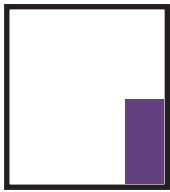
### ENEWSLETTER

It's sent to more than 7,000 "permission granted" email addresses and includes updates on national and local news, arts and entertainment. Advertising is limited to no more than 6 advertisers giving your business more exposure at a very low cost. It's a great addition to any Watermark Publishing Group advertising program.

# 2026 DISPLAY NET RATES PER ISSUE

AD SIZES	1 TIME RATE	6 TIME RATE	13 TIME RATE	26 TIME RATE
Center Spread	\$3608	\$3254	\$2961	\$2438
Full Page	\$1569	\$1415	\$1287	\$1060
1/2 Page	\$833	\$750	\$684	\$574
3/8 Page	\$676	\$556	\$507	\$426
1/4 Page	\$507	\$401	\$371	\$310
1/8 Page	\$289	\$226	\$204	\$173

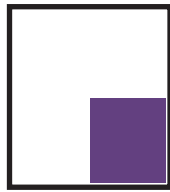
\*Prices Effective 1/1/23 \*\*Premium placement: Add 15% \*\*\*Black and white: Discount 10%



1/8 VERTICAL  
2.2 in. x 4.95 in.



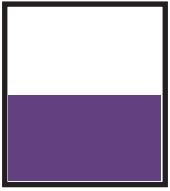
1/8 HORIZONTAL  
4.5 in. x 2.4 in.



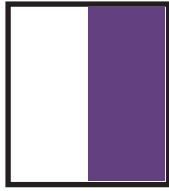
1/4 VERTICAL  
4.5 in. x 4.95 in.



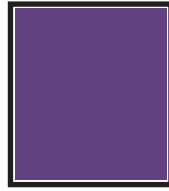
3/8 VERTICAL  
4.5 in. x 7.5 in.



1/2 HORIZONTAL  
9.25 in. x 4.95 in.



1/2 VERTICAL  
4.5 in. x 10.1 in.



FULL PAGE  
9.25 in. x 10.1 in.

All ads are given a 0.75 pt. black (K:100%) stroke around the outside edge. Consult your account manager for alternate arrangements.

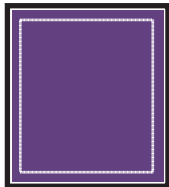
## PREMIUM DISPLAY AD DIMENSIONS

### BACK COVER

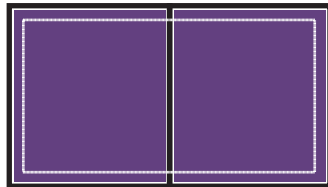
Trimmed Size:  
10.25 in. x 11.5 in.

### Bleed Area:

0.25 in. all around outside trim size edge. Keep all important images and text within 0.25 in. inside margin.



\*Full bleed pages are only available on back cover or specially paper stock pages.



### CENTER SPREAD/DOUBLE TRUCK

19.5 in. x 10.1 in.

## MARKETPLACE DIRECTORY

### B&W NET RATES PER ISSUE

SIZE	26 TIME RATE	13 TIME RATE
Single Cell	\$72	\$80
Double Cell	\$98	\$113

### SPOT COLOR NET RATES PER ISSUE

SIZE	26 TIME RATE	13 TIME RATE
Single Cell	\$104	\$128
Double Cell	\$117	\$143

### MARKETPLACE ADS RUN CONSECUTIVELY.

*A Warm Welcome*

Our downtown hotel is TAG Approved, gay-friendly, a supporter of the gay community and known for hospitality and welcoming ambiance... right down to a warm cookie at check-in. We'd love to have you as our guest.

DOUBLE TREE  
HOTEL BY HILTON

605 S. Franklin Boulevard, Orlando, FL 32803  
T 407 425 4455  
DoubleTreeOrlando@doubletree.com

NOT ACTUAL SIZE

### DOUBLE CELL MARKETPLACE

◀ 2.85 in. x 3.4 in

### SINGLE CELL MARKETPLACE

▼ 2.85 in. x 1.45 in

**4 Seasons**  
Air Conditioning & Heating  
The A/C Company you wish you called first.

407-295-9233  
www.4seasonsair.net  
FL License#: CAC056308

We have the perfect deal on **PERFECT AIR** for your home

Up to \$1700 in Rebates plus additional utility company incentives on qualified units.

NOT ACTUAL SIZE

## OUR BUSINESS AFFILIATIONS

Watermark Publishing Group is an NGLCC Certified LGBTBE business and is a proud member of these LGBTQ+ chambers of commerce ad business organizations:



# watermark out news

## 2026 EDITORIAL CALENDAR

DAYTONA BEACH • ORLANDO • TAMPA • ST. PETERSBURG • SARASOTA

### JANUARY

**ISSUE 33.01**  
Deadline: 12/26/25  
Publish: 1/1/26

**ISSUE 33.02**  
Deadline: 1/9/26  
Publish: 1/15/26

**ISSUE 33.03**  
Deadline: 1/23/26  
Publish: 1/29/26

### FEBRUARY

**ISSUE 33.04**  
Deadline: 2/6/26  
Publish: 2/12/26

**ISSUE 33.05**  
Deadline: 2/20/26  
Publish: 2/26/26  
INSERT: SPRING ARTS GUIDE

### MARCH

**ISSUE 33.06**  
Deadline: 3/6/26  
Publish: 3/12/26  
INSERT: PRIDE IN TAMPA GUIDE (TB ONLY)

**ISSUE 33.07**  
Deadline: 3/20/26  
Publish: 3/26/26

### APRIL

**ISSUE 33.08**  
Deadline: 4/3/26  
Publish: 4/9/26

**ISSUE 33.09**  
Deadline: 4/17/26  
Publish: 4/23/26  
INSERT: ORLANDO FRINGE PROGRAM (CFL ONLY)

### MAY

**ISSUE 33.10**  
Deadline: 5/1/26  
Publish: 5/7/26  
INSERT: RAINBOW FAMILY GUIDE

**ISSUE 33.11**  
Deadline: 5/15/26  
Publish: 5/21/26  
INSERT: CENTRAL FL LIVING OUT LOUD

### JUNE

**ISSUE 33.12**  
Deadline: 5/29/26  
Publish: 6/4/26  
INSERT: ST PETE PRIDE

**ISSUE 33.13**  
Deadline: 6/12/26  
Publish: 6/18/26

### JULY

**ISSUE 33.14**  
Deadline: 6/26/26  
Publish: 7/2/26

**ISSUE 33.15**  
Deadline: 7/10/26  
Publish: 7/16/26

**ISSUE 33.16**  
Deadline: 7/24/26  
Publish: 7/30/26

### AUGUST

**ISSUE 33.17**  
Deadline: 8/7/26  
Publish: 8/13/26  
INSERT: FALL ARTS GUIDE

**ISSUE 33.18**  
Deadline: 8/21/26  
Publish: 8/27/26

### SEPTEMBER

**ISSUE 33.19**  
Deadline: 9/4/26  
Publish: 9/10/26

**ISSUE 33.20**  
Deadline: 9/18/26  
Publish: 9/24/26  
INSERT: COME OUT WITH PRIDE GUIDE

### OCTOBER

**ISSUE 33.21**  
Deadline: 10/2/26  
Publish: 10/8/26  
INSERT: TAMPA BAY LIVING OUT LOUD

**ISSUE 33.22**  
Deadline: 10/16/26  
Publish: 10/22/26  
INSERT: LGBTQ+ WEDDING GUIDE

### NOVEMBER

**ISSUE 33.23**  
Deadline: 10/30/26  
Publish: 11/5/26  
INSERT: HOLIDAY GUIDE

**ISSUE 33.24**  
Deadline: 11/13/26  
Publish: 11/19/26  
INSERT: HEALTH GUIDE

### DECEMBER

**ISSUE 33.25**  
Deadline: 11/27/26  
Publish: 12/3/26

**ISSUE 33.26**  
Deadline: 12/11/26  
Publish: 12/17/26

**ISSUE 33.27**  
Deadline: 12/25/26  
Publish: 12/31/26



## SPECIALTY PUBLICATIONS



### SPRING ARTS GUIDE

Deadline: 2/6/26  
Publish: 2/26/26



### PRIDE IN TAMPA

Deadline: 2/20/26  
Publish: 3/12/26



### ORLANDO FRINGE PROGRAM

Deadline: 4/3/26  
Publish: 4/23/26



### RAINBOW FAMILY GUIDE

Deadline: 4/17/26  
Publish: 5/17/26



### CENTRAL FL LIVING OUT LOUD

Deadline: 5/1/26  
Publish: 5/21/26



### ST PETE PRIDE GUIDE

Deadline: 5/15/26  
Publish: 6/4/26



### FALL ARTS GUIDE

Deadline: 7/24/26  
Publish: 8/13/26



### COME OUT WITH PRIDE GUIDE

Deadline: 9/4/26  
Publish: 9/24/26



### TAMPA BAY LIVING OUT LOUD

Deadline: 9/18/26  
Publish: 10/8/26



### LGBTQ+ WEDDING GUIDE

Deadline: 10/2/26  
Publish: 10/22/26



### HOLIDAY GUIDE

Deadline: 10/16/26  
Publish: 11/5/26



### Q HEALTH GUIDE

Deadline: 10/30/26  
Publish: 11/19/26

NEW ISSUES OF WATERMARK OUT NEWS PUBLISH EVERY OTHER THURSDAY. THOUGH DISTRIBUTION BEGINS ON THE PUBLISH DATE, DELIVERY IS NOT GUARANTEED UNTIL FRIDAY. ALL DATES ARE SUBJECT TO CHANGE.



**CENTRAL FL**  
407-481-2243

51 E Jefferson Street, #1148  
Orlando, FL 32802

**TAMPA BAY**  
813-655-9890

3135 1st Ave N, #10266  
St Petersburg, FL 33730