

# FLORIDA RESTAURANT & LODGING



OFFICIAL PUBLICATION OF THE FLORIDA RESTAURANT & LODGING ASSOCIATION



“

*I love the FRLA magazine because it has short, relevant content that keeps me current on Florida's hospitality industry. It covers all aspects of our industry. As a former hotel GM turned educator, I appreciate it from both the industry and educational sides and refer to it regularly.*

**PETER RICCI,  
EDD, CHA, CHSE, CRME,  
CHIA, CHRM, HIFIA**

Director, Hospitality & Tourism  
Management, Stewart Distinguished  
Professor, Florida Atlantic University

“

FRLA has a well deserved reputation as the premier hospitality industry association in the USA. And FR&L Magazine is the ideal way to stay abreast of the superb work done by the FRLA team and our members.”

**DON FOX**  
CEO, Firehouse of  
America, LLC

“

When I launched my firm, I chose FR&L Magazine to introduce it to Florida's hospitality community.”

**TONY  
GLOVER**

Founder, Glover  
Law LLC

“

FR&L Magazine is a great way to keep up with changing industry trends and gain insight into issues affecting our state. We've found it valuable for connecting with other Florida businesses and leaders who are committed to making a difference in the restaurant and hospitality sector.”

**DREW JASINSKI**  
Outside Sales Manager,  
Infinite Energy

“

Since 2001, Heartland has been an endorsed partner with FRLA. FR&L Magazine offers an opportunity to reach Florida's #1 industry through educational articles and advertising, showcasing our commitment to the Hospitality Industry. We communicate to the industry through several channels, and FR&L Magazine is one that works with tremendous response.”

**RANDY PUMPUTIS**  
Territory Manager, Heartland Payment  
Systems; FRLA Insurance Council  
Member; FRLA Allied Council Member



# FLORIDA RESTAURANT & LODGING MAGAZINE



## GROSS RATES

FRLA supplier members receive an automatic 15% discount.  
Click-through on digital magazine flipbook included.

Digital Visibility available on Magazine E-Blasts, pending approval,	
400x400	\$295
200x800	\$395

FULL COLOR (Per issue)	1X	4X
Full page	\$1,820	\$ 1,660
1/2 page	\$1,010	\$ 880
1/4 page	\$ 670	\$ 500
1/8 page	\$ 500	\$ 430

If requested, advertisers receive a .pdf of ad and/or printed magazine copies based on size of advertisement ranging from 2 to 15 per edition.

PREFERRED POSITIONS (Per issue)	
Back Cover	\$2,750
Page 2	\$ 2,350
Page 3	\$ 2,405
Inside Back Cover	\$ 2,290
Next to Table of Contents	\$ 2,290
Next to President and CEO's Letter	\$ 2,290
2-Page Spread/Centerfold/Insert	quote available upon request
Other Guaranteed Positions	Add 15%

Pending approval, additional copy will be provided for Preferred Positions.

## CONTENT

Florida Restaurant and Lodging Magazine is the trade publication for Florida's hospitality industry. Content is directed toward our hotel and restaurant members and industry suppliers. This quarterly magazine is distributed to more than 40,000 independent and household name members, suppliers and theme parks.

FR&L Magazine supports the Florida Restaurant and Lodging Association to "Protect, Educate and Promote" Florida's \$111.7 billion hospitality industry, representing 1.5 million employees, making it the state's No. 1 industry.

## CIRCULATION AND DISTRIBUTION DIGITAL REACH/VISIBILITY

### SUBSCRIBERS INCLUDE FRLA MEMBERS AND NON-MEMBERS

Owners, CEOs, General Managers, Industry Senior Management, Suppliers and Interested Parties.

In 2020 FRLA is producing an online flipbook only. The links are incorporated on the home page of the FRLA website, [frla.org/magazines](http://frla.org/magazines), and are distributed through two email blasts per quarter. The first blast of the quarter, the magazine announcement, goes to 36,000+ and the second eblast, featured content, goes to 23,000.

All advertisements are linked to advertisers' video, website or email address. In addition, each quarter [several articles are posted on the FRLA.org blog](#).

### WEBSITE IMPRESSIONS, FRLA.ORG, AVERAGE MONTHLY\*

Unique users	22,149
Average Monthly	26,336
Total page views	28,849

\*as of 3/1/2020

### SOCIAL MEDIA IMPRESSIONS, QUARTERLY

Facebook, Instagram, Twitter and LinkedIn	383,000
@FRLAnews	

### DIGITAL EDITION EMAIL BLASTS (PER ISSUE)

Subscribers Magazine Announcement	36,000+
Featured Content E-blasts	23,000

## FLORIDA RESTAURANT AND LODGING MAGAZINE THEMES

**Spring** – Lodging/Legislative/Chapter Profiles

**Summer** – Beverage/Emergency Management

**Fall** – Food/Trade Show/Food Safety/ Hall of Fame

**Winter** – Technology/Marketing/New Leadership/Hospitality Workforce

**FOR INFORMATION OR TO RESERVE SPACE,  
CONTACT SUSIE M<sup>C</sup>KINLEY AT FRLA, 850.508.1139 OR EDITOR@FRLA.ORG**





Rowland Publishing, publisher of Tallahassee Magazine, Emerald Coast Magazine and 850 Business Magazine, has been selected by the Florida Restaurant & Lodging Association to produce the quarterly magazine for its membership.

## AD SPECIFICATIONS

(All specifications are in inches, width by height)

Full Page .....	7.25" x 10"
Full Page bleed* .....	8.625" x 11.125"
1/2 Page .....	7.25" x 4.875"
1/4 Page .....	3.5" x 4.875"

(\* Trim size: 8.375" x 10.875" for full page. Please keep all live material .375" from trim on all sides. Allow .125" bleeds on all sides.)

### E-blasts, if approved, must be provided as follow:

- **400 pixels x 400 pixels:** optimized PNG with transparency preserved — 2 per e-blast \$295 with 2 e-blasts per issue
- **800 pixels x 200 pixels:** optimized PNG with transparency preserved — 1 per e-blast \$395 with 2 e-blasts per issue

## IMAGE FILES

EPS, TIFF or JPEG which must be 100% size at 300 dpi in CMYK.

## PORTABLE MEDIA

Apple formatted CDs, DVDs and USB flash drives.

## ELECTRONIC SUBMISSION

For information on large file transfer via a secure connection, visit [rowlandpublishing.com/submit-files](http://rowlandpublishing.com/submit-files). Please send ONE self-extracting, zipped archive containing all necessary materials. For more information and assistance, contact us at [production@rowlandpublishing.com](mailto:production@rowlandpublishing.com) or (850) 878-0554.

All graphic files and fonts — unless fonts used in your layout have been converted to outlines — must be included. Photos must be at least 300 dpi at 100% size, in CMYK.

Any materials that are not prepared to specifications by deadline will be billed at prevailing rates for preparation.

## GRAPHIC DESIGN SERVICES

Ad design services are available for a fee of \$95–\$150 and include one proof and one color scan. Extra charges apply for additional proofs, additional color scans and custom art requests. Electronic specifications are available upon request.

## DEADLINES & DISTRIBUTION

### 2020 Fall Issue

Space/Materials .....	August 15, 2020
Electronic Ads .....	September 1, 2020
Distribution Date .....	September 15, 2020

### 2020–2021 Winter

Space/Materials .....	November 1, 2020
Electronic Ads .....	November 15, 2020
Distribution Date .....	December 1, 2020

### 2021 Spring

Space/Materials .....	February 1, 2021
Electronic Ads .....	February 15, 2021
Distribution Date .....	April 2021

### 2021 Summer

Space/Materials .....	April 1, 2021
Electronic Ads .....	April 15, 2021
Distribution Date .....	June 2021

### 2021 Fall/Conference Edition

Space/Materials .....	July 1, 2021
Electronic Ads .....	July 15, 2021
Distribution Date .....	September 2021

### 2021–2022 Winter

Space/Materials .....	October 1, 2021
Electronic Ads .....	October 15, 2021
Distribution Date .....	December 1, 2021

**Shelf Life** ..... three months

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## LODGING/RESORT AND RESTAURANT DECISION MAKERS READING FR&L MAGAZINE

<p>The Edison</p> <p>4 Rivers Smokehouse / Coop</p> <p>AJ's Seafood &amp; Oyster Bar</p> <p>Anna Maria Oyster Bar</p> <p>Anthony's Coal Fired Pizza</p> <p>Apple Sauce Inc - Applebee's</p> <p>Azteca Real</p> <p>Bahia Mar Fort Lauderdale Beach</p> <p>Benihana</p> <p>Bern's Steak House</p> <p>Best Western Cocoa Beach</p> <p>Big Time Restaurant Group</p> <p>BJ's Restaurant and Brewhouse</p> <p>Bloomin' Brands Inc</p> <p>Blue Martini</p> <p>Boardwalk Beach Resort Hotel</p> <p>Bob Evans Restaurant</p> <p>Boca Raton Resort &amp; Club</p> <p>Bonaventure Resort &amp; Spa</p> <p>Brinker International - Chili's Grill &amp; Bar</p> <p>Bru's Room Sports Grill</p> <p>Bud &amp; Alleys</p> <p>Bud's Chicken &amp; Seafood</p> <p>Buena Vista Palace Hotel &amp; Spa</p> <p>Burger King Corporation</p> <p>Captain Anderson's Restaurant</p> <p>Casa D'Angelo Ristorante</p> <p>Casa Marina, A Waldorf Astoria Resort</p> <p>Cheddar's Casual Cafe</p> <p>continued</p> <p>Chick-fil-A Inc</p> <p>Cobb CineBistro</p> <p>Cody's American Restaurants</p> <p>Columbia Restaurant Group</p> <p>Conrad Fort Lauderdale</p> <p>Conrad Miami</p> <p>Courtyard Cadillac Miami Beach Oceanfront</p> <p>Courtyard Fort Lauderdale Beach</p> <p>Cracker Barrel Old Country Store Inc</p> <p>Crowne Plaza Miami International Airport</p> <p>Darden Restaurants</p> <p>Disney's Animal Kingdom Lodge</p> <p>Disney's Contemporary Resort</p> <p>Disney's Coronado Springs Resort</p> <p>Disney's Grand Floridian Resort &amp; Spa</p> <p>Disney's Pop Century Resort</p> <p>Disney's Wilderness Lodge</p> <p>Disney's Yacht &amp; Beach Club Resort</p> <p>Dixie Crossroads Seafood Restaurant</p> <p>Dock 5 Inc</p> <p>Doherty Enterprises Inc - Applebee's</p> <p>DoubleTree By Hilton Sunrise -</p> <p>Sawgrass Mills</p> <p>DoubleTree Gallery ONE Fort Lauderdale</p> <p>Doubletree Hotel Tallahassee</p> <p>Doubletree Palm Beach Gardens</p> <p>Duffy's Sports Grill</p> <p>Eau Palm Beach</p> <p>Eden Roc Miami Beach</p> <p>Edgewater Beach Resort &amp; Conference Center</p> <p>Embassy Suites Fort Lauderdale</p> <p>Embassy Suites Orlando North</p> <p>Famous Amos Holding LLC</p> <p>Firehouse Subs of America</p> <p>First Watch Restaurants Inc</p> <p>Fontainebleau Resort</p> <p>Food Systems Unlimited Inc</p> <p>Gator's Dockside Gainesville</p> <p>Gecko's Hospitality Group</p>	<p>Golden Corral</p> <p>Grand Hyatt Tampa Bay</p> <p>Green Iguana Entertainment &amp; Restaurant Group</p> <p>Grillsmith</p> <p>Hammock Beach Resort</p> <p>Hard Rock International Inc</p> <p>Harry T's Lighthouse</p> <p>Hawks Cay Resort &amp; Marina</p> <p>Hillstone Restaurant Group</p> <p>Hilton Fort Lauderdale Beach Resort</p> <p>Hilton Fort Lauderdale Marina</p> <p>Hilton Miami Airport</p> <p>Hilton Orlando</p> <p>Hilton Orlando Bonnet Creek</p> <p>Hilton Palm Beach Airport</p> <p>Hilton Pensacola Beach</p> <p>Hilton Sandestin Beach Golf Resort &amp; Spa</p> <p>Holiday Inn Resort Paradise Found</p> <p>Holiday Inn Tampa Westshore</p> <p>Hooters Management Corporation</p> <p>Hooters of America Inc</p> <p>Hyatt Regency Clearwater Beach Resort &amp; Spa</p> <p>Hyatt Regency Coconut Point Resort &amp; Spa</p> <p>Hyatt Regency Coral Gables</p> <p>Hyatt Regency Grand Cypress</p> <p>Hyatt Regency Orlando</p> <p>Hyatt Regency Pier Sixty-Six</p> <p>Hyatt Regency Sarasota</p> <p>Innisbrook Resort &amp; Golf Club</p> <p>InterContinental At Doral Miami</p> <p>Johnny Rockets</p> <p>JW Marriott Orlando Grande Lakes</p> <p>Krystal</p> <p>Landry's Restaurants Inc</p> <p>Loews Don Cesar Hotel</p> <p>Loews Hard Rock Hotel At Universal Orlando</p> <p>Loews Portofino Bay Hotel</p> <p>Loews Royal Pacific Resort At Universal Orlando</p> <p>Mandarin Oriental Miami</p> <p>Margaritaville</p> <p>Marriott Harbor Beach Resort &amp; Spa</p> <p>Marriott Orlando World Center</p> <p>Marriott Tampa Airport</p> <p>McDonald's Corporation</p> <p>Miami Marriott Airport Campus</p> <p>Miami Marriott Biscayne Bay</p> <p>Miami Subs</p> <p>Miller's Ale House Restaurants</p> <p>Naples Beach Hotel &amp; Golf Club</p> <p>Neighborhood Restaurant Partners Florida -</p> <p>Applebee's</p> <p>Nickelodeon Family Suites</p> <p>Ocean Grill</p> <p>Omni Amelia Island Plantation</p> <p>Omni Orlando Resort at ChampionsGate</p> <p>Padrinos Cuban Cuisine</p> <p>Pat Croce Group</p> <p>Pepper's Mexican Grill &amp; Cantina</p> <p>PGA National Resort and Spa</p> <p>PoFolks</p> <p>Ponte Vedra Inn &amp; Club</p> <p>Radisson Resort at the Port</p> <p>Red Elephant Pizza &amp; Grill</p> <p>Red Lobster Seafood Co</p> <p>Renaissance Tampa International Plaza Hotel</p> <p>Renaissance Vinoy Resort &amp; Golf Club</p> <p>Reunion Resort &amp; Club of Orlando</p>	<p>RomaCorp Inc - Tony Roma's</p> <p>Rosen Centre</p> <p>Rosen Shingle Creek</p> <p>Saddlebrook Resort</p> <p>Saltwater Restaurants</p> <p>Sandestin Golf and Beach Resort</p> <p>Sandpearl Resort &amp; Spa</p> <p>Sea World Parks &amp; Entertainment</p> <p>Seminole Hard Rock Hotel &amp; Casino</p> <p>Senor Frijoles</p> <p>Sheraton Sand Key Resort</p> <p>Sirata Beach Resort</p> <p>Sloppy Joe's Bar</p> <p>Smith &amp; Wollensky</p> <p>Smokey Bones Bar &amp; Fire Grill</p> <p>Sonesta Fort Lauderdale</p> <p>Sonny's Real Pit Bar-B-Q</p> <p>Southeast QSR LLC - Taco Bell</p> <p>Southern Restaurant Group Inc</p> <p>Sports Grill Sunset</p> <p>Square 1 Burgers &amp; Bar</p> <p>Steak n Shake Enterprises Inc</p> <p>Stonewood Grill</p> <p>Sunshine Restaurant Corp -</p> <p>Buffalo Wild Wings</p> <p>Sunshine Restaurant Merger - IHOP</p> <p>Sushi Maki &amp; Canton Restaurants</p> <p>Tampa Marriott Waterside Hotel &amp; Marina</p> <p>Texas De Brazil</p> <p>The Biltmore Hotel</p> <p>The Breakers Palm Beach</p> <p>The Fish House</p> <p>The James Royal Palm Hotel</p> <p>The Melting Pot Restaurants</p> <p>The Ritz-Carlton Key Biscayne</p> <p>The Ritz-Carlton Naples</p> <p>The Ritz-Carlton Orlando Grande Lakes</p> <p>The Ritz-Carlton, Amelia Island</p> <p>The Ritz-Carlton, Sarasota</p> <p>The Villages</p> <p>The Westin Fort Lauderdale</p> <p>Tijuana Flats Burrito Company</p> <p>Tommy Bahama</p> <p>TooJay's Management LLC</p> <p>Universal City Walk</p> <p>Valls Group - La Carreta Restaurant</p> <p>Village Inn</p> <p>W Fort Lauderdale</p> <p>W Hotel South Beach</p> <p>Waffle House Inc</p> <p>Waldorf Astoria Orlando</p> <p>Walt Disney World Company</p> <p>Watercolor Inn and Resort</p> <p>Wendy's International Inc</p> <p>West Palm Beach Marriott</p> <p>Westin Beach Resort &amp; Spa Fort Lauderdale</p> <p>Westin Diplomat Resort &amp; Spa</p> <p>Winghouse of America</p> <p>Woody's Bar-B-Q Corporate</p> <p>World of Beer</p> <p>Wright's Gourmet House</p> <p>Wyndham Bay Point Resort</p> <p>Wyndham Grand Orlando Resort</p> <p>Wyndham Jacksonville Riverwalk</p> <p>Wyndham Vacation Rentals</p> <p>Yogurtology</p> <p>Yum! Brands Inc</p>
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