

GABLES

Insider

2021 MEDIA KIT



GABLES *Insider*

ABOUT US

MISSION

Gables Insider is an online news outlet that seeks to offer residents a regular insight into City Hall and community related matters which officially launched on July 1, 2019.

Gables Insider seeks to promote the best that Coral Gables has to offer and occasionally sitting down with elected officials and community leaders to educate on things that make Coral Gables a premier city to live, work, learn, play and visit.

AUDIENCE

Gables Insider is focused on providing news and information to residents, commuters and visitors to the city of Coral Gables.

Coral Gables currently has approximately 50,000 residents with an average of 20,000 individuals commuting to the city to work daily. The median household income in Coral Gables is \$93,950.

REACH

Gables Insider is averaging approximately 2,000 site views per day, on non-newsletter days.

Our newsletter is emailed on Mondays and Thursdays to a circulation list of over 29,500 emails, with an open rate between 31% and 40%, well above industry average.

CONTENT

Gables Insider presents its readers with short, informative articles on a range of issues, including, but not limited to: government, City services, parks and recreations, activities, dining, shopping, and sports.

We also offer video segments with interviews of community leaders (*Leaders & Coffee*) and informative features on important locations in Coral Gables (*Touring The Gables*).

Our content has been created based on reader interests to ensure an optimal experience for our growing group of followers.

GABLES *Insider*

WEBSITE ADS

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GRANADA BANNER

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Coral Gables' Clutch Burger Ranks 6th Best Burger Spot In The US

LATEST

[A New Hotel On Miracle Mile: Part 1](#)

[Banned for 120 Days: CBD Stores and Vape Shops](#)

[Residents: NO Bike Paths On Alhambra](#)

[Power Outages Cause Schools To Cancel Classes And Lunch Rush Disruptions On Giralda](#)

[Touring The Gables Presented By The Carole Smith Team - Miracle Theatre](#)

[Hundreds Participate In Coral Gables' Pumpkin Patch](#)

RECENT POSTS



A New Hotel On Miracle Mile: Part 1

The latest development project making its way through City Hall is a proposed seven story hotel with zero on-site parking owned by Terranova Corp. Gables Miracle Mile, LLC., located at 220 Miracle Mile, has plans to redevelop the existing...

[CONTINUE READING](#)

SEGOVIA BANNER

MERRICK
BANNER

GABLES INSIDER

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GABLES INSIDER IN YOUR INBOX

Gables Insider sends a weekly Newsletter with our most recent articles and upcoming events. Sign up now to stay up to date!

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ALHAMBRA BANNER

GABLES *Insider* NEWSLETTER ADS

PONCE DE LEON BANNER

GABLES *Insider*



Leaders & Coffee Presented By Bachour Commissioner Michael Mena

Watch our sitdown interview with Coral Gables Commissioner Michael Mena, as we discuss current issues affecting Coral Gables... [WATCH NOW](#)

PRADO BANNER

RIVIERA

BANNERS

GABLES

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PACKAGES

1925

Includes: \$500

- Granada banner on website
- Ponce de Leon banner on the newsletter

Pricing is per week and based on a 12-week commitment.

VIDEO SEGMENT SPONSOR

Includes: \$350

- Logo on screen during segment
- Merrick banner on website for 1-week
- Prado banner on 2 newsletters

THE CITY BEAUTIFUL

Includes: \$450

- Merrick banner on website
- Prado banner on the newsletter

Pricing is for a 4-week engagement and based on a 12-week commitment.

ARTICLE SPONSOR

Includes: \$250

- Banner within the article
- Segovia banner on website for 1 week
- Riviera banner on 2 newsletters

BILTMORE WAY

Includes: \$350

- Segovia banner on website
- Riviera banner on the newsletter

Pricing is for a 4-week engagement and based on a 12-week commitment.

RESTAURANT REVIEW

Includes: \$150

- Banner within the article
- Segovia banner on website for 1-week
- Riviera banner on 2 newsletters

Requires dine-in for two reviewers and a \$50 giftcard to be used for a giveaway to subscribers.

GABLES *Insider* SEGMENTS

SEGMENTS

Gables Insider offers several video segments. These segments are the lead story on our newsletters and are viewable on GablesInsider.com.

Sponsorship is \$1,000 payable monthly and will include a minimum of 2 segments per calendar month. Pricing is per month and based on a 3-month commitment.

Each sponsorship includes:

- Logo/Name On Segment Name
- Alhambra banner on website
- Prado banner on the newsletter
- Three lower-third ads during the segment
- B-roll during segment open and close

LEADERS & COFFEE

Leaders & Coffee is a sit down interview where Gables Insider speaks with community leaders about issues affecting our community.

TOURING THE GABLES

In *Touring The Gables*, we visit key sites and locations in Coral Gables and discuss their historic significance or their role in our community.

GABLES GOING GREEN

Gables Going Green analyzes projects, initiatives or current efforts currently being taken to make Coral Gables more sustainable.





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[INFO@GABLESINSIDER.COM](mailto:info@gablesinsider.com)