

the stash. miami

MEDIA KIT 2026



WHO WE ARE



The Stash is the newest city guide magazine launching in Miami. In a city overflowing with options, we are the filter. We don't list everything, we stash the best - a curated periodical for travelers and locals who just want to know what to do and where to go.

STASHDD is building a network of neighborhood shops that can be hubs for visitors and locals who are out and about. Stash a bag or suitcase, have a package waiting safely for you. But first, we want our brand to be a trusted guide to the cities we call home.

Most guide magazines sit in dusty lobby racks, passively waiting to be picked up. *The Stash* is different; *We physically hand our copies to active travelers in the city's highest-traffic corridors.*

We don't just increase your reach, we *own* the precise moment of decision for travelers exactly when they are ready to spend.

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WHY ADVERTISE WITH US?



THE DISTRIBUTION DIFFERENCE:

- **High Visibility:**

Your brand is placed where the people are.
We're placing the magazine into the hands of the best crowds in NYC - high-value exposure.

- **Cultural Credibility**

- **Engaged Audience:** Readers are active explorers - they eat, shop, party, and post. Our readers are spenders - nightlife, fashion, food, experiences.

- **Scarcity=Value:** Our low ad to content ratio means you get noticed AND remembered

THE EFFECT:

- Estimated minimum Return On Investment of \$4 per \$1 spent
- 80% Higher Brand Recall Rate vs digital ads
- 82% Trust Rate vs 40% for digital ads

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AUDIENCE/ CAPTURED INTENT



Travel is still highly impulse-driven.

70% of travelers look for "what to do next" while already on the ground. *The Stash* captures that high-intent moment.

When we hand a traveler a guide, we are providing the solution to their most immediate question: "What next?"

Travelers and locals alike want a trusted source to guide them, and *digital ad fatigue is real*. The numbers show the difference print can make.

Print ads have over 70% higher brand recall and over twice the level of trust.

By pairing minimalist print layouts with seamless QR codes and social engagement, we bridge the gap between offline inspiration and online conversion instantly. It's a physical-to-digital funnel with zero friction.

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REACH & ENGAGEMENT



20,000

Copies Handed Directly to
Target Audience

60,000+

Estimated Total Readership

40%

Ad-to-Content Ratio: We keep
ad volume low to keep readers
engaged and make sure you
stand out

CURRENT AD RATES

Full Page - \$3500

Half-Page - \$2200

Quarter-Page - \$1300

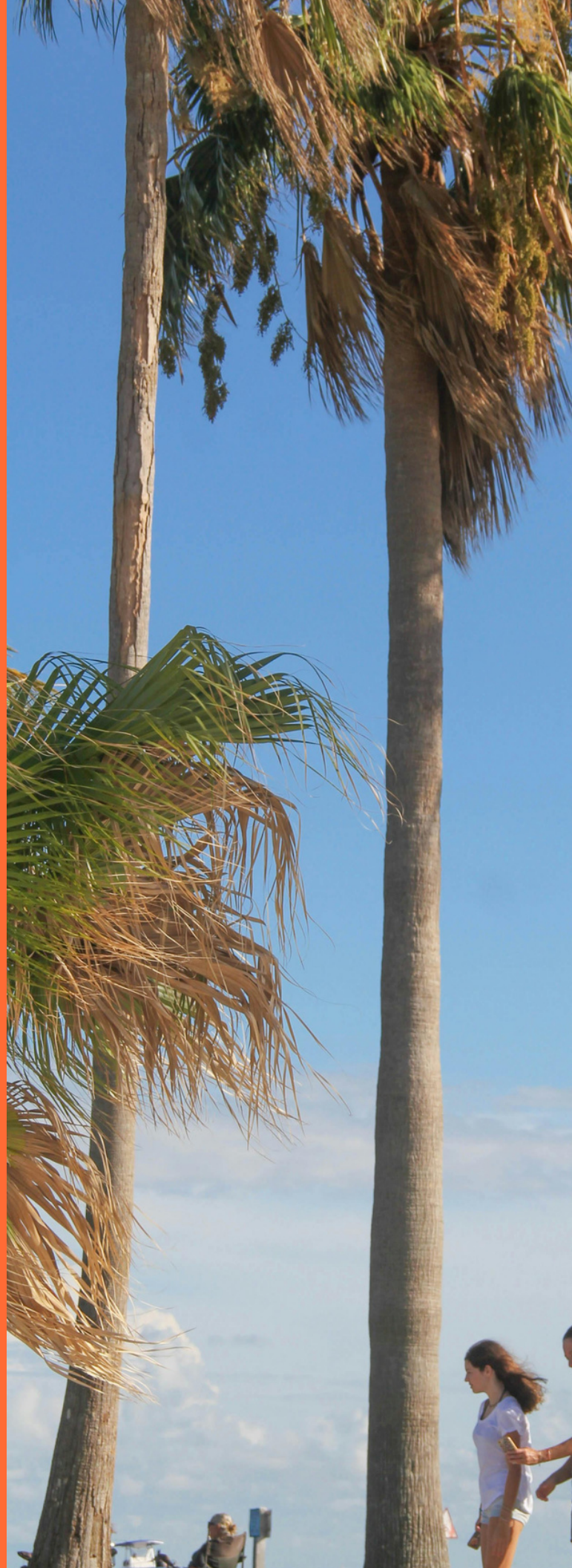
Eighth-Page - \$850

Back Cover - \$5300

Inside Back - \$4000

***DON'T HAVE A PRINT-READY AD?
OUR DESIGN TEAM CAN
CREATE THE PERFECT ONE!***

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CONTACT & NEXT STEPS

Secure your spot in The Stash.

Space is strictly limited, to maintain our
low ad ratio.

Email blake@stashdd.com or call
862-449-2729 to book your placement
today.

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MIAMI



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July 2026

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Allapattah Unbound

Art, industry and the beating
heart of Miami

Essential Miami Cocktails

And where to find them to
kickstart your weekend

The 305 Shortcut

Miami Open Cheat Sheet
Ultra Fest Essentials