MEDIA KIT · 2026

NAPLES

INFLUENCE

A luxury lifestyle publication

An editorial lens on the *city*.

"Naples, as its residents live it."

Naples Influence is a curated lifestyle publication devoted to the city's most refined addresses — the boutiques of Fifth Avenue, the tables that never appear on a map, the estates along the Gulf. We tell the story of Naples as its residents live it: quietly, beautifully, and with impeccable taste. For the brands that belong in that world, we are the introduction.



Where the city *gathers.*

Fifth Avenue South — the heart of Naples.

NAPLES

INFLUENCE

THE AUDIENCE

By the *numbers.*

20,000

FOLLOWERS

A curated community drawn from Naples's most exclusive neighborhoods.

100k

MONTHLY VIEWS

Instagram reach across the city each month — and growing.

Small by design. Our audience is measured not in scale but in address — homeowners, tastemakers and waterfront residents whose attention is the hardest in Southwest Florida to earn.



A world *apart.*

White sand, the Gulf, and the quiet luxury of Naples.

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Where they *live*.

- Port Royal
- Aqualane Shores
- Old Naples
- Coquina Sands
- The Moorings
- Pelican Bay
- Bay Colony
- Grey Oaks
- Mediterra
- Quail West

ZIP CODES 34102, 34103 & 34108 — OLD NAPLES, PORT ROYAL & THE GULF-FRONT CORRIDORS.

PARTNERSHIP

The *package.*

$500 / month

month-to-month, with quarterly & annual available

FEATURE POST	One dedicated feed feature.
STORY SERIES	Four story placements.
CREATIVE & DESIGN	Full graphic design and layout, built from the imagery you provide — we do not shoot.
DIGITAL CATALOGUE	Inclusion in our curated directory of Naples partners.
TARGETED CAMPAIGN	Geo-targeted push to Naples residents.

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ENQUIRIES

Become a *partner.*

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