



AIMING HIGHER, LIVING WELL

TBBW™

TAMPA BAY BUSINESS & WEALTH

2026 MEDIA KIT



BE INVITED TO THE CONVERSATION

When business opportunities present themselves, it's often because you're part of the conversation. And while there are many ways to be that lucky, we have the best way!

Tampa Bay Business & Wealth (TBBW) is the leading provider and trusted resource for business leaders affecting change in the Tampa Bay region. TBBW delivers in-depth reporting - with a distinct local perspective - on topics that make a difference in our community. Our wealth coverage will not only provide information for high net worth investors, but will also spotlight the emerging angel investor, venture capital, private equity and hedge fund ecosystem in Tampa Bay.

Unlike any other local publication, *TBBW* gives business decision makers a peek into the people behind the biggest deals - the whole story - from who they are, to what businesses to invest in, to cashing in on the growing tech hubs, to trends and analysis of Tampa Bay's most important industries - and so much more. It's must-see content expounding local, pertinent business strategies to help readers continue to experience and achieve success.

TBBW, reaching the top decision makers and influencers in Hillsborough, Pinellas, Polk, Sarasota, Manatee and Pasco counties, not only keeps you in the conversation: it makes you a key player.

Our audience is

15,000 business-owners,
partners, founders and CEOs

- across digital and print -

running companies of \$3M,

or more, in the

6-county region.

cover update

BY JO-LYNN BROWN | PHOTOS BY PAMELLA LEE



TBBW MAG CON 18

Food, Friendship & Business

HOW TWO TBBW COVERS BUILT A WINNING PARTNERSHIP

*I*n the world of food distribution and retail, collaboration is the key to success. Two notable leaders in the industry, Cammie Chatterton, chief executive officer of Bay Food Brokerage, and David Habib, chief executive officer of Yo Mama's Foods, recently joined forces in a partnership that has proven to be both strategic and personally rewarding. And, yes, they are both members of the past *Tampa Bay Business & Wealth* cover club - it's actually how they met.

Their companies operate in different facets of the food business—Bay Food Brokerage specializes in representing brands to retailers like Publix, while Yo Mama's Foods produces high-quality pasta sauces, salad dressings and other food products.

However, their shared commitment to excellence, strong industry expertise and passion for community engagement brought them together in a way that felt almost serendipitous.

TBBW caught up with Chatterton and Habib to discuss how their partnership came to be, the benefits they've experienced and the exciting new opportunities on the horizon. This interview has been edited for brevity and length.

How did the collaboration between Bay Food Brokerage and Yo Mama's Foods come to be?

David Habib: It actually started a couple of years ago, when one of Cammie's sales team members sat next to me on a plane. He mentioned he worked for Bay Food Brokerage and, at the time, we were working with another broker. Fast forward to December of last year - I met Cammie at an event and, after that, things moved quickly.

In January, Cammie and her team visited our headquarters, and we immediately saw the value in working together. Their expertise, coverage and cultural alignment with us made it a natural fit. We signed our brokerage agreement soon after, and have been working together ever since.

Cammie Chatterton: I completely agree. Sometimes you meet someone and just feel like you've known them forever. That's how it was with David. We hit it off right away and, beyond the professional fit, our values and approach to business were aligned. Bay Food Brokerage is selective about the brands we represent and Yo Mama's Foods is truly top-notch in its category. It was a perfect match, both strategically and personally.

What have been some of the biggest benefits of this partnership? Any unexpected opportunities?

Chatterton: One of the biggest benefits, for me, has been having a sounding board. David and I have

APRIL 2025

Profile

BY JO-LYNN BROWN | PHOTOS BY PAMELLA LEE



There's Always More to the Story

The Source 1 leadership dish on the early days and reflect on how far their 'baby' has come.

GOOD TROUBLE

Sean Colquhoun and Robert Hessel

WHAT WE'RE TALKING ABOUT

Great editorial content begins with a talented editorial team, led by well-respected editors, with 35+ years of business journalism experience. TBBW's perspective is unique among Tampa Bay media outlets – written expressly for CEO's by a team of experienced journalists.

TBBW delivers comprehensive business coverage that goes far beyond the “small talk” and speaks directly to the people who make a difference to Tampa Bay business professionals. It provides thought-provoking, deep dives into who is driving the local economy, encouraging readers to get to know the insider's view and how to increase their own success.

With editorial advisory board members positioned in the six-county areas, we cover in-depth subjects such as:

- COVER STORIES: The month's in-depth, deep-dive into a local CEO's life
- GREAT PLACES AND SPACES: Superior architecture and interior design-residential and commercial
- THE GOOD LIFE: Luxury products and lifestyle enhancements
- MANSIONS ON THE MARKET: Luxury home listings
- SPECIAL REPORTS: Detailed analysis of key trends and industries in the Tampa Bay area
- ASK THE EXPERTS: Sales Strategies, The Family Office, The Competitive Edge, Tech Hub, People, Passion, Profits and etiquette
- 20 QUESTIONS
- DINING
- CEO CONNECT
- LUXE LIFE
- PHILANTHROPY



Frank Fiume

The Play that Changed the Game

FRANK FIUME ON BUILDING I9 SPORTS, SELLING IT AND WHAT'S NEXT.

BY BRIDGETTE BELLO | PHOTOS BY EVAN SMITH

Frank Fiume was sitting in a Tony Robbins Business Mastery seminar, trying to rekindle a love for the company he'd built from scratch, when a line he'd heard before landed differently. "Tony said, 'success without fulfillment is the ultimate failure,'" Fiume recalls. "When he said that, it hit me right between the eyes because I had been successful, but [I] was no longer fulfilled."

It's a startling admission from the founder of I9 Sports, the country's largest franchisor of community-based, multi-sport youth leagues. But Fiume's story is full of moments like this, decisions that seemed risky from the outside, yet feel inevitable to the man who made them.

The result: a business that transformed weekend youth sports for families across America, a nine-figure sale and a second act that's as personal as it is entrepreneurial.

A CURVEBALL

Frank Fiume was born in New York City, the oldest of two. His sister, Donna, is six years younger. His parents married young and by the time he was in second grade, they divorced, a major shift for a kid in the 1970s. Those early years, Fiume's family toggled between Queens and a home the family built in Nesconset, Long Island.

In Nesconset, baseball wasn't a hobby; it was a gravitational center. Fiume created a makeshift baseball diamond in his backyard, and the neighborhood followed.

"Baseball was really, really important to me as a young kid," he says. When the family later moved back to Queens—first Whitestone, then College Point—the setting flipped from suburban backyard to basement apartment. "I felt like I lost everything," he says of that move. "As it turns out, it was the greatest blessing in disguise. School got easier for me, and it started to give me some confidence."

Living in College Point was a "scrappy" experience, he says, but it clarified his priorities. "It doesn't matter where you start, it's where you end up. I realized that material items really don't mean a damn thing." The on-field constants remained: he played first base and outfield, finding his footing in a new neighborhood, while doubling down on school.

Fiume enrolled at Holy Cross High School, an all-boys Catholic school known for athletics. It was the kind of school that once felt out of reach when he was struggling on Long Island. "Getting into Holy Cross was huge for me. When I got in, I felt like I won the championship," he says. The confidence boost translated into grades: a B/C student as a freshman, he was knocking it out of the park and pulling A's by his senior year.

TBBW MAG.COM

A BUSINESS AUDIENCE WITH BUYING POWER

Our strategically compiled audience is one that nobody else can – or does – reach; one that we’ve taken the time to carefully analyze and curate. We’re not giving you sales people who pay for access to our content and relationships – we’re giving you CEO’s who are pleasantly surprised by our cover stories and can’t wait to devour the next one with veracity.

SURVEY SAYS:

Male	59 percent
Female	41 percent
Average Household Income	\$635,000
Average Net Worth	\$3,900,000
Owner / Partner / C-Suite	94 percent

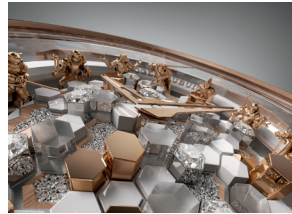
Number of Employees:

0-20	24 percent
21 – 100	35 percent
101 – 250	27 percent
301 – 500 plus	14 percent
Reader Per Copy	3.9

Company Revenues

Under \$2M	4 percent
\$2M to \$9.9M	37 percent
\$10 M to \$24.9M	33 percent
\$25 M plus	26 percent

the good life

 INTERNATIONAL
DIAMOND CENTER


ROGER DUBUIS CONJURES A NEW LEGEND:

The Enchanter Merlin

Roger Dubuis continues its Arthurian odyssey with the Escalibur Knights of the Round Table – The Enchanter Merlin, a striking new chapter in the Swiss watchmaker's celebrated series. Limited to just 28 pieces, worldwide, this boutique-exclusive timepiece blends fantasy and high horology for collectors who prize rarity and storytelling as much as precision engineering.

Inspired by Merlin's mythical crystal palace built for the Lady of the Lake, the 45-millimeter 18K pink gold case holds a dial that shimmers like an enchanted lake: Fifty-six miniature columns, crafted from pink gold, rhodium-plated gold, Murano-style glass and white enamel, create a dramatic three-dimensional landscape. Nine of these columns are capped with hexagonal-cut diamonds, set invisibly, a first for the Maison, so the gems appear to float. A layer of sparkling rubidium crystals evokes still water beneath the scene.

The watch features with a white calf leather strap on a pink gold triple-folding clasp, both featuring the Quick Release System. Water-resistant to 30 meters, each piece carries the collector's signature engraving: "Around this table, the bravest knights will gather as equals ..."

Price: approximately USD \$573,000. rogerdubuis.com.



NOVEMBER 2025

20 QUESTIONS WITH...



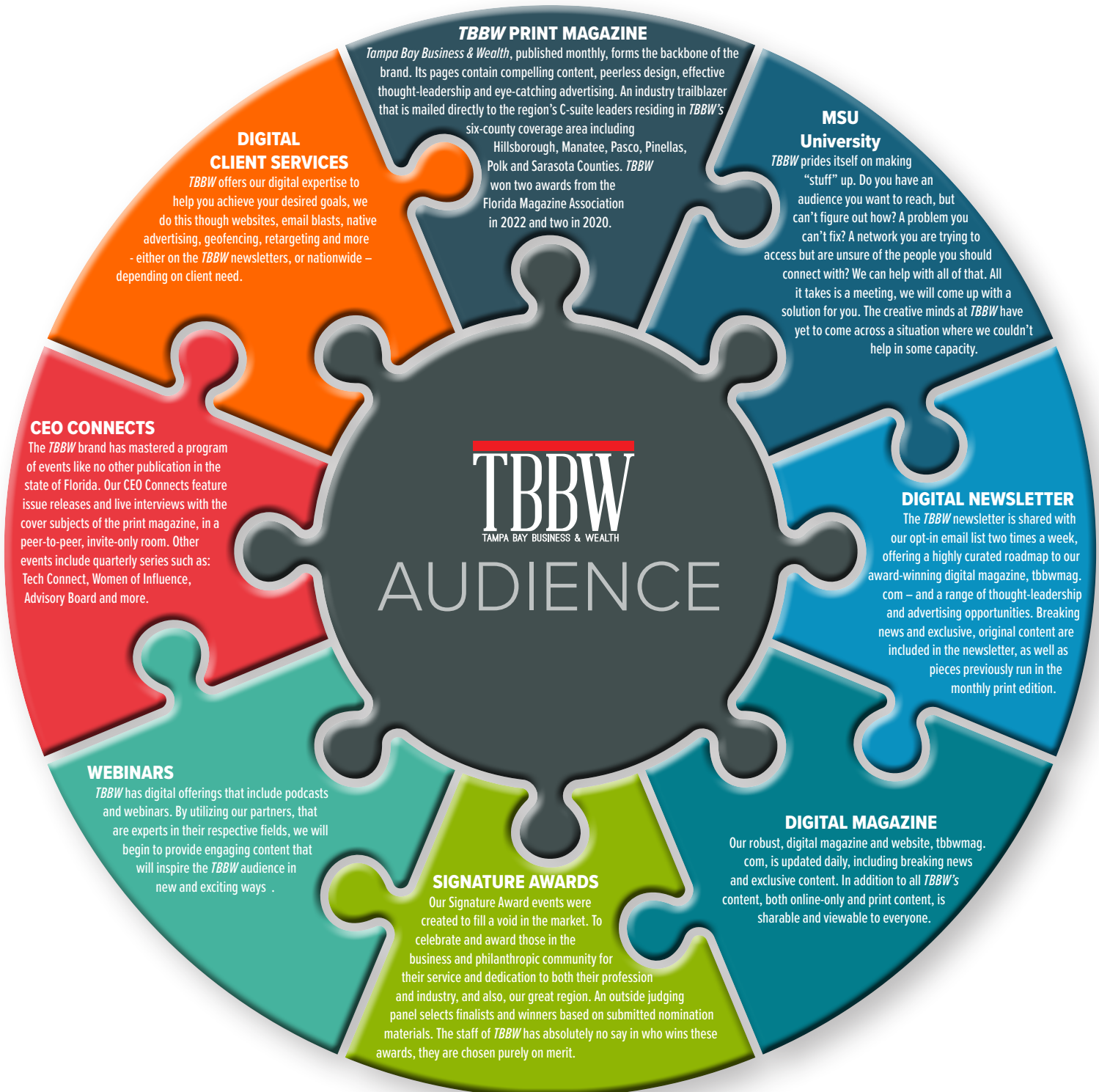
Lennise GERMANY

 CEO
Livy O's Catering

- College alma mater?**
Eckerd College.
- Favorite TV show of all time?**
The Cosby Show (I'm still a fan).
- Preferred place for a business meeting?**
The Oxford Exchange.
- Most used phone app?**
ChatGPT.
- What time do you wake up on weekdays?**
4:45 a.m.
- What's a life hack you swear by?**
Brain Dump. It's such a powerful tool.
- First album/cassette tape/CD you remember buying?**
All Eyes on Me by TLC.
- Favorite local restaurant?**
Union New American.
- Last book you read?**
The Sam Club by Robin Sharma.
- Biggest business failure?**
Falling for the potential verses focusing on the facts. This was a hard lesson in nearly every area of my business.
- What was your first cell phone?**
Nokia.
- Something you cook really well?**
Everything, but I love to cook fried catfish and grits (I'm a true southern girl).
- Most famous person you've ever met?**
"Iron" Mike Tyson.
- What is the last thing that made you laugh, really hard?**
Watching my 45(+)-year old husband prove to our teenage kids that he could breakdance. It was epic!
- What is a movie you will NEVER watch again?**
Soul Plane (No thank you!).
- Last place you traveled for fun?**
Puerto Rico for a girls trip.
- What was your first car?**
1991 Nissan Datsun.
- Charity you support?**
The Bullard Foundation.
- What is something silly you got in trouble for as a child?**
Taking my parents rent money to school and flashing it to my friends as if it were my money.
- Best advice ever received?**
While living the American Dream, remember that nightmares are dreams too.

JULY 2025

2026



TBBW SIGNATURE EVENTS

Partnering with *TBBW* on our signature events will position your organization in front of more than 50,000 of Tampa Bay's top, C-Level executives through our publications and digital media. In addition, partners are given the opportunity to mingle with the area's business elite at our exclusive networking events and cocktail receptions.



THE APOGEE AWARDS

The Apogee Awards is Tampa Bay's ultimate gathering of C-Suite executives. This program honors outstanding Chairmen/Chairwomen, CEOs, Presidents, COOs, CFOs, CIOs, CMOs, Partner/Owners and top HR executives. The entire C-Suite at one event. Imagine the possibilities.



PHILANTHROPISTS OF THE YEAR AWARDS

Philanthropists of the Year honors those individuals who lead the way, in Tampa Bay, through philanthropic devotion. These leaders continually set the bar for excellence in community leadership and represent the change-makers we all aspire to be.

WOMEN WHO WIN!



Women Who Win is an awards program that honors the women of Tampa Bay who continue to lead, and inspire, others in our regional business community. Through their career, mentorship and philanthropic actions, they pave the way for the next generation of female leaders and continue to prove that Tampa Bay has the best women in business.

SPONSORSHIP OPPORTUNITIES

OPPORTUNITIES:	PRESENTING	GOLD	SILVER
	\$20,000 VALUE \$115,315	\$15,000 VALUE \$66,360	\$10,000 VALUE \$45,365
A full-page Letter From our Presenting Sponsor in the event day program.	✓		
A full-page Letter From our Presenting Sponsor in the Special Section to appear in <i>Tampa Bay Business & Wealth</i> .	✓		
Two tables of 10 to attend the awards celebration.	✓		
Presenting Sponsor's representative will participate in the presentation of the awards to honorees on event day.	✓		
A full-page advertisement in the Awards Special Section to appear in <i>Tampa Bay Business & Wealth</i> .	✓	✓	
A full-page advertisement in the event day program.	✓	✓	
Company logo will appear prominently on all print promotional advertising leading up to the celebration.	✓	✓	✓
Company logo will appear prominently on all digital promotional advertising leading up to the celebration.	✓	✓	✓
Company logo will appear on the event microsite; logo and business description featured on website sponsor page with company link.	✓	✓	✓
Company logo will appear prominently on nomination form.	✓	✓	✓
Sponsor credit on press release.	✓	✓	✓
Contact information for awards celebration attendees, finalists and winners.	✓	✓	✓
A table of 10 to attend the awards celebration.		✓	✓
One half-page advertisement in the Awards Special Section to appear in <i>Tampa Bay Business & Wealth</i> .			✓
A half-page advertisement in the event day program.			✓

EDITORIAL CALENDAR 2026



Tampa Bay Business & Wealth reaches 15,000+ CEO's in Hillsborough, Pinellas, Sarasota, Manatee, Pasco and Polk counties.

Join the conversation on in-depth looks at the people behind the biggest business news and deals in Tampa Bay.



JANUARY

Growth & Economic Outlook

Focus on regional forecasts, markets, leadership trends and what sets the tone for Tampa Bay's economic year.

FEBRUARY

Influence & Leadership

Spotlighting women of influence, power partners, values driven leadership and personal impact stories.

MARCH

Innovation

Tech, health care, biotech, smart cities and the ideas shaping Tampa Bay's future.

APRIL

The Next Generation

Up & Comers, young professionals, talent retention and the generation building Tampa's future.

MAY

Mother's Day & Women in Leadership

Working mothers, multigenerational influence and women shaping Tampa Bay's business, dining and civic landscape.

JUNE

Father's Day & Mentorship

Leadership lessons, mentorship legacies, family influence and succession stories.

2026 **TBBW**
TAMPA BAY BUSINESS & WEALTH

JULY

Summer & Tampa Bay Tourism

Hospitality, travel, dining, destinations and Tampa's emergence as a national city.

AUGUST

Legacy

Family companies, multigenerational businesses, succession and the people who built Tampa Bay. Tampa's legacy of creating health care innovations.

SEPTEMBER

Excellence & The Pinnacle

Apogee Awards, visionaries, excellence in industries like health care, real estate, tech and stories from leaders at the top.

OCTOBER

Wealth

Investment, real estate, luxury property and the systems that drive wealth in Tampa Bay.

NOVEMBER

Impact

Philanthropists of the Year, nonprofit leadership, giving culture and the people changing the region. The impacts of health care innovations.

DECEMBER

Year in Review

A celebration of the year's biggest wins, companies, leaders, developments and defining stories.

EVERY MONTH

Great Places and Spaces
Mansions on the Market
The Good Life
Dining - "Posher Palate"
CEO Connect Recaps
20 Questions
Give & Grow
On the Scene
Thought Leadership
Tampa Tech

2026

AD RATES

	12 Time Monthly Rate	6 Time Monthly Rate	Open Rate
Tampa Bay*			
Two Page Spread	\$6,400	\$7,800	\$9,000
Full Page	\$4,300	\$5,200	\$6,000
Half Page	\$3,000	\$3,700	\$4,600
Quarter Page	\$2,300	\$2,800	\$3,400
Back Cover	+25%		
Inside Front Cover	+20%		
Inside Back Cover	+15%		
FOB (Front of Book) Pages 3-5	+10%		

AD deadlines

FEBRUARY 2026		AUGUST 2026	
Ad Design and Ad edits	Jan 5	Ad Design and Ad edits	July 5
Camera Ready	Jan 10	Camera Ready	July 10
MARCH 2026		SEPTEMBER 2026	
Ad Design and Ad edits	Feb 5	Ad Design and Ad edits	Aug 5
Camera Ready	Feb 10	Camera Ready	Aug 10
APRIL 2026		OCTOBER 2026	
Ad Design and Ad edits	Mar 5	Ad Design and Ad edits	Sept 3
Camera Ready	Mar 10	Camera Ready	Sept 8
MAY 2026		NOVEMBER 2026	
Ad Design and Ad edits	Apr 4	Ad Design and Ad edits	Oct 5
Camera Ready	Apr 9	Camera Ready	Oct 10
JUNE 2026		DECEMBER 2026	
Ad Design and Ad edits	May 4	Ad Design and Ad edits	Nov 1
Camera Ready	May 9	Camera Ready	Nov 5
JULY 2026		JANUARY 2026	
Ad Design and Ad edits	June 4	Ad Design and Ad edits	Dec 1
Camera Ready	June 9	Camera Ready	Dec 5



Tampa Bay Business & Wealth reaches 15,000+ CEO's in Hillsborough, Pinellas, Sarasota, Manatee, Pasco and Polk counties.

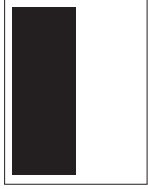
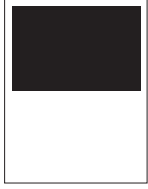
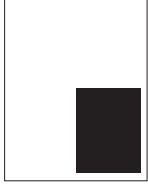
Join the conversation on in-depth looks at the people behind the biggest business news and deals in Tampa Bay.

SFBW can be added at 30% off above "earned rate"

2026

TBBW
 TAMPA BAY BUSINESS & WEALTH

AD SIZES

	Double Truck Bleed	Trim	Live	Bleed*
	Width	16.750"	14.750"	17"
	Height	10.875"	9.925"	11.125"
	Full Page Bleed	Trim	Live	Bleed*
	Width	8.375"	7.375"	8.625"
	Height	10.875"	9.925"	11.125"
	Full Page (Non Bleed)	Trim	Live	
	Width	7.375"	7.375"	
	Height	9.925"	9.925"	
	½ Page (vertical)	Live	Bleed*	
	Width	3.6"	4.125"	
	Height	9.925"	11.125"	
	½ Page (horizontal)	Live		
	Width	7.325"		
	Height	4.9"		
	¼ Page	Live		
	Width	3.6"		
	Height	4.9"		

*BLEED REQUIREMENTS

A general rule for Adobe InDesign, and Adobe Illustrator users: When a full page bleed is desired, please set your document size for the Full Page Trim Size listed above. Any objects that require a bleed should extend at least 1/8" beyond the edge of your document. Live matter should be kept 1/4" in from the trim size. Account for a 1/4" in the center for the glue.



MATERIAL REQUIREMENTS

TBBW Magazine requires all advertisements to be submitted to the specifications exactly, in order to ensure the highest quality reproduction to meet client expectations. Any advertisement requiring design will be contracted out at the clients' expense – for a minimum of \$100 per hour.

Advertisements by email/advertisements on Disk: High Resolution PDFs only. CMYK Press-Ready PDF files on CD, via email or ftp. Microsoft Word, Powerpoint and Publisher files are NOT acceptable.

Please ensure that all fonts are embedded, all colors are converted to CMYK, and overprinting is turned off. We recommend saving at 300dpi.

See size specifications to the left.

SPECIFYING COLORS IN APPLICATIONS

When choosing colors in your applications, choose only Process Colors chosen from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. Do not use spot colors.

SUPPORTING GRAPHICS

Bitmap or pixel-based graphics must be in CMYK format saved either as a TIFF or EPS. When using clipping paths with EPS files, set the flatness value to no lower than 4. Vector-based graphics must be in an EPS format. When pixel-based images are embedded in the graphics the original graphic file must be included. All logo type must be converted to outlines (paths).

2026

TBBW
 TAMPA BAY BUSINESS & WEALTH

OUR TEAM KNOWS WHAT TO SAY, AND HOW TO SAY IT

For nearly a decade, *Tampa Bay Business & Wealth (TBBW)* has covered the people, companies and decisions shaping Tampa Bay's economy.

Our editorial philosophy is simple: business journalism should help leaders make better decisions, not just keep up with headlines.

That belief guides how we report, who we speak with and why our audience trusts our work.

Our team has a deep understanding of Tampa Bay's business community and long-standing relationships with the region's decision makers.

That local knowledge allows us to provide context over noise and access to conversations that matter when they matter most.

For partners and advertisers, that means credibility, relevance and connection, not interruption.

A BUSINESS AUDIENCE BUILT ON TRUST

TBBW is a daily, paywall-free source of local business news focused on Tampa Bay and the surrounding region.

We cover leadership, growth, capital, development and strategy through the lens of local impact.

Our readers are CEOs, executives, founders, investors and professionals who rely on clear reporting to understand what is happening right now and why it matters to their businesses.

TBBW publishes daily digital coverage and a monthly print magazine released on the first of every month.

Each print issue is mailed directly to more than 15,000 C-suite executives and senior business leaders across Tampa Bay, ensuring consistent reach into boardrooms and decision-making offices.

Our digital audience includes nearly 10,000 opted-in newsletter subscribers who engage with *TBBW*'s reporting throughout the week.

We are hyperlocal by design, built specifically for Tampa Bay with an emphasis on local leadership, local companies and local outcomes.

Our elite editorial, creative, design and photography team ensures the publication is as compelling to read as it is to look at.

TBBW is not just a feast for the mind, but a publication designed to be read, revisited and remembered.

JOIN THE CONVERSATION

We understand what Tampa Bay's top decision makers are looking for because we serve them every day.

Through print, digital and in-person platforms, we help partners engage an influential audience that values substance, context and trust.

Advertising opportunities are integrated into trusted editorial environments that serve as community resources and offer greater visibility across Tampa Bay's business landscape.

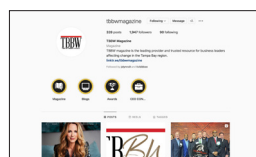
To connect with Tampa Bay's CEOs and most influential business leaders, advertise in *Tampa Bay Business & Wealth* by calling (727) 860-8229 or emailing jbaker@tbbwmag.com or wclay@tbbwmag.com.

WEBSITE:



tbbwmag.com/

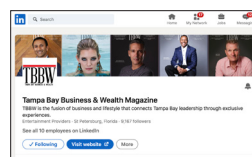
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