

# The Only South Florida Media Network

Ten websites. Eight Instagram audiences. One region. Every day we tell South Florida what to do tonight — date nights, events, news, family fun, wellness, and the businesses behind it all.



## SFL Date Ideas — the flagship.

South Florida's date-night planner since 2010.

sfldateideas.com · @sfldateideass · 43,981 followers



## Best of SFL

bestofsfl.com · @thebestofsfl · 3,599 followers



## SFL Cool Events

sflcoolevents.com · @sflcoolevents · 1,169 followers



## Pampered Visits

pamperedvisits.com · @pampered\_visits · 1,106 followers



## Miami AI Agency

miamiaiaagency.com · @miamiaiaagency



## SFL Today

sfltoday.com · @sfl\_today · daily local news



## SFL Kid Guide

sflkidguide.com · @sflkidguide · family fun & events

## SFL TOP INFLUENCERS

### SFL Top Influencers

sfltopinfluencers.com · the creator directory

## THE LOCAL AI AGENCY

### The Local AI Agency

thelocalaiagency.com · @thelocalaiagency

## COVERAGE • MIAMI-DADE • BROWARD • PALM BEACH • FLORIDA KEYS

Figures pulled Oct 22, 2026. Followers = live sum of the network's 8 Instagram accounts. Views/reach = Instagram Insights, last 30 days, measured accounts. Web visitors projected from the first full measured week (Oct 15–21, 2026: 467 visitors / 855 pageviews, Vercel Analytics) ×4.3. Search impressions = Google Search Console, last 28 days. Audience age = Instagram Insights, @sfldateideass.

## THE NUMBERS

# 50,086

Instagram followers across the network

# 104,165

Instagram content views, last 30 days

# 55,221

Accounts reached on Instagram, last 30 days

# 113,000+

Combined monthly touchpoints — social + search + web

# 2,000+

Monthly website visitors, growing weekly

# 5,601

Google search impressions, last 28 days

## The audience: locals deciding what to do tonight

Couples planning date night, event-goers, families, wellness bookers. On the flagship, **83% of followers are 18–44** (25–34 is the biggest block at 36%), and **78% of views come from non-followers** — the content travels far past the follower list.

## Partner with us

- ▶ Hosted coverage & media passes
- ▶ Sponsored features across the network
- ▶ Event promotion — 40+ events listed this week
- ▶ Creator listings & features

Recent hosted partners: Balloon Shows USA (South Florida Balloon Festival) · Vinous Icons Miami.

## Start the conversation

hello@sfldateideas.com · (786) 253-9234

Full kit: sfldateideas.com/media-kit