



For Florida Media Partners

**Built for trusted
Florida publishers..**

Where Florida Finds Florida

All Florida Stuff: A Working Example

All Florida Stuff is our Florida-focused digital brand — highlighting the people, places, businesses, and events that make the Sunshine State unique.

Built for Local Ownership

All Florida Stuff works alongside trusted local media — not in competition with them.

It provides listings, events, and featured placements that live inside local media environments.

What We Cover

- Florida events and festivals
- Things to do across the state
- Florida destinations, beaches, parks, and experiences
- Local businesses and attractions



Melbourne Digital Media handles the technology behind the scenes — so publishers can offer expanded digital visibility without building anything new.

WHO WE REACH ACROSS FLORIDA

Our audience comes to discover what's happening in Florida.

- ✓ **Florida Residents**
- ✓ **Event Goers & Festival Fans**
- ✓ **Travelers & Tourists**
- ✓ **Families & Community Explorers**
- ✓ **People Who Support Local Businesses**

They come to answer three simple questions:

What's happening in Florida?

Where should we go next?

What's worth experiencing right now?

DISTRIBUTION & REACH

How content is seen, shared, and discovered across Florida

Distribution across the MDM Network, demonstrated through flagship properties like All Florida Stuff.

WEBSITE

Published on trusted Florida websites for long-term visibility and search discovery.

SOCIAL MEDIA

Shared across social platforms to drive engagement and local awareness.

VIDEO

Video content highlighting events, destinations, and local businesses.

EVERGREEN EXPOSURE

Listings and content stay visible long after a single post or event.

Content doesn't disappear after one post—it becomes part of Florida's ongoing discovery.

How Your Advertisers Get Seen

Foundational Listings

Every partner starts with a strong digital listing.

- Built for search
- Organized by category
- Designed for long-term visibility
- Lives within trusted local media brands.

Featured & Premium Visibility

For advertisers who want more exposure:

- Featured placement in key categories
- Highlighted positioning on high-traffic pages
- Sponsored articles and content
- Event and destination features

Built Around Your Market

You decide:

- Who you work with
- What you charge
- How you package it

We provide the structure behind the scenes.

Let's build the right mix for your market.

 Sunny™
The Official All Florida Stuff Link™



Meet Sunny™ — the official guide that connects audiences to trusted All Florida Stuff content.

When visitors click Sunny, they enter verified Florida-focused listings, events, and discovery pages.

Sunny appears only on official All Florida Stuff pages and approved partner sites. It signals trusted Florida content and verified listings.

Sunny™ is reserved for official All Florida Stuff and approved partner placements to protect brand integrity and trust.

Why It Matters

Sunny™ is a visual trust marker. It tells audiences they're viewing verified Florida content within an approved media environment.

Sunny™
Florida's Official Discovery Link