HYPEBABY

NOVEMBER 2026

MIAMI · MIAMI BEACH · SOUTH FLORIDA

Media kit.

Independent coverage of Miami culture, from the cafés shaping a neighborhood to the fairs and festivals that bring the world here.

175,000
Monthly readers · Publisher-reported

2006
Year founded



Brickell at night
Photography by HypeBaby

THE PUBLICATION

Miami at street level.

HypeBaby writes for people who live in South Florida, return each season or are getting to know the city. Readers can plan a day at Art Basel Miami Beach, find their way to Ultra at Bayfront Park or follow one of our neighborhood walks.



DINING / PHIL MATT

Inside The Screaming Parrots

A rainy afternoon in Coral Gables, two iced teas and a slice of matcha Basque cheesecake.

Photo by Phil Matt / HypeBaby



ART & LOCAL GUIDES / LISA PU

Walking the Design District

A 90-minute walk from the Fly’s Eye Dome at Palm Court to the car-covered façade of Museum Garage.

Photo by Phillip Pessar · CC BY 2.0 · Cropped

COVERAGE

Art · Music · Fashion · Dining · Hotels · Real Estate · Lifestyle

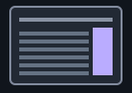
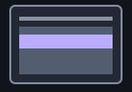
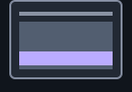
EXPLORE

Local guides Event Calendar Interviews

WEBSITE ADVERTISING

Where your ad appears.

Reach readers as they browse stories, explore a neighborhood or choose an event for the weekend.

PLACEMENT	LOCATION	DESKTOP CREATIVE (PX)	MOBILE (PX)
 **Homepage feature**	Beside the Event Calendar promotion on the homepage.	970 × 250 or 728 × 90	Banner sizes
 **In-feed rectangle**	Between story cards on homepage, category, guide and author pages.	300 × 250	300 × 250
 **Category sidebar**	Alongside category coverage.	300 × 250 or 300 × 600	Desktop only
 **Article sidebar**	Beside the article text.	160 × 600 or 300 × 600 or 300 × 250	Desktop only
 **Event Calendar banner**	Below the filters and before the event listings.	970 × 250 or 728 × 90	Banner sizes
 **Bottom banner**	Above the footer on public editorial pages.	728 × 90 or 970 × 250	Banner sizes

Mobile banner sizes 320 × 50, 320 × 100 or 300 × 250 px

PRODUCTION & INQUIRIES

Plan your campaign.

Creative delivery

Artwork

JPG, PNG, WebP or animated GIF/WebP.

Dimensions

Supply the listed size or a 2× export at the same aspect ratio. For a 300 × 250 placement, send 300 × 250 or 600 × 500 px.

Destination

Include the link your ad should open.

On the page

Creative scales responsively. Every placement carries an “Advertisement” label.

ADVERTISING & PARTNERSHIPS

Rates & availability

Email your preferred placement and campaign dates to discuss availability and pricing.

partnerships@hypebaby.co

Press & invitations

For media previews, openings and announcements.

press@hypebaby.co



Phil Matt
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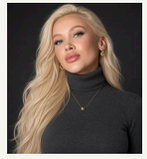

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