

PALM BEACH[®]

I L L U S T R A T E D



Media Kit // 2018-2019



THE POWER OF PBI

LARGEST TOTAL AUDIENCE

Palm Beach Illustrated delivers an affluent audience of more than 221,000 readers each month, the largest readership of any local lifestyle magazine.

For more than 66 years, *Palm Beach Illustrated* has brought a considered and modern view of the affluent lifestyle into the homes of our discerning readers. *Palm Beach Illustrated* is synonymous with luxury; Palm Beachers, business travelers, and visitors rely on *PBI* as their guide to new discoveries for travel, dining, entertainment, and fashion.

AUDIENCE:

40.5% Male **59.5%** Female

MEDIAN AGE:

58

PBI DELIVERS

Palm Beach Illustrated readers are affluent and

- 77** times more likely to have an advanced degree
- 239** times more likely to have an annual income of **\$1,000,000** or more
- 261** time more likely to shop at luxury retailers such as Saks Fifth Avenue
- 208** times more likely to own a luxury vehicle
- 274** times more likely to have a home valued at **\$1,000,000** or more

44%

of PBI subscribers have enjoyed the magazine for 10 years or more!

CIRCULATION

Palm Beach Illustrated is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Boca Raton to Vero Beach.

24,000 subscriber copies reaching ultra-affluent readers.

Residents of exclusive communities and ultra-luxury condominiums, such as:

- "The Island" (Palm Beach proper)
- Admirals Cove
- The Ritz-Carlton Residences, Singer Island, Palm Beach
- Royal Palm Yacht & Country Club
- Palm Beach Polo
- Mirasol
- BallenIsles
- Old Palm Golf Club
- Sailfish Point
- Jupiter Island
- The Bear's Club
- Trump National Golf Club, Jupiter
- St. Andrews Country Club
- One Watermark Place
- Addison Reserve

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: **4,000** copies

Specialty business distribution, designed to reach wealthy residents and visitors:

- Skynet Aviation Group
- Financial Institutions
- Stuart Jet Center
- Upscale Retail Centers
- Atlantic Aviation
- Real Estate Firms
- Palm Beach Tours and Transportation
- Salons and Spas
- Park Limousine Service

Available on select newsstands: **1,400** copies

- Barnes & Noble
- Fresh Market
- Whole Foods
- Publix
- Classic Bookshop
- Costco
- Green's Pharmacy

READERSHIP:

221,000

Circulation targeting the ultra-affluent consumer:

34,000

copies per issue

4,600

copies delivered to luxury resorts and hotels from Boca Raton to Vero Beach:

- Boca Raton Resort and Club
- The Breakers Palm Beach
- Eau Palm Beach Resort & Spa
- Four Seasons Resort Palm Beach
- The Seagate Hotel & Spa
- Hilton West Palm Beach
- Tideline Ocean Resort & Spa
- Marriott West Palm Beach

EDIT CALENDAR

SEPTEMBER 2018 // THE PBI AWARDS

Special Advertising Opportunities:
Smart Guide, Top Lawyers
Space Close: July 15, 2018

OCTOBER 2018 // HOME & DESIGN

Special Advertising Opportunity:
Top Dentists
Space Close: August 15, 2018

NOVEMBER 2018 // A CELEBRATION OF WOMEN

Space Close: September 15, 2018

DECEMBER 2018 // HOLIDAY GLAMOUR

Space Close: October 15, 2018

JANUARY 2019 // THE EQUESTRIANS

Special Advertising Opportunity:
Faces of Palm Beach
Space Close: November 15, 2018

FEBRUARY 2019 // POWER PLAYERS

Space Close: December 15, 2018

MARCH 2019 // THE STYLE ISSUE

Space Close: January 15, 2019

APRIL 2019 // FOOD AND WINE

Special Advertising Opportunity:
Physicians Profiles
Space Close: February 15, 2019

MAY 2019 // HEALTH AND WELLNESS

Special Advertising Opportunity:
Top Chiropractors
Space Close: March 15, 2019

JUNE 2019 // THE WEDDING ISSUE

Space Close: April 15, 2019

JULY/AUGUST 2019 // TRAVEL

Space Close: May 15, 2019



IN EVERY ISSUE

PARTY PICS // Ultimate event photos

INSIDER // Your guide to the best of Palm Beach

STYLE // Fashion finds

BIJOUX // Jewels and baubles

EMILY'S PICKS // CBS12 correspondent Emily Pantelides on the latest trends

ESCAPE // Top travel destinations

QUICK TRIPS // The art of the weekend

STAYCATIONS // Local getaways

HIGH ROAD // Auto reviews from our expert

TASTE // Dining out and the food scene

MIXOLOGY // What to drink now

HOME // Top architecture and design

ELEMENTS // Home accessories

BALANCE // Health and wellness tips and trends

WEALTH // Investment trends and wisdom

AGENDA // Top things to do now

LAST LOOK // Stylish Palm Beachers' top picks

*Advertisers cannot pay to be featured in *Palm Beach Illustrated*. Selling editorial coverage would degrade our integrity and trust with our readers. It is because of this credibility that we are able to deliver the highest quality audience.



ANTHONY PARMELLE

PALM BEACH MEDIA GROUP
TESTIMONIALS

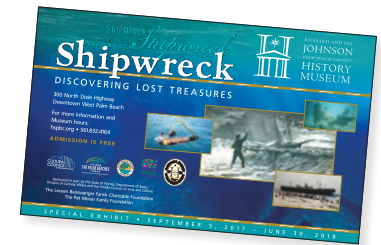


“Palm Beach Illustrated is the ultimate luxury partner!”

Robert M. Samuels, President, Provident Jewelry, Advertising Partner since 2007

“The Historical Society of Palm Beach County has established a relationship with *Palm Beach Illustrated* that goes far beyond a magazine to place our advertising. *Palm Beach Illustrated* is an invaluable resource we are grateful to have.”

Jillian J. Markwith, Director of Marketing & Special Events, Historical Society of Palm Beach County, Advertising Partner since 2001



“In the year we have been advertising we have had patients tell us they’ve seen our ad in *Palm Beach Illustrated*, both (subscribers) and those who see it at hotels and salons. We feel *Palm Beach Illustrated* (readers) very much represent our patient base and we are very satisfied with the return on investment and the association with the magazine!”

Lisa Lickstein, Practice Manager, Lickstein Plastic Surgery, Advertising Partner since 2017

“I appreciate their focus on our mutual client. I absolutely covet the way they protect my Time and bandwidth by always being incredibly prepared for every meeting. The icing on the cake is the way they come to understand clients. Their ability to custom tailor opportunities ideally suited to the client’s need cannot be overstated. They make it easy.”

Greg DuBose, Chief Brand Strategist/Principal, Bella Group

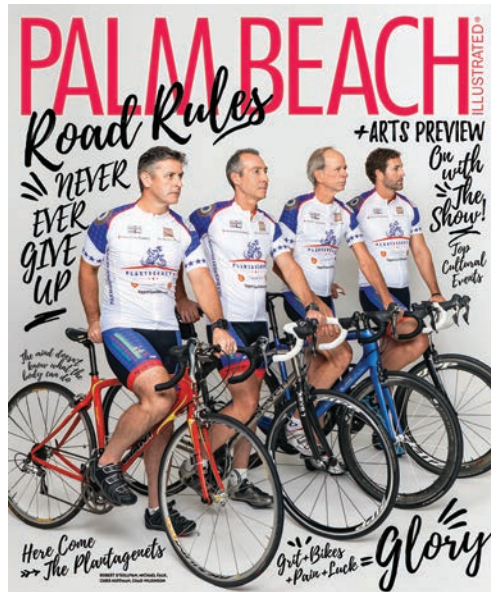


BELLA GROUP
 A BRANDING FIRM

Engineering Emotion.

PALM BEACH MEDIA GROUP COLLECTION

PBI MEDIA KIT 2018-2019



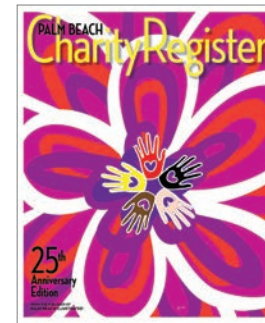
PALM BEACH ILLUSTRATED

Epitomizing sophisticated luxury living, *Palm Beach Illustrated* sets the standard for all other lifestyle magazines in the market. Published 11 times per year, with ultra-affluent readers from Boca Raton to Vero Beach, *Palm Beach Illustrated* is audited by the Certification Verification Council.



NAPLES ILLUSTRATED

Celebrating the good life in Southwest Florida, *Naples Illustrated* reaches an ultra-affluent readership from Marco Island to Bonita Springs. Published 10 times per year, *Naples Illustrated* is audited by the Certification Verification Council.



PALM BEACH CHARITY REGISTER

The definitive annual guide to the area's major charities and their main events, the *Palm Beach Charity Register* is valued by the most prominent, wealthy individuals in Palm Beach County. The *Palm Beach Charity Register* is published each November.



NAPLES CHARITY REGISTER

The ultimate guide to the charity season, the *Naples Charity Register* is consulted by the most philanthropic, socially active people in Southwest Florida. The *Naples Charity Register* is published each November.



DINE239

Dine239 is a publication dedicated to the finest dining options in and around Naples. Published in October it reaches affluent residents, visitors, and business travelers.

CUSTOM COLLECTION



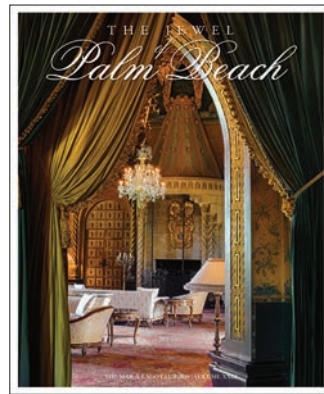
TRADITIONS

The Magazine of The Breakers Palm Beach

Frequency: 1x per year

Publication Date:

January 2019



THE JEWEL OF PALM BEACH

The Magazine of The Mar-a-Lago Club

Frequency: 1x per year

Publication Date:

January 2019



ART&CULTURE

The Magazine of the Cultural Council of Palm Beach County

Frequency: 3x per year

Publication Date:

October 2018, January 2019, April 2019



PINNACLE

The Magazine of the Jupiter Medical Center Foundation

Frequency: 2x per year

Publication Date:

October 2018, May 2019, October 2019



SALUT!

The Magazine of The Naples Winter Wine Festival

Frequency: 1x per year

Publication Date:

January 2019



FIFTH AVENUE SOUTH

The Magazine of Naples' Fifth Avenue Business Improvement District

Frequency: 1x per year

Publication Date:

November 2018

PALM BEACH MEDIA GROUP PRINT SPECS

PBI MEDIA KIT 2018-2019

| AD SIZES | TRIM | BLEED |
|----------------|----------------|------------------|
| Spread: | 18" x 10.875" | 18.25" x 11.125" |
| Full Page | 9" x 10.875" | 9.25" x 11.125" |
| 2/3 Vertical | 4.75" x 9.75" | N/A |
| 1/2 Island | 4.75" x 7" | N/A |
| 1/2 Vertical | 3.75" x 9.75" | N/A |
| 1/2 Horizontal | 7.75" x 4.75" | N/A |
| 1/3 Vertical | 2.125" x 9.75" | N/A |
| 1/3 Square | 4.75" x 4.75" | N/A |
| 1/4 Vertical | 3.75" x 4.75" | N/A |

AD LAYOUT

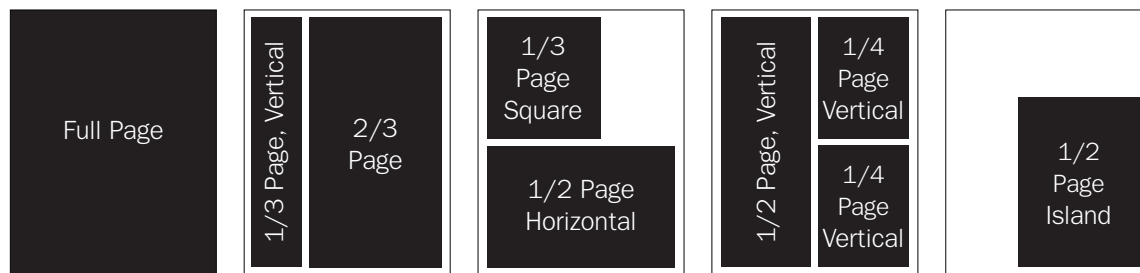
Material Format: PDF/X1-A. No color proofs are required.

Safety: .25" away from trim edges (.375" from bleed)

Gutter Safety: .5" on each side (1" in total)

Images: Should be 300 DPI and converted to CMYK. **No RGB images.** We can convert client supplied images, however, conversion may result in color variation.

Contract Proof: Clients may request to have a contract color proof sent to them. A \$25 charge will apply.



◀ Specs listed apply to all Palm Beach Media Group titles with the following exceptions:

Dine239, 5th Avenue South, Traditions, & The Jewel of Palm Beach

PRINTER SPECS

Binding: Perfect Bound Jog to Head

Line Screen: 175-line screen. Min & Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%)

Printing Process: Heatset Web Offset

AD DELIVERY

Please upload via our client center. An upload link will be emailed to you.

For questions, please contact:

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QUESTIONS

Ad Material Specs & Upload, Extensions

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Cover Photo Credits:

Fashion: Anthony Parmelee **Travel:** Mark Snyder

Home: Jessica Klewicki, Jessica Glynn Photography **Food:** Photo courtesy of RH Rooftop

