

AVENUE FUTURE MAGAZINE



2024 MEDIA KIT

WHO WE THE POWER OF AVM ARE

LARGEST LOCAL AUDIENCE

As a primary source of information and lifestyle for more than 25 years, AVENTURA magazine provides thought-provoking, entertaining editorial and exciting layouts. With respected content and high visibility, our influential brand attracts a loyal audience to target high-net-worth customers in this dynamic region.

Our marketing partners have given our publication a foothold in a market where publications come and go—resulting in continual growth for our advertisers. Reach and engage 140,000 affluent consumers every issue, through our print and digital editions. Harness the power of multi-market exposure among affluent consumers with Aventura.

AVM DELIVERS

Aventura Magazine readers are affluent and engaged

- 62%** frequently purchase products or services from ads seen in Aventura Magazine
- 71%** have a household income of \$125,000 per year
- 88%** are interested in dining & entertainment
- 62%** are planning a vacation/travel next year

Cover Photo Credit: Nick Mele
Photo Credit: Nick Mele



AUDIENCE

37% Male **63%** Female

MEDIAN AGE:

39

CIRCULATION

Aventura Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Fort Lauderdale to Miami Beach.

8,500 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Aventura
- Hollywood Beach
- Bal Harbour
- Miami Design District
- Bay Harbor Islands
- Midtown Miami
- Biscayne Corridor
- North Miami Beach
- Eastern Shores
- Sunny Isles Beach
- Hallandale Beach Surfside

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 10,500 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Professional Offices
- Medical Offices
- Select Residential Towers
- Financial Institutions
- Retail Centers
- Real Estate Firms
- Salons and Spas
- Luxury Vehicle Showrooms

Available on select newsstands: 1,700 copies

- Barnes & Noble
- Whole Foods
- Fresh Market
- Publix





EDITORIAL CALENDAR

JANUARY 2024 // EVERYDAY SHE-ROES

- Women in Technology
- Fempower Photo Essay & Profile
- Python Hunters

Space Close: November 15

FEBRUARY 2024 // PASSIONS & PURSUITS

- Miami's Cutest Couples
- Cars for Cruising
- Honey-Based Cocktails

Space Close: December 15

Special Section Opportunity: Faces of Aventura

MARCH 2024 // ICONS

- Female Rappers
- Miami Sports Icons
- Miami Filmmakers

Space Close: January 15

APRIL 2024 // THE FOODIE ISSUE

- Chefs' Last Meals
- Late Night Foodie Faves
- Food Family Profile

Space Close: February 15

Special Section Opportunity: Wealth Preservation

MAY 2024 // HEALTH & WELLNESS

- 25 Ways to Be Happy
- The Power of Plants
- Wild Florida Edibles

Space Close: March 15

Special Section Opportunity: Physician Profiles, Best Self

JUNE 2024 // THE BEST OF MIAMI

- Our readers voted and we counted: Magic City's favorites from food to fashion (and everything in between)

Space Close: April 15

JULY 2024 // SUMMER SOJOURNS

- Life Along US1
- Transformative Travel
- Michelin in Miami

Space Close: May 15

Special Section Opportunity: Realtor Profiles

AUGUST 2024 // PLAY ON

- Miami Dolphins Super Fans
- South Florida Birding Guide
- Florida Distillery Trail

Space Close: June 15

SEPTEMBER 2024 // SIZZING STYLE

- Cars that Make an Entrance
- Miami's Most Stylish
- Sneakerhead Style

Space Close: July 15

Special Section Opportunity: Smart Guide

OCTOBER 2024 // MADE IN DADE

- Miami's Boxing Scene
- Comedy in Miami
- Miami Sports Fan Primer

Space Close: August 15

Special Section Opportunity: Designer Profiles, Top Lawyers

NOVEMBER 2024 // CULTURE CLUB

- A Docent's View
- Local Theater Companies
- Art Collector Profile

Space Close: September 15

Special Section Opportunity: Top Dentists, Holiday Gift Guide

DECEMBER 2024 // HOLIDAY CHEER

- Family recipes from Miami's top chefs
- Editors' Favorites Gift Guide
- Jewelry Feature

Space Close: October 15

ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	6x	12x
Two-Page Spread	\$3,200	\$2,950
Full Page	\$1,900	\$1,650
Half Page	\$975	\$875
One-Quarter Page	\$595	\$495
PREMIUM POSITIONS	6x	12x
Back Cover	\$5,800	\$4,900
Opposite TOC (or) Editor's Letter	\$2,250	\$2,100
Add'l Premium Positions & Special Inserts	Ask Your Rep	Ask Your Rep
AVM.COM DIGITAL ADS	Monthly	
Large Island (250 x 500 pixels)	\$375	
Standard Island (250 x 500 pixels)	\$195	
INSIDER'S GUIDE NEWSLETTER	Weekly	
Newsletter Premium (600 x 300 pixels)	\$345	
Newsletter Standard (600 x 300 pixels)	\$245	
EBLAST	Each	
eBlast (600 x 800 pixels)	\$695	



DIGITAL MEDIA

The Aventura Magazine Digital Studio is a suite of digital marketing services available to help all types of businesses and industry segments. Services include:

- Social Media Advertising
- Google Display and Programmatic Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/Google PPC)
- Website Remarketing
- Video, YouTube and Connected TV Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Digital Consultation

These new capabilities serve as the perfect complement to the digital advertising options currently available on AventuraMagazine.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Alexander Aguiar





IN EVERY ISSUE

THE MIX // Everything new and now in Aventura and beyond

PROFILE // Local people to know

GUIDE // Events to calendar and sights to see

LIVING WITH IVEY // Ivey Leidy's tips for optimum nutrition

STYLE // Fashion finds

REAL TALK // Real talk with fashion's best

THE EDIT // Our editors' picks

JEWELRY BOX // Jewels and baubles

BEAUTY // Luxurious self-care

TRENDING // What's hot in the world of self-care

WEALTH // Investment trends and wisdom

WANDERLUST // Far-flung travel destinations

QUICK TRIPS // The art of the weekend jaunt

FLORIDIANA // Sunshine State getaways

HIGH ROAD // Auto reviews from our expert

HIGH SEAS // Your guide to the yachting life

SIP & SAVOR // The best of the Miami-Dade food scene

MINDFUL MIXOLOGIST // What to drink now

HOME SHOWCASE // Architecture and design inspo from local designers

HOME DESIGN // Top design tips from local experts

ELEMENTS // Design accessories to covet

INSPIRED LIVING // How to incorporate the latest home trends

SOCIAL SNAPSHOTS // Event photos from the area's hottest events

MY MIAMI // Local folks dish on favorite spots for shopping, dining, relaxing, and more

Palm Beach Media Group

COLLECTION



Following the unparalleled success of the market leading Palm Beach Illustrated, Palm Beach Media Group has continued to expand into new markets. Our family of Luxury Lifestyle publications reach more than 730,000 Floridians each month.

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PRINT SPECS

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 LAYOUT

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

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.

AD DELIVERY

Please upload via our client center. An upload link will be emailed to you. **Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.

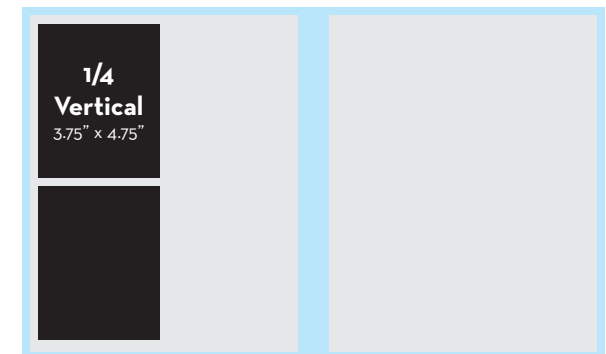
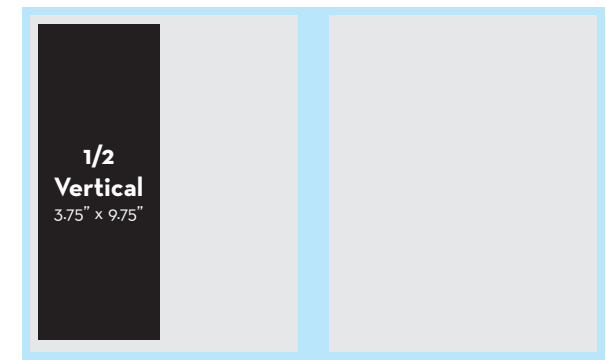
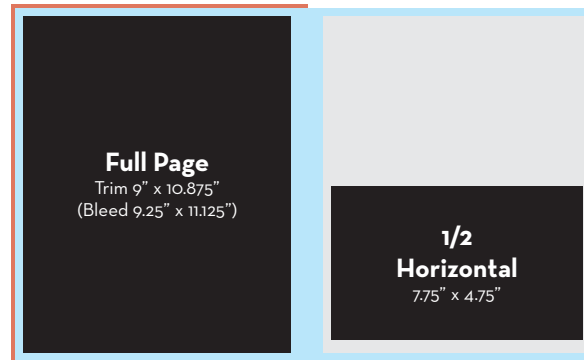
QUESTIONS

Ad Material Specs/Upload, Deadline Extensions

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Reprints, Paper, Inserts & Plant Operations

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DIGITAL SPECS

ARTWORK REQUIREMENTS

Files provided must be jpeg, png, or gif. Please include URL that your artwork will link to when image is clicked; only one URL per ad or eBlast.

For a dedicated eBlast please also include subject line & additional email addresses that should be on the distribution.

Materials are due 10 business days prior to campaign start. Submit web ready materials. Design services are available for a fee of \$150.

AD DELIVERY

Submit materials directly to the client center: <https://pbmg.apps.maghub.com/clients>. An upload link will be provided.

QUESTIONS

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The screenshot shows the Aventura Magazine website. At the top, there is a navigation bar with links for 'Subscribe', 'About Us', 'Advertise', 'Digital Studio', 'Contact Us', and 'Client Portal'. The main header features the 'AVENTURA MAGAZINE' logo and a 'Leaderboard' section with dimensions '728px x 90px'. Below the header, there are dropdown menus for 'AVENTURA LIFE', 'FOOD & DRINK', 'THINGS TO DO', 'TRAVEL', 'DIRECTORIES', and 'MAGAZINE'. A search icon is also present. A banner below the navigation reads 'GET THE INSIDER'S GUIDE! SUBSCRIBE TO AVENTURA MAGAZINE'S NEWSLETTER' with a 'SUBSCRIBE NOW' button. The main content area features a large image of a ballet studio with dancers. Below this, there are three ad specifications: 'Island' (300px x 250px), 'Large Island' (250px x 500px), and 'Newsletter Ad' (600px x 300px).

Island
300px x 250px

Large Island
250px x 500px

Newsletter Ad
600px x 300px



Lincoln Road Holiday Market Brings the Cheer



Holiday shoppers can visit Urbanspace's outdoor market to peruse home goods, apparel and accessories, artisan food products, and more. [Read More...](#)

Artehouse and Pantone to Reveal Color of the Year