

MIAMI EDITION

FLORIDA DESIGN

MEDIA KIT

MIAMI EDITION FLORIDA DESIGN

FLORIDA DESIGN MIAMI EDITION FACTS

EDITORIAL FOCUS

The finest in Miami style, home furnishings, luxury real estate, upscale hotels, and high-end goods and services.

FREQUENCY

4 times per year

CIRCULATION

30,000

READERSHIP

190,000

TARGETED AUDIENCE

Average Age 57

Median Household Income \$201,000

Median Household Assets \$1,584,326

Home Value Over \$1 million

DISTRIBUTION

Homes valued at \$1 million and up; airport, bookstore and newsstands; luxury designer and architectural showrooms; and more.

Photo by Kris Tamburello

P.O. Box 3344 | Palm Beach, FL 33480
561.659.0210 | floridadesign.com



MIAMI EDITION FLORIDA DESIGN

EDITORIAL CALENDAR

SPRING (20.1) FEBRUARY – APRIL 2024

20th Anniversary Edition - The Outdoors Issue

- **Feature Residences:** Inside/outside estates, penthouses by the water, and garden-centric homes
- **Buzz:** The latest news on design from Miami and beyond
- **Special Section:** Florida Design then and now
- **Alfresco:** Landscape architects to know
- **Room Focus:** Fabulous pool decks
- **Best of Show:** Highlights from Design Miami/
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

SUMMER (20.2) MAY – JULY 2024

The Brazil Issue

- **Feature Residences:** Family estates, high-rise stunners, and vacation retreats
- **Buzz:** The latest news on design from Miami and beyond
- **Brazilian Best:** Tastemakers from South America's largest country making an impact in Miami
- **Room Focus:** Fun-centric game rooms
- **Fall Forecast:** Furniture collections to look forward to
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

FALL (20.3) AUGUST – OCTOBER 2024

The Architecture Issue

- **Feature Residences:** Structural marvels, next-generation houses, and amazing renovations
- **Buzz:** The latest news on design from Miami and beyond
- **Shop Talk:** Conversations with the city's leading architects
- **Room Focus:** Powder rooms with pizzazz
- **Best of Show:** Highlights from the Milan Furniture Fair
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

WINTER (20.4) NOVEMBER 2024 – JANUARY 2025

The Art Issue

- **Feature Residences:** Art-centric spaces, artistic interior design, and condos meant for superior collections
- **Buzz:** The latest news on design from Miami and beyond
- **Creative Agenda:** A guide to Art Basel, Design Miami, Art Miami and everything else that makes Art Week tick
- **Cult of Personality:** Artists and creatives to know
- **Room Focus:** The private gallery
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

Photo by Paul Stoppi



MIAMI EDITION FLORIDA DESIGN

PRINT AD REQUIREMENTS

- 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.

Ad Sizes	Final Trim	Live Area (type)	Bleed
2-page spread	20" x 12"	19" x 11"	20.25" x 12.25"
Full page	10" x 12"	9" x 11"	10.25" x 12.25"

*Limited Availability

2 PAGE SPREAD: Please submit as a 2 page spread and make sure no type falls in the 1" gutter.
FULL PAGES ONLY: Please keep type 1/2" away from edges of page.
FULL PAGE BLEED: Provide document page size as 10"x12" and add 1/8" bleed on all sides.

AD DELIVERY

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

Ad Material Specs/Upload

Johanna Perez | 561.472.2210 | jperez@floridadesign.com

Reprints, Paper, Inserts & Plant Operations

Selene Ceballo | 561.472.1907 | sceballo@palmbeachmedia.com

Photo by Ken Hayden

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MIAMI EDITION FLORIDA DESIGN

WEBSITE ADVERTISEMENTS

HOME PAGE BILLBOARD

- The only ad on the Home page

\$995 monthly

LARGE ISLAND

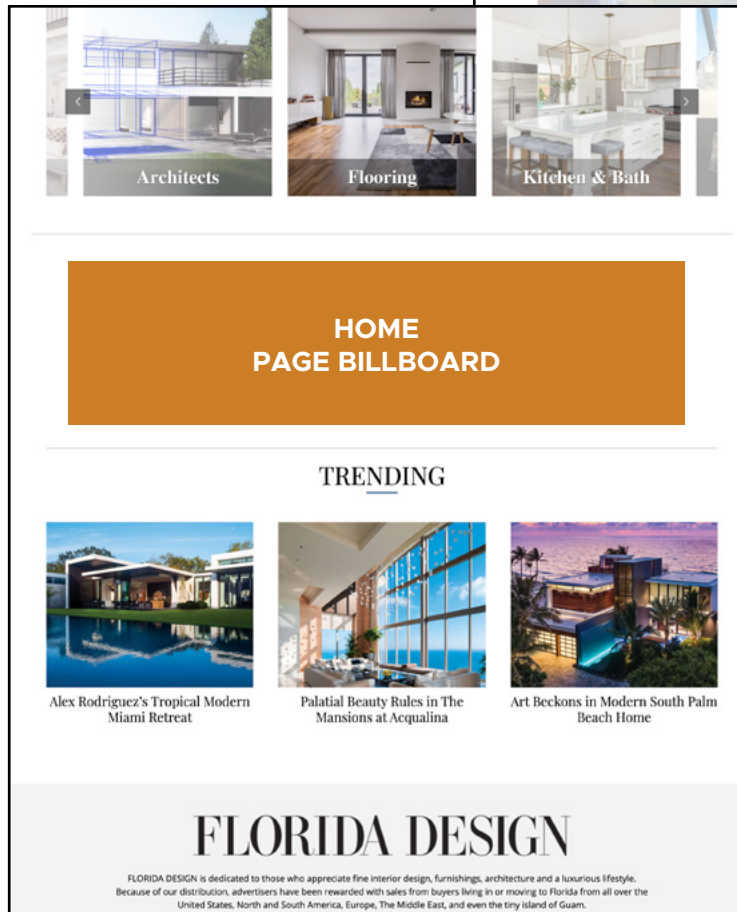
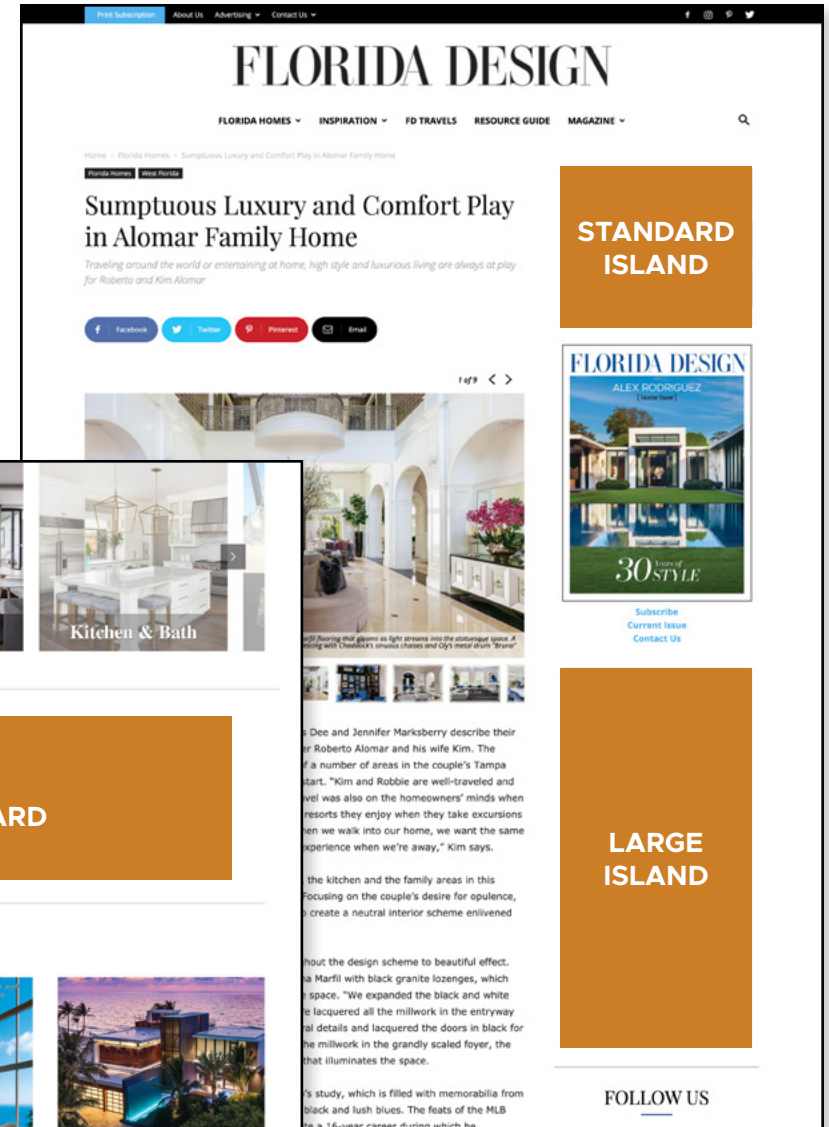
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

\$595 monthly

STANDARD ISLAND

- Appears in the right column of all landing pages except Resource Guide.
- Four island positions are available. Rotating ad with a maximum of 3 advertisers

\$395 monthly



Island Ad Space Sample

Home Page Sample

MIAMI EDITION FLORIDA DESIGN

WEBSITE ADVERTORIALS

SPONSORED CONTENT

- Ad appears in advertorial format. Includes up to 500 words of text and up to 8 photo images
- Ads in this format are designed in-house by our creative team
- Ad cost includes one post on each Florida Design Social Media platform
- One-time fee and the page stays active on the site for one year

\$1,500

- Update the page with new photos and text + new social media posts

\$1,200

PROFILE PAGE

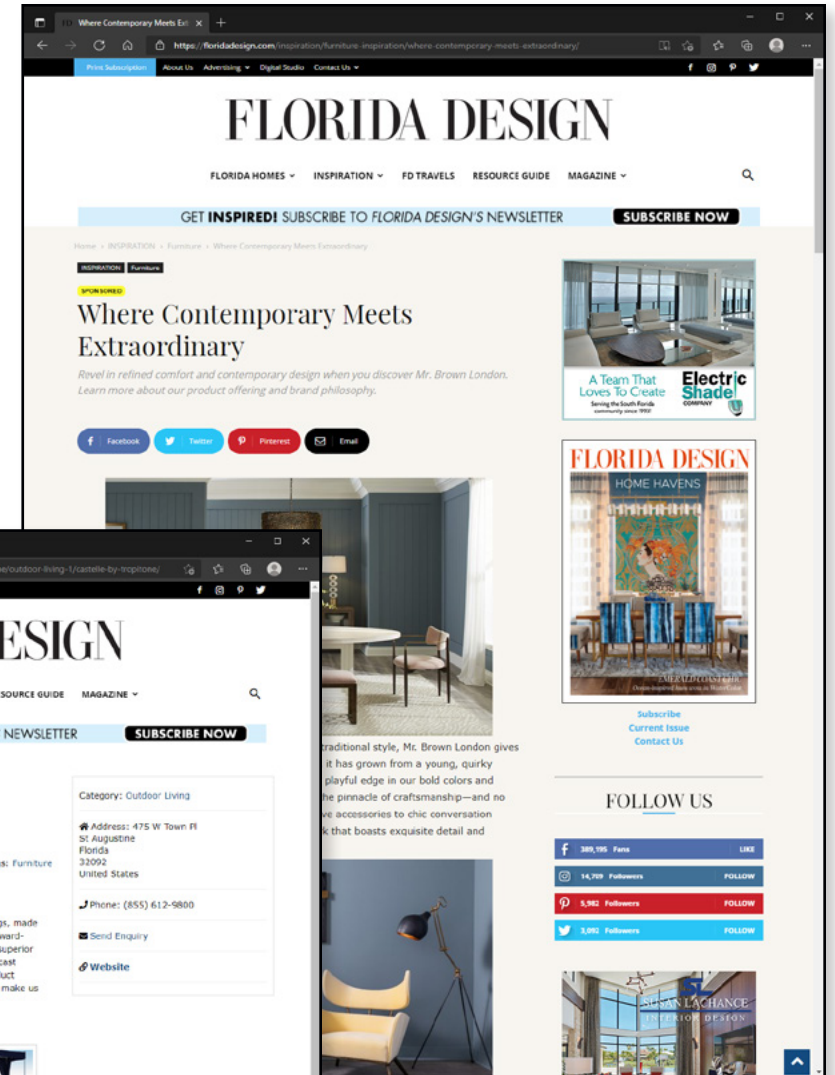
- Appears in the on-line Resource Guide, in your business category
- Includes up to 200 words of business description and 6 photos/product shots
- Annual commitment required

\$99 monthly

(for print advertisers)

\$199 monthly

(for non-print advertisers)



Sponsored Content Sample

Profile Page in Resource Directory Sample

MIAMI EDITION FLORIDA DESIGN

NEWSLETTERS & EBLASTS

FLORIDA DESIGN MIAMI E-NEWSLETTER

Be a part of our weekly e-newsletter, "Inspired Living" that goes out each Monday by email to our opt-in subscribers. Our highly anticipated newsletter reaches end consumers and design trade professionals interested in custom homes and fine furnishings.

Your ad can link to your website, a video presentation, a coupon or invitation – the sky is the limit.

\$595 per issue
(3 Leaderboard positions available)

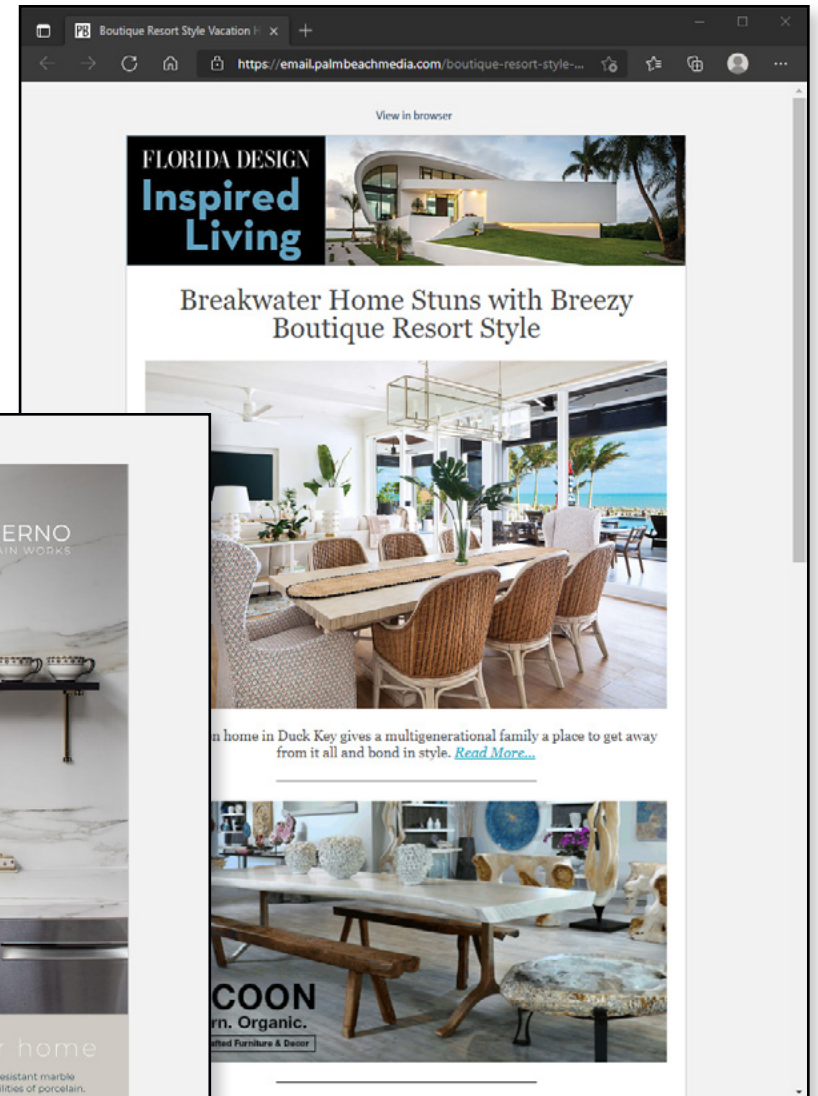
FLORIDA DESIGN MIAMI DEDICATED E-BLAST

An email message that arrives in your prospect's inbox with Florida Design's name, acts as an endorsement for your company. We can help you expand your brand and increase sales by reaching our database of design trade professionals state-wide.

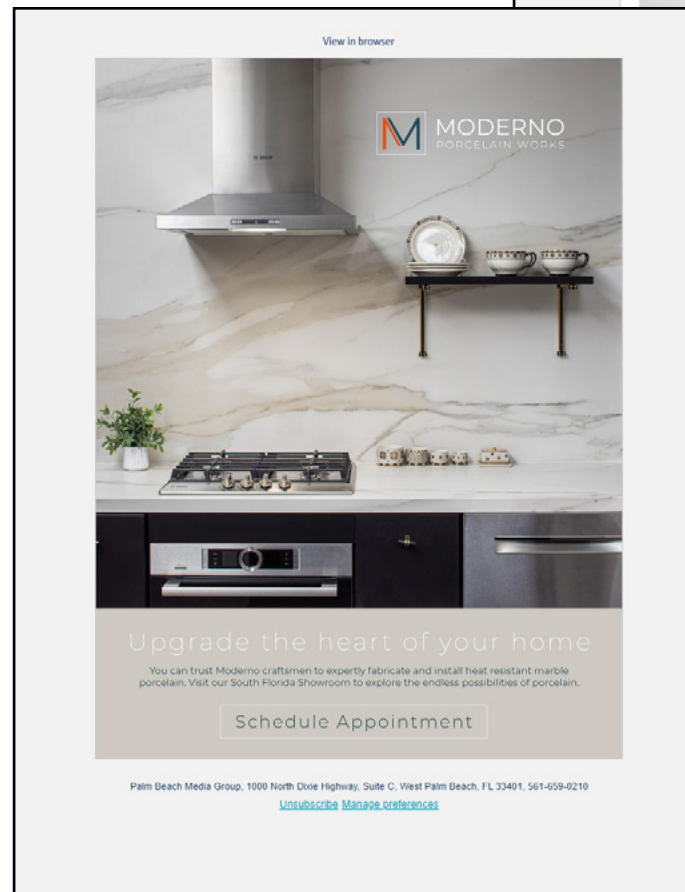
\$995 one-time
(One-time e-Blast deployment)

\$795 each
(2-3 e-Blasts to remind of an event or announcement)

\$695 each
(4+ e-Blasts)



E-Newsletter Sample



Dedicated E-Blast Sample

MIAMI EDITION FLORIDA DESIGN

DIGITAL MEDIA SERVICES

Long regarded as the leading print magazine devoted to custom homes, interior design and fine furnishings, Florida Design now offers a full array of digital media services designed to meet your marketing strategy. Supporting your print advertising campaign with digital media allows you to reach a customized audience where they spend much of their time, online.

Since every business has different goals, we can tailor a one-of-a-kind program to target the buyers you are looking for within your budget.

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Advertising
- Social Media Management
- Google Display Ads
- Geofencing
- Remarketing
- Video, YouTube, Connected TV and Digital Radio

Let our team of in-house experts customize a digital strategy for you through a personal consultation.

We can help your brand stand out in Google searches, increase traffic to your website, improve engagement, attract new followers and provide you with leads to convert prospects into customers.

Each campaign is managed by a professional digital expert, dedicated to optimizing your ad program for top performance. Your campaign manager will provide detailed monthly reports and review these with you personally so that you know how your investment is performing.



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MIAMI EDITION FLORIDA DESIGN

FAMILY OF MAGAZINES

Florida Design Miami Edition is a part of the Palm Beach Media Group growing family of publications. For over thirty years, Florida Design has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 67 years of publishing excellence, has mastered the art of attaining affluent readers with distribution nationally and internationally.

- Florida Design
- Florida Design Miami Edition
- Florida Design Naples Edition
- Florida Design Annual Sourcebook



MIAMI EDITION FLORIDA DESIGN

Creative Class
ART-CENTRIC
INTERIORS FROM MIAMI
TO SUNNY ISLES BEACH

ART & THE CITY
The Players, Must-Sees,
and Surprises of Basel 2022

DESIGN INTEL
One-on-One
With Paola Lenti

Florida Design Miami Edition: Photo by Kris Tamburello | Florida Design Naples Edition: Photo by Amber Frederiksen
Florida Design: Photo by Ryan Gamma | Florida Design Annual Sourcebook: Photo by Amber Frederiksen