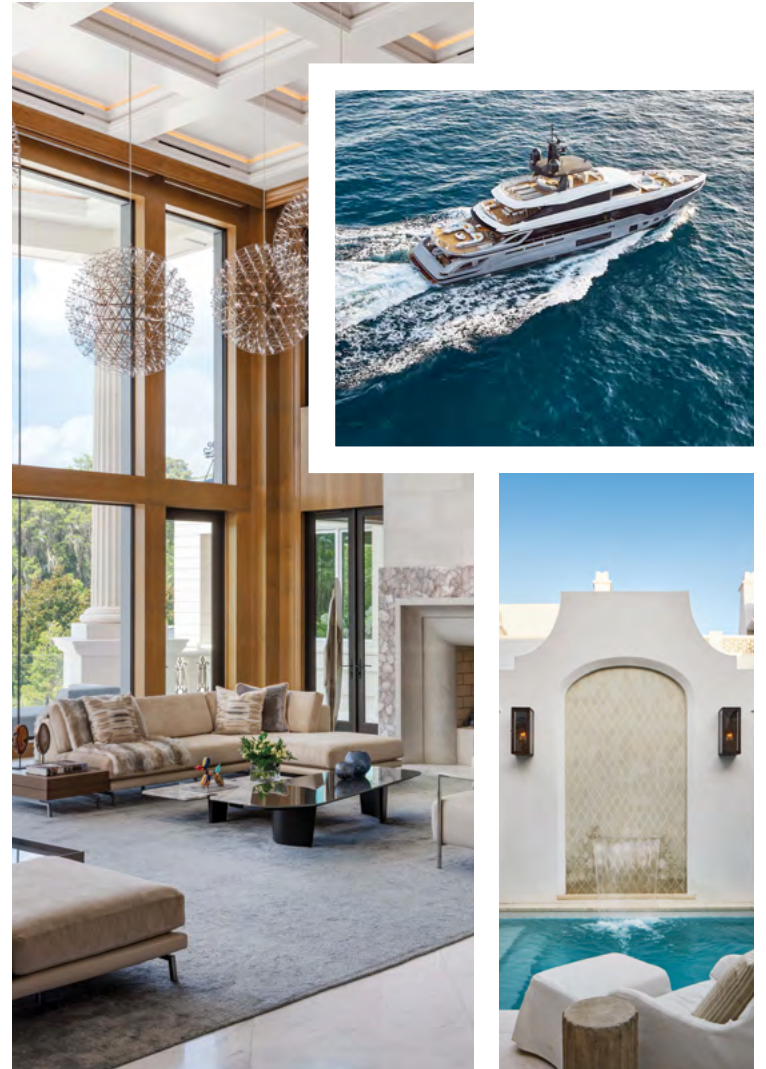




# FLORIDA DESIGN

The magazine for interior design and fine furnishings



**MEDIA KIT 2024**

*Florida Design* reaches an audience of more than 660,000 readers per issue who appreciate interior design, fine furnishings, custom-built architecture, and a luxury lifestyle.

## READER PROFILE\*

- 67% Female / 33% Male
- Age: 45+
- Married: 67%
- Average Annual Income: \$187,921
- Median Home Value: \$854,608

## CIRCULATION

165,000 total copies per issue

## RESULTS-DRIVEN DISTRIBUTION

- Florida Design offers advertising partners powerful results-producing distribution through paid subscriptions, newsstand sales, comp copies to the trade and bulk delivery inside the state of Florida.
- Copies are mailed to subscribers throughout Florida, across the United States and worldwide.
- Florida Design is sold at hundreds of newsstands including Barnes & Noble, Publix and Whole Foods, CVS, Walgreens, domestic and international airports and many more.
- Copies are sent by direct mail to the owners of newly purchased high-value homes in target markets and to real estate agents and luxury home sales centers, galleries, design showrooms, trade centers and events.
- More than 27,700 copies per issue are sent to Architects, Builders and Interior Designers.

\*Source: InfoUSA September 2019

Front cover photo credits:

Main image: Sean Murphy, Neptune Beach, FL

Right side, clockwise: Nikolas Sargent, West Palm Beach, FL;

Azimut Yachts, Fort Lauderdale; Gieves Anderson, Brooklyn, NY



Photography by Jack Gardner, Valparaiso FL



## SPRING 34-1 APRIL - JUNE 2024

### THE SEAGLASS AWARDS ISSUE

- **Feature Homes:** Family estates, chic cottages, sky residences, and little gems from coast to coast
- **Buzz:** What's new, now, and next in the design world?
- **Room Focus:** The dining room
- **Special Feature:** Winners of the second annual FD Seaglass Awards
- **Spotlight:** Standouts from different market showcases
- **Covet:** Designers' favorite treasures
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!

## SUMMER 34-2 JULY – SEPTEMBER 2024

### THE OUTDOORS ISSUE

- **Feature Homes:** Estates, retreats, penthouses, cottages, and little gems from coast to coast
- **Buzz:** What's new, now, and next in design
- **Alfresco Flair:** Gardens by Florida's top landscape architects
- **Waterside Wonder:** Enchanting pools, hardscape artistry, impressive decks, and fun-under-the-sun toys
- **Room Focus:** The pool cabana
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, and much more!

## FALL 34-3 OCTOBER – DECEMBER 2024

### THE ARCHITECTURE ISSUE

- **Feature Homes:** Estates, retreats, penthouses, cottages, and little gems from coast to coast
- **Buzz:** What's new, now, and next in design
- **Structure & Form:** A deep dive into Florida's main architectural styles: Art Deco, Sarasota School, Tropical Modernism, Mediterranean Revival, and Coastal Contemporary
- **Talent Show:** The state's leading architects reveal their latest projects
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, and much more!

## WINTER 34-4 JANUARY - MARCH 2025

### THE ART ISSUE

- **Feature Homes:** Estates, retreats, penthouses, cottages, and little gems from coast to coast
- **Buzz:** What's new, now, and next in design
- **Living With Art:** Collectors at home
- **Art Dates:** Must-see exhibitions at Florida's top museums
- **Creative Cachet:** Artists, gallerists, and creatives you need to know
- **IN EVERY ISSUE:** Product roundups, designer tips, outdoor spaces, and much more!

The editorial calendar is subject to change without notice.



Photography by SPM Photography

**HOME PAGE BILLBOARD**

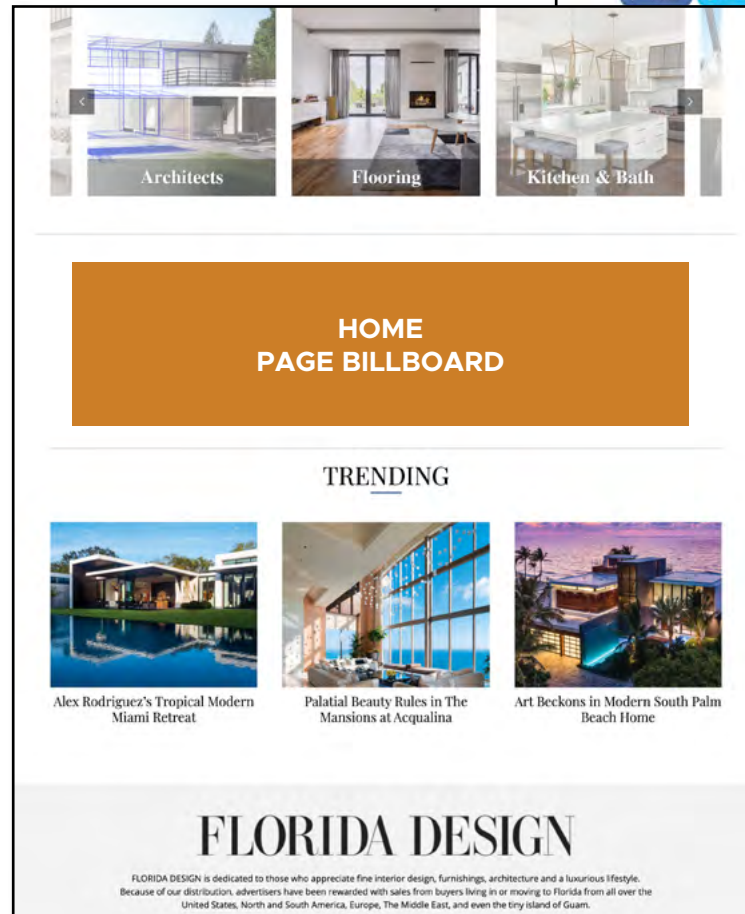
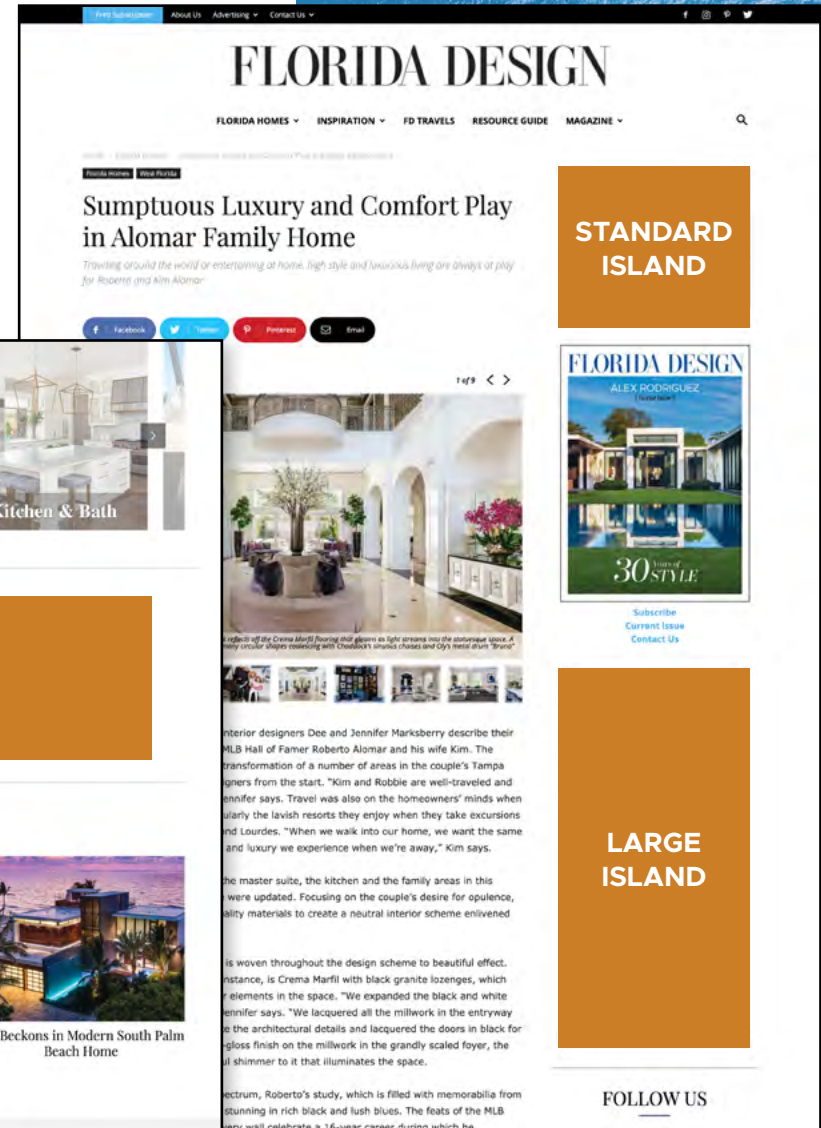
- The only ad on the Home page
- \$995 monthly**

**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**



Home Page Sample

Island Ad Space Sample



**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 90 days

**\$1,500**

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

**\$1,200**

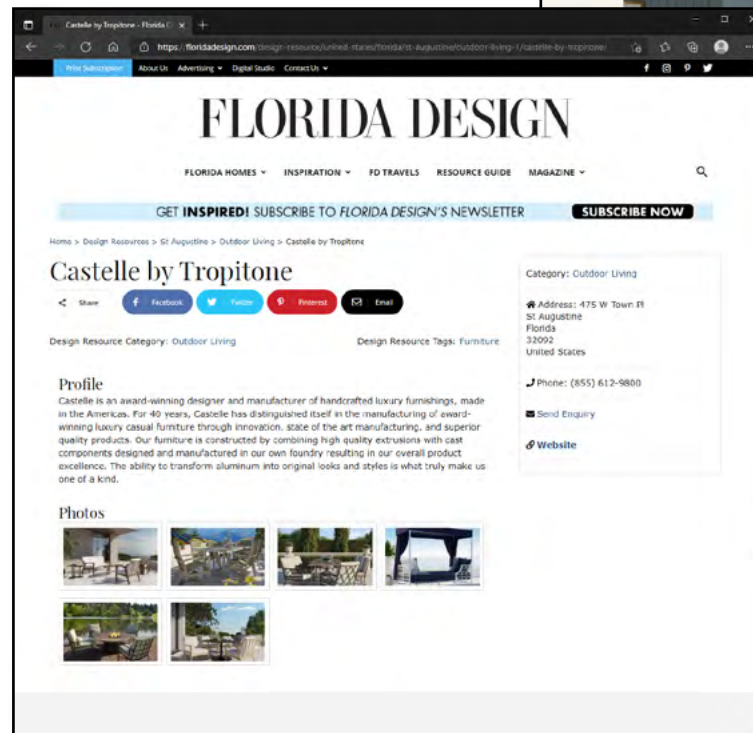
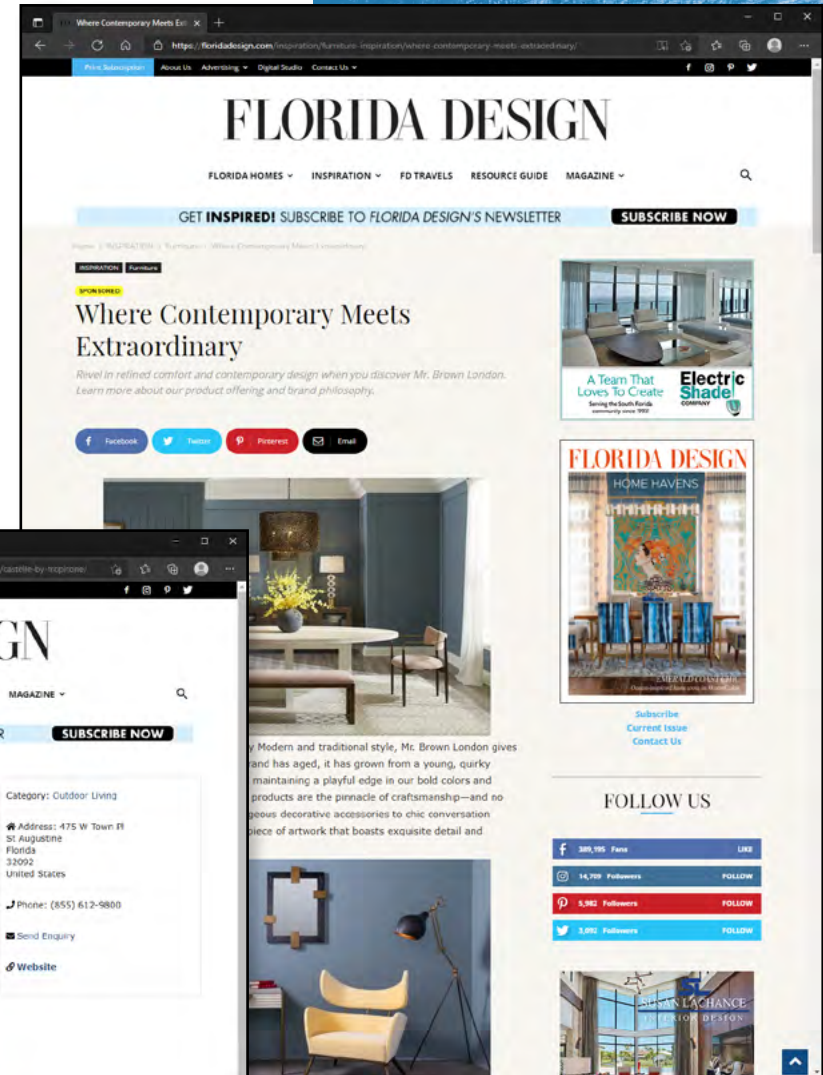
- for next 90 days

**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)



Profile Page in Resource Directory Sample

Sponsored Content Sample

## FLORIDA DESIGN E-NEWSLETTER

Be a part of our weekly e-newsletter, "Inspired Living" that goes out each Monday by email to opt-in subscribers. Our highly anticipated newsletter reaches both 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 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**

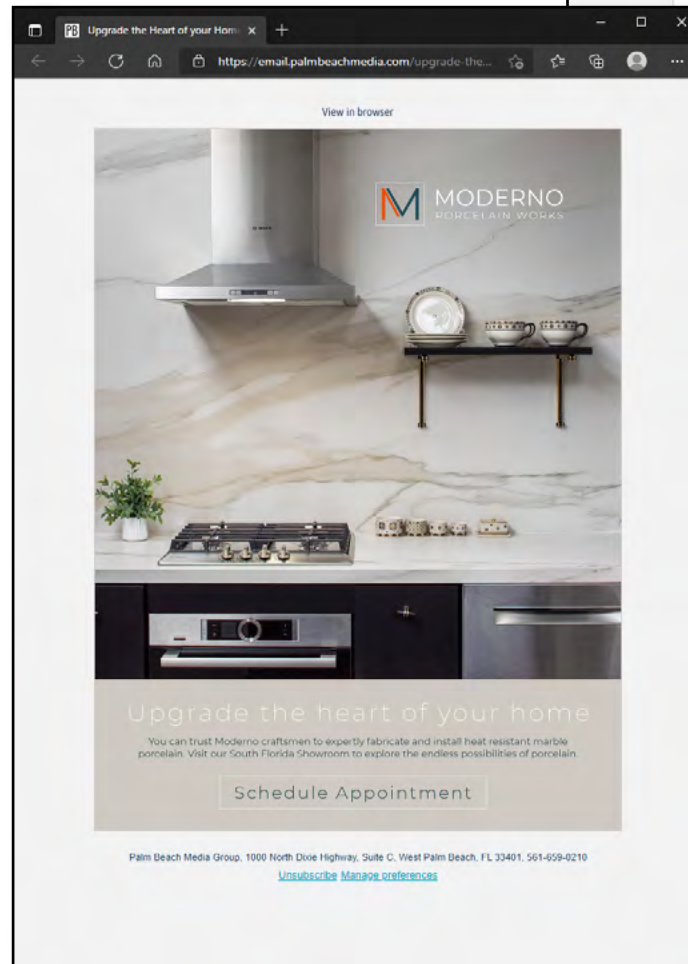
(One-time e-Blast deployment)

**\$795 each**

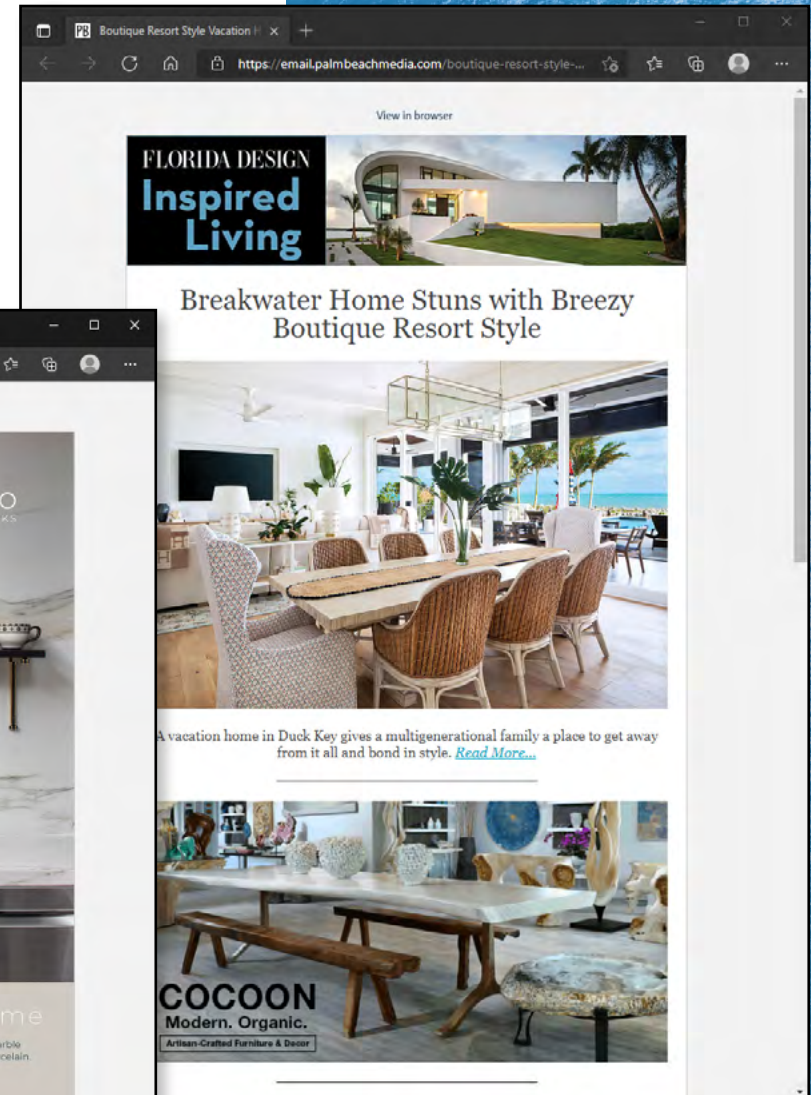
(2-3 e-Blasts to remind of an event or announcement)

**\$695 each**

(4+ e-Blasts)



Dedicated E-Blast Sample



E-Newsletter Sample



## 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, on-line.

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.

- Site Impact Customized Email Campaign
- 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.



Photography by Carmel Brantley, Ocean Ridge, FL

# FLORIDA DESIGN TITLES

*Florida Design* is a part of the Palm Beach Media Group growing family of publications. For more than 30 years, *Florida Design* has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 68 years of publishing excellence, has mastered the art of attaining affluent readers with distribution locally, nationally, and internationally.

# FLORIDA DESIGN



PO Box 3344, Palm Beach, FL 33480  
phone 561-659-0210 fax 561-659-1736  
floridadesign.com

Cover Photo Credits:  
Florida Design: Jack Gardner, Valparaiso, FL  
Florida Design Naples Edition: Michael Alan Kaskel, Ohio, IL  
Design Miami Edition: David Hernandez, Miami, FL  
Florida Design Sarasota Edition: Ryan Gamma, Sarasota, FL



## **PUBLISHER**

Terry Duffy  
tduffy@palmbeachmedia.com  
561.472.1908

## **ASSOCIATE PUBLISHER**

Susan Gibson Howard  
sgibsonhoward@floridadesign.com  
561.376.5767

## **ACCOUNT MANAGERS**

Harvey Dana  
hdana@floridadesign.com  
305.984.6684

Jennifer Dardano  
jdardano@floridadesign.com  
561 472.1905

Elizabeth Goodman  
lgoodman@floridadesign.com  
239.595.7269

## **ADVERTISING SERVICE COORDINATOR**

Elizabeth Hackney  
ehackney@palmbeachmedia.com  
561.472.1920

## **MARKETING MANAGER**

Rebecca Desir  
rdesir@palmbeachmedia.com  
561.472.2209

## **PRODUCTION DIRECTOR**

Selene Ceballo  
sceballo@palmbeachmedia.com  
561.472.1907

## **ADVERTISING DESIGN COORDINATOR**

Johanna Perez  
jperez@floridadesign.com  
561.472.2210

## **PRODUCTION MANAGER**

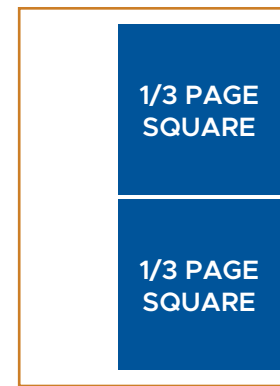
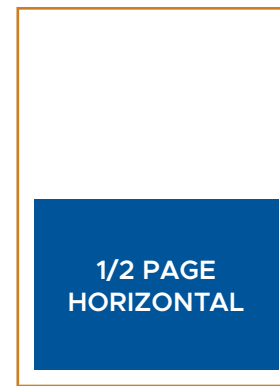
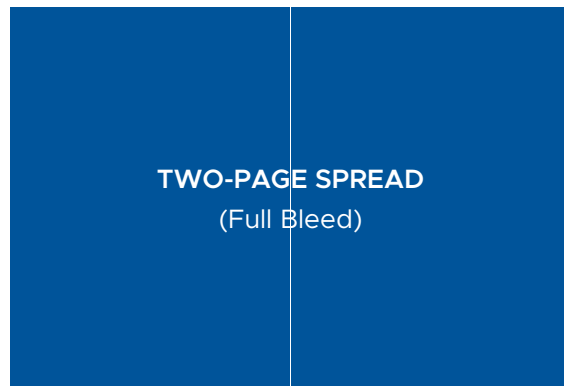
Lourdes Linares  
llinares@palmbeachmedia.com  
561.472.2203

## **DIGITAL MARKETING MANAGER**

Tyler Sansone  
tsansone@palmbeachmedia.com  
561.472.2204



Photography by Blaine Jonathan, Naples FL



## AD SIZES

## TRIM

## BLEED

Spread:	16" x 10.875"	16.25" x 11.125"
Full Page	8" x 10.875"	8.25" x 11.125"
2/3 Vertical	4.5" x 9.875"	N/A
1/2 Vertical	3.375" x 9.875"	N/A
1/2 Horizontal	7" x 4.875"	N/A
1/3 Square	4.625" x 4.875"	N/A
1/3 Vertical	2.25" x 9.875"	N/A

## TECHNICAL SPECIFICATIONS

**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.

## DEADLINES

### SPRING 34-1

Space Close February 2, 2024  
Materials Due February 21, 2024  
Publication Date April 2024

### SUMMER 34-2

Space Close May 1, 2024  
Materials Due May 20, 2024  
Publication Date July 2024

### FALL 34-3

Space Close August 1, 2024  
Materials Due August 20, 2024  
Publication Date October 2024

### WINTER 34-4

Space Close October 23, 2024  
Materials Due November 11, 2024  
Publication Date January 2025