

WHO WE ARE

THE POWER OF JUPITER MAGAZINE

LARGEST TOTAL AUDIENCE

Jupiter Magazine brings readers the best of what the northern Palm Beaches has to offer, from dining to shopping to chronicling community leaders. The winner of multiple awards from the Florida Magazine Association, the team at Jupiter Magazine prides itself on providing cutting-edge, thought-provoking editorial.

Since 2000, the publication has provided readers a mix of long-form journalism, exciting lifestyle coverage, topical columns and in-depth service pieces.

JUPITER MAGAZINE DELIVERS

Jupiter Magazine readers are affluent and engaged

- 76%** frequently purchase products or services from ads seen in Palm Beach Illustrated
- 40%** have a household income above \$200,000 per year
- 91%** intend to spend money on dining or entertainment
- 74%** intend to spend money on vacations or travel

AUDIENCE

37% Male **63%** Female

MEDIAN AGE:

64



CIRCULATION

Jupiter Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Palm Beach Gardens to Stuart.

17,000 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Royal Palm Yacht & Country Club
- The Bear's Club
- Lost Tree Club - Clubhouse
- BallenIsles
- Trump National Golf Club, Jupiter
- The Loxahatchee Club
- Jupiter Island
- Mirasol
- Old Palm Golf Club
- Addison Reserve
- Frenchman's Reserve
- PGA National Country Club
- Admirals Cove
- Jupiter Island Club
- Tequesta Country Club
- Old Palm Golf Club
- Jupiter Yacht Club

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 6,800 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- The Gardens Mall, PGA Blvd
- Doctors' offices
- & Spa Jupiter
- Harbourside Place
- Lawyers' offices
- Hilton Singer Island Oceanfront
- Real Estate offices at Corcoran Group
- Doubletree Hotel Palm Beach Gardens
- Homewood Suites by Hilton
- Waterfront Properties
- Embassy Suites Palm Beach Gardens
- Marriott Vacation Club International
- Illustrated Properties
- Jupiter Beach Resort
- PGA National Resort & Spa
- Upscale salons and spas
- The Ritz-Carlton Golf Club

Available on select newsstands: 1,200 copies

- Barnes & Noble
- Fresh Market
- Major Independent Newsstands
- Whole Foods
- Publix



EDITORIAL CALENDAR



JUPITER
MAGAZINE

JANUARY 2024 // THE ARTS ISSUE

- Creative Pursuits
- The Music Scene

Special Advertising Opportunities:

Ask the Experts profiles, Arts & Entertainment Guide, Top Chef profiles, Home Resource Guide

Space Close: November 15, 2024

FEBRUARY 2024 // HOMETOWN LOVE

- Neighborhood Spotlight
- An Ode to Home: In Pictures

Special Advertising Opportunities:

Top Lawyers Profiles, Home Resource Guide

Space Close: December 15, 2024

MARCH 2024 // WILD ABOUT NATURE

- Outdoor Entertaining
- Underwater Awe

Special Advertising Opportunities:

Private Education Guide, Home Resource Guide

Space Close: January 15, 2024

APRIL 2024 // THE FOODIE ISSUE

- Been There, Ate That: Top Eats
- Last Supper: Chef Picks

Special Advertising Opportunities:

Top Chef Profiles, Wedding Event and Planning Guide

Space Close: February 15, 2024

MAY/JUNE 2024 // HEALTH + WELLNESS

- Martial Arts, 3 Ways
- The Art of Happiness

Special Advertising Opportunity:

Medical Profiles-Top Doctor Issue

Space Close: March 15, 2024

JULY/AUG 2024 // ENDLESS SUMMER

- Day-Trippin': Quick Escapes
- Refreshing Cocktails

Special Advertising Opportunity:

Summer Escapes, Private Education Guide, Home Resource Guide

Space Close: May 15, 2024

SEPTEMBER 2024 // ONES TO WATCH 2024

- Our annual list of movers and shakers to keep an eye on
- Style trends for fall

Special Advertising Opportunities:

LEADER of Palm Beach profiles, Wedding Event and Planning Guide

Space Close: July 15, 2024

OCTOBER 2024 // READY TO PLAY

- Newbie's Guide to Season
- Fun Pet Adventures

Special Advertising Opportunities:

Charity Datebook, Home Resource Guide

Space Close: August 15, 2024

NOVEMBER 2024 // HOME + GARDEN

- The Power of Plants
- Design Trends

Special Advertising Opportunity:

Home Resource Guide

Space Close: September 15, 2024

DECEMBER 2024 // IT'S A WONDERFUL LIFE

- Hot Holiday Looks
- Season's Eatings: Holiday

Special Advertising Opportunity:

Arts & Entertainment Guide, Home Resource Guide

Space Close: October 15, 2024

ADVERTISING RATES

AD POSITIONS	1x	5x	10x
Two-Page Spread	\$5,484	\$4,936	\$4,442
Full Page	\$3,226	\$2,903	\$2,613
Two-Thirds Page	\$2,452	\$2,207	\$1,986
Half Page	\$1,936	\$1,742	\$1,568
One-Quarter Page	\$1,129	\$1,016	\$915
PREMIUM POSITIONS	1x	5x	10x
Inside Front Cover	\$3,871	\$3,484	\$3,136
Inside Back Cover	\$3,549	\$3,194	\$2,874
Back Cover	\$4,194	\$3,774	\$3,397
JUPITERMAG.COM DIGITAL ADS	Monthly		
Full Page Advertorial	\$650		
Large Island (300 x 600 pixels)	\$595		
Standard Island (300 x 250 pixels)	\$395		
INSIDER'S GUIDE NEWSLETTER	Weekly		
Leaderboard Premium (720 x 90 pixels)	\$350		
Leaderboard Standard (320 x 50 pixels)	\$245		
EBLAST	Each		
	\$795		

Photo Credit: Jerry Rabinowitz



JUPITER
MAGAZINE

DIGITAL MEDIA

The Jupiter 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 PalmBeachIllustrated.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Tristan Kenton

JUPITER
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IN EVERY ISSUE

FASHION // In-Season Style Trends

CHARACTER // Local Personalities

OFF THE CHARTS // Boating Life

WANDERLUST // Travel Spotlight

FLAVOR // Local Food & Drink

HOT SHOTS // Social/Event Photos

THE LOCAL/AROUND TOWN // Local Happenings

CALENDAR // Monthly Cultural Calendar

SURF REPORT // What's new on jupitermag.com

AROUND TOWN // Local arts, shops, news & more

OFF THE CHARTS // Boating and Fishing - a local's take

SPECIAL ADVERTISING SECTIONS:

Flavor/Dining Guide, Luxury Homes Real Estate Guide

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.

JUPITER
MAGAZINE

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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

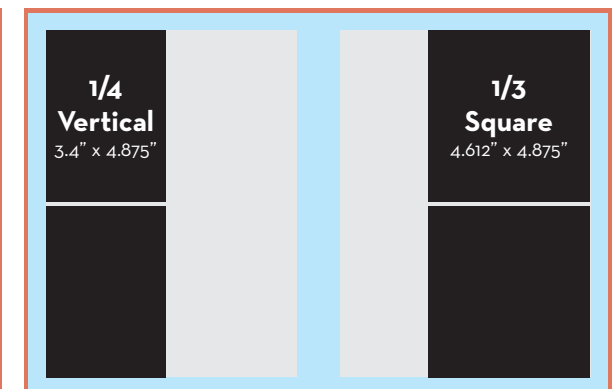
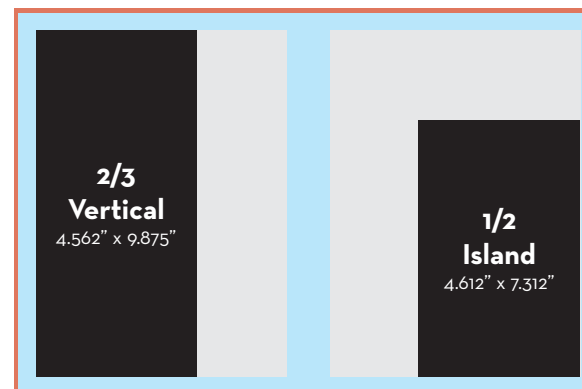
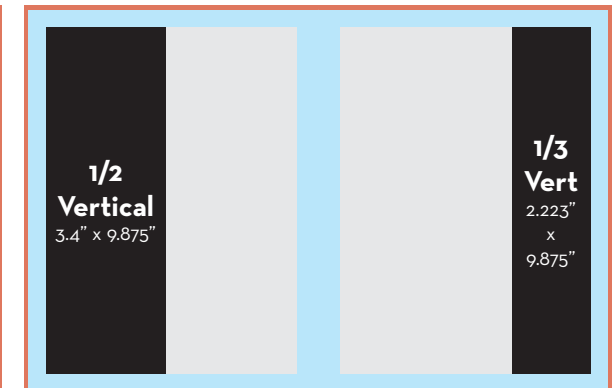
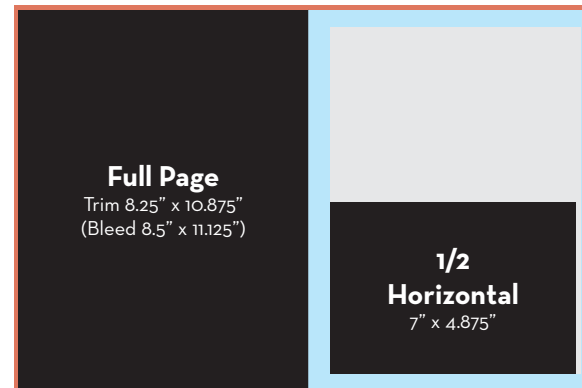
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DIGITAL SPECS

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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