

NIAPLES[®]

ILLUSTRATED



2024
MEDIA KIT

WHO WE THE POWER OF NI ARE

LARGEST TOTAL AUDIENCE

Naples Illustrated has captured the imagination and attention of this extraordinary audience with a lifestyle magazine that exemplifies a life well lived. Residents and visitors recognize NI as the leading authority on all things Southwest Florida including restaurants, arts and entertainment, fashion and home trends.

Spectacular photography and outstanding original editorial content features couture fashion, luxurious automobiles, yachting, culture, fine dining, entertainment, personalities, and world travel in every issue.

NAPLES ILLUSTRATED DELIVERS

Naples Illustrated readers are affluent and engaged

- 80%** frequently purchase products or services from ads seen in Naples Illustrated
- 69%** have a household income above \$150,000 per year
- 73%** have a college or graduate level degree
- 80%** have a home valued at \$1,000,000 or more

AUDIENCE

37% **63%**
Male Female

MEDIAN AGE:

55

NAPLES
ILLUSTRATED

CIRCULATION

Naples Illustrated is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Marco Island to Bonita Springs.

18,200 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Grey Oaks Country Club
- Vanderbilt Beach
- Vineyards
- Mediterra
- Aqualane Shores
- Kensington Golf & Country Club
- Naples Cay
- Bay Colony
- Talis Park
- Tiburón
- Lely Resort Golf & Country Club
- Fiddler's Creek
- Port Royal
- Twin Eagles
- Pelican Bay
- Quail West
- Colliers Reserve
- Olde Cypress

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 3,800 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Waterside Shops
- Physician Regional Healthcare System
- Real estate firms
- Fifth Avenue
- Private jet carriers
- Salons and spas
- Third Street South concierge
- Leading wealth management/ financial institutions
- High-end retail outlets
- The Greater Naples Chamber of Commerce
- Important charitable events

Available on select newsstands: 2,000 copies

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

Available at select resorts and hotels monthly: 2,000

Additional distribution at events, charitable fundraisers and galas: 1,600

Photo Credit: Gyorgy Papp



NAPLES
ILLUSTRATED

EDITORIAL CALENDAR



JANUARY 2024 // [The Dining Issue](#)

- NI's eleventh annual dining awards
- Local chefs share their favorite meals
- Story of a thriving restaurateur

Space Close: November 15, 2023

FEBRUARY 2024 // [Perspectives](#)

- Expert advice from a travel industry veteran
- A local couple homes in on philanthropy
- Captivating art from a Neapolitan pair

Special Advertising Opportunity:

Designing Spaces

Space Close: December 15, 2023

MARCH 2024 // [The 239 Issue](#)

- A Neapolitan considers big solutions to solve big problems
- Skin deep: Behind a successful skin care line
- Southwest Florida golfer advances toward dream

Space Close: January 15, 2024

APRIL 2024 // [The Wellness Issue](#)

- Practical ways to find contentment
- The power of plants
- Female practitioners share useful tips

Special Advertising Opportunity:

Physician Profiles

Space Close: February 15, 2024

MAY 2024 // [The Uber Luxury Issue](#)

- Watch out! A roundup of luxury timepieces
- Fabulous fashions for spring and summer
- Luxury cars that stop traffic

Space Close: March 15, 2024

JUNE 2024 // [The Wedding Issue](#)

- Neapolitan nuptials on display
- Spotlight on spectacular wedding showers
- The latest wedding trends revealed

Special Advertising Opportunity:

"The Black Book"

Space Close: April 15, 2024

JUL/AUG 2024 // [Summer Escapes](#)

- Florida summer travel at its best
- A Neapolitan's quaint summer home

Space Close: May 15, 2024

SEPTEMBER 2024 // [The Style Issue](#)

- The makings of a professional model
- Modish men of Naples
- Now trending: The latest fashion merch

Special Advertising Opportunities:

Top Lawyers

Space Close: July 15, 2024

OCTOBER 2024 // [Home & Garden](#)

- Architecture and wellness: How they connect
- On display: A super smart home
- Gorgeous gardens of Naples

Special Advertising Opportunities:

Designing Spaces

Space Close: August 15, 2024

NOVEMBER 2024 // [Arts & Culture](#)

- Updates on local arts venues
- A local photographer shares their talents

Special Advertising Opportunities:

Top Dentists

Space Close: September 15, 2024

DECEMBER 2024 // [The Holiday Issue](#)

- Celebrating in style
- Fine jewelry finds for the holidays and beyond
- The ultimate gift-giving guide

Special Advertising Opportunities:

Faces of Naples

Space Close: October 15, 2024

NAPLES
ILLUSTRATED

ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	3x	6x	11x
Full Page	\$5,625	\$4,780	\$4,300	\$3,870
Two-Page Spread	\$10,125	\$8,605	\$7,740	\$6,965
Two-Thirds Page	\$4,780	\$4,065	\$3,655	\$3,295
Half Page	\$3,940	\$3,345	\$3,010	\$2,710
One-Third Page	\$3,090	\$2,630	\$2,370	\$2,130

PREMIUM POSITIONS	1x	3x	6x	11x
Inside Cover	\$8,260	\$7,020	\$6,320	\$5,685
Inside Back Cover	\$7,570	\$6,435	\$5,795	\$5,215
Back Cover	\$9,180	\$7,800	\$7,020	\$6,320

NI.COM DIGITAL ADS	Monthly
Large Island (300 x 600px)	\$400
Standard Island (300 x 250px)	\$300

NEWSLETTER	Weekly
On The Town Standard (600 x 300px)	\$245
On The Town Premium (600 x 300px)	\$345

	Bi-Monthly
Eat + Drink Standard (600 x 300px)	\$245
Eat + Drink Premium (600 x 300px)	\$345

NI DIGITAL EBLASTS	Weekly
600 x 800px	\$395

- All rates are net
- Recognized agencies receive a 15% commission on gross billing for space and position.

Photo Credit: Nathan Coe





DIGITAL MEDIA

The Naples Illustrated 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 NaplesIllustrated.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results



NAPLES
ILLUSTRATED

IN EVERY ISSUE

RSVP // Ultimate event photos

INSIDER // Insightful interviews, expert advice, people to watch, and things to do

STYLE // Fashion trends

BIJOUX // Latest jewelry

RESIDE // Ideas and inspiration for home design and decor

JOURNEYS // Ultimate travel destinations

48 HOURS // Weekend excursions

HIGH SEAS // An expert's take on top tier boats

HIGH ROAD // Expert reviews of luxury automobiles

EAT + DRINK // Chef profiles, dining guide, and the food scene

BALANCE // Health, wellness, beauty tips and trends

WEALTH // Trends in managing investments and financial planning

SCENE // What's happening in arts and culture

Q&A // Perspectives from a Designer

Palm Beach Media Group

COLLECTION

NAPLES ILLUSTRATED

LIFE IN THE FAST LANE
A NEAPOLITAN RIDES HIGH AS HOST AND PRODUCER OF MOTORTREND SERIES
COURTNEY HANSEN

IT'S ELECTRIC
THE LATEST OPTIONS AND TRENDS IN E-BOATS

SET TO WIN
LOCAL JUNIOR TENNIS WUNDERKIND AIMS TO GO PRO

PALM BEACH ILLUSTRATED

IT'S IN THE BLOOD
A NEW GENERATION OF EQUUSIANS TAKES THE FIELD

WOMEN IN POLO
3 DOWNHOUSE PLAYERS TO WATCH

OF HORSES AND WINE
JOEY WOLFE'S EQUESTRIAN WORLD

POLO POWER

JEAN THERAPY
EMERSON AND JENNIE OFFER UP

AVENTURA

DAPPER DUDES
MIAMI'S MOST STYLISH MEN

BY DESIGN
DESIGNER CHAIRS, FASHION CASES, CERAMIC TABLES

SERIOUS STYLE

UNDER THE INFLUENCE
50 CANNONBALLS, 50 FAVORITE LOCAL MEDIA STARS

SOUTHWEST FLORIDA
RELOCATION GUIDE

Community Connections
OUR AREA'S QUALITY OF LIFE, COMMUNITIES, REAL ESTATE, EDUCATION, CULTURE, AND MORE

ECONOMY OVERVIEW
TOP EMPLOYERS, LOCAL IMPACT, BUSINESS OPPORTUNITIES

OUTDOOR ESCAPES
THE ULTIMATE GUIDE TO HUNTER, FISHER, AND RECREATION

JUPITER MAGAZINE

EARTH FIRST
MEET THE LOCAL COUPLE TRAINING A COYOTE WAGON

TAKE A HIKE!
ULTIMATE GUIDE TO SCENIC TRAILS

NATURAL WONDER
TRUE BEAUTY IN THE GREAT OUTDOORS

STUART MAGAZINE

THE WELLNESS ISSUE
FROM COFFEE TO YOGA, 5 LOCAL BEVERAGES TO RELAX AND RECHARGE

INSPIRED LIVING
HOW TO GET THE MOST OUT OF YOUR HOME

FATHERS & SONS
DAD'S HOBBIES

Vero Beach Magazine

Tyke on the Track

Following the unparalleled success of the market leading Naples 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.

NAPLES
ILLUSTRATED



CONTACT US

PUBLISHER

Meegan Wyatt
239.298.7511
mwyatt@naplesillustrated.com

ACCOUNT MANAGER

Kathy Beuttel
239.298.7506
kbeuttel@naplesillustrated.com

MARKETING MANAGER

Rebecca Desir
561.472.2209
rdesir@palmbeachmedia.com

ADVERTISING SERVICES COORDINATOR

Elizabeth Hackney
561.472.1920
ehackney@palmbeachmedia.com

PRODUCTION DIRECTOR

Selene Ceballo
561.472.1907
sceballo@palmbeachmedia.com

PRODUCTION MANAGER

Lourdes Linares
561.472.2203
llinares@palmbeachmedia.com

DIGITAL MARKETING MANAGER

Tyler Sansone
561.472.2204
tsansone@palmbeachmedia.com

ADVERTISING DESIGN COORDINATOR

Jeffrey Rey
561.472.1911
jrey@palmbeachmedia.com

CIRCULATION/SUBSCRIPTION MANAGER

Marjorie Leiva
561.472.1910
mleiva@palmbeachmedia.com

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

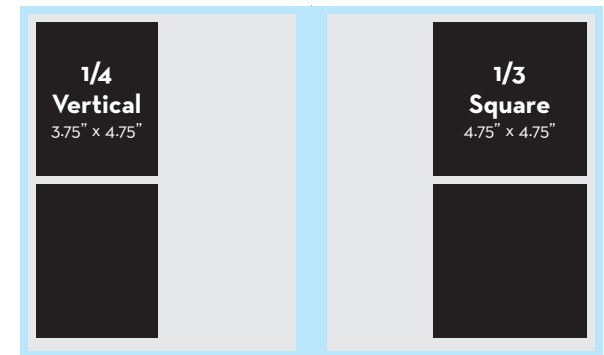
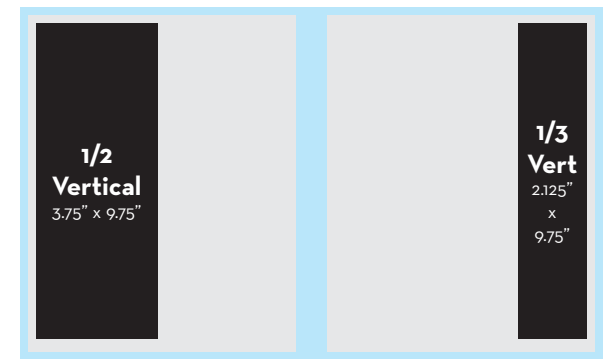
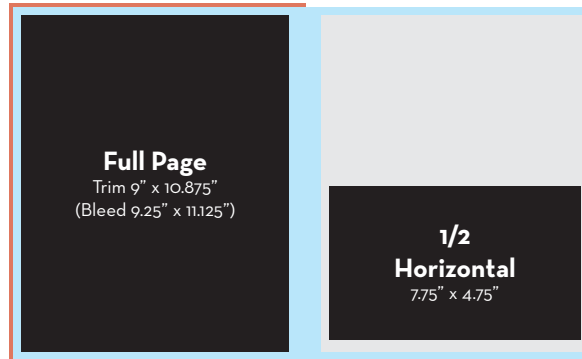
Jeffrey Rey | 561.472.1911

jrey@palmbeachmedia.com

Reprints, Paper, Inserts & Plant Operations

Selene Ceballo | 561.472.1907

sceballo@palmbeachmedia.com



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

Selene Ceballo
561.472.1907
sceballo@palmbeachmedia.com

