

PALM BEACH

RELOCATION GUIDE

GREATER PALM BEACH COUNTY | TREASURE COAST

MEDIA KIT 2024

LEAD GENERATION ACROSS PRINT, DIGITAL AND INTERACTIVE MEDIA. ENGAGING NEW MOVERS AT EVERY STAGE OF THEIR RELOCATION FROM RESEARCH TO PURCHASE.

WHO WE ARE

THE POWER OF PBRG

OUR AUDIENCE

Palm Beach Relocation Guide serves as the first point of contact for newcomers seeking information on relocating to the Palm Beach area. Our editorial content is focused on the topics and resources that assist with the planning and relocation process.

Published twice per year in print, along with a digital edition and robust site at PalmBeachRelocationGuide.com, the magazine aims to reach a targeted audience with intentions of relocating to the Palm Beaches or Treasure Coast.

Through multiple distribution points, the guide provides a resource to educate and assist families and individuals through the complete moving process; from choosing an area to live, housing, schools, and products and services.

DIGITAL AUDIENCE:

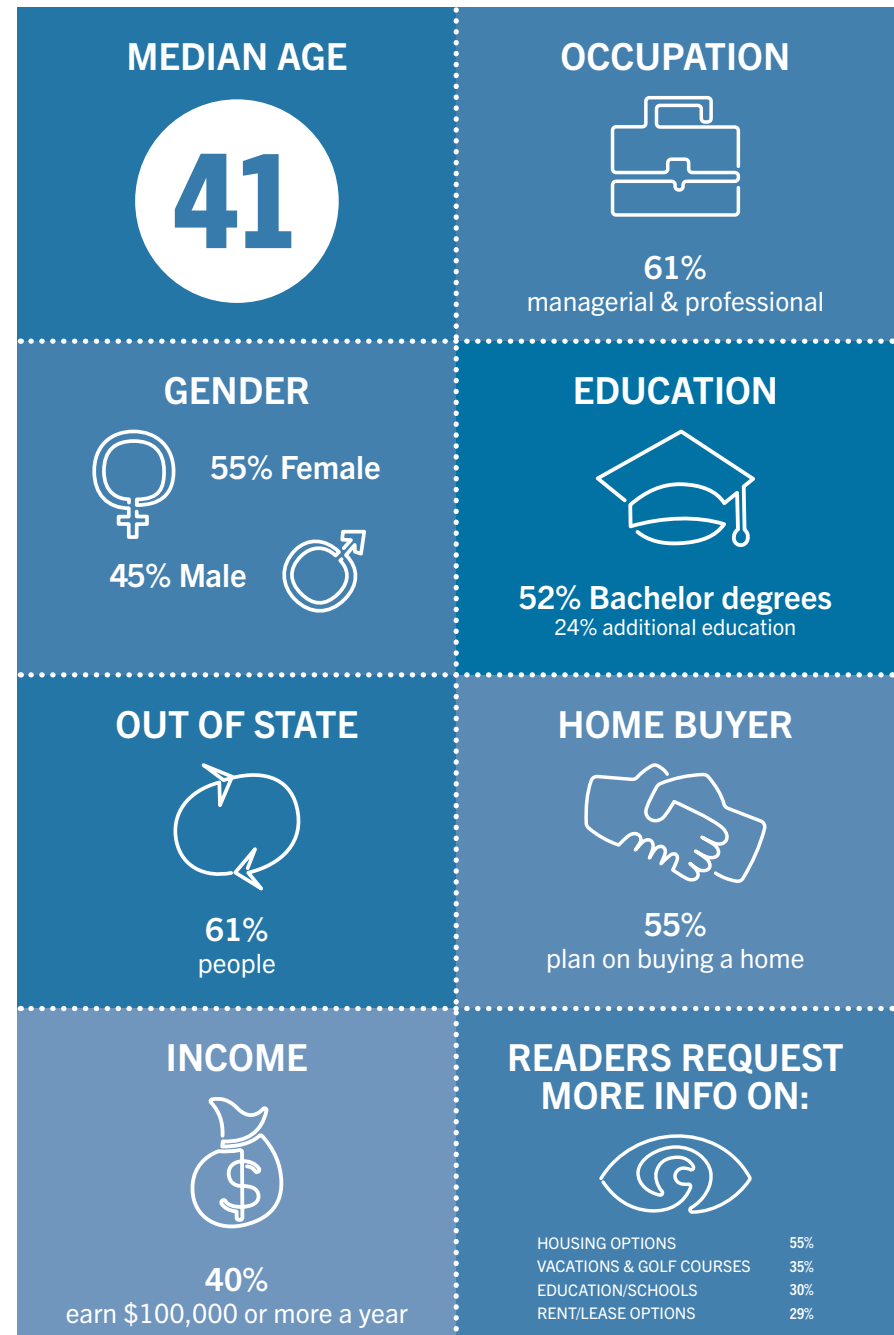
Website:

Unique visitors per month **22,000**

PRINT AUDIENCE

Print Edition:

Annual Edition **30,000**



DISTRIBUTION

TOTAL PRINT AUDIENCE 30,000*

Through multiple distribution points, the guide provides a resource to educate and assist families and individuals through the complete moving process; from choosing an area to live, housing, schools, and products and services.

DISTRIBUTION:

- Realtor® Association offices
- Top area employers
- Chambers of Commerce
- Real estate professionals
- Title companies
- Moving companies
- Visitor centers
- Online requests
- New communities
- Community club houses
- Hotel concierge desks
- Builder/developer offices
- Municipal offices
- Schools & universities

*Based on 2 readers per copy



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RATES & DATES



REAL ESTATE

THERE'S NO DOUBT ABOUT IT: PALM BEACH COUNTY IS ATTRACTING MORE BUYERS AND RENTERS THAN EVER BEFORE.

With 4.5 million people calling it home, Palm Beach County is Florida's third most populated area. A projected population increase is expected to come from southern high-growth areas like New York, as residents leave valuable property and income tax deductions that no longer fit federal tax regulations. While Florida has a percent sales tax, there is no state income tax. Palm Beach County finished a percent sales tax last to expire in 2024, bringing total sales tax to 6.5 percent in the county to 7 percent.

It is no wonder so many people choose to live and work in Palm Beach County as it is a world-class destination for those seeking mild winters and plenty of outdoor activities, sporting events, resorts, and festivals. The Atlantic side of the county offers open ocean boating, fishing, and diving, plus some of the most beautiful beaches in the world. The county has more than 600 golf courses and hosts championship tournaments. Island, there are parks with everything from family playgrounds to advanced hiking trails, including, freshwater fishing, and camping.

Palm Beach is also an equine-loving community, with equestrian events, equestrian commissions are devoted to the lifestyle, and horse events range from the grandeur of polo to the quintessential American sport of rodeo. For those who have taken up the fast-growing new equestrian to horse-jackets—there are countless courts.

MARKET OVERVIEW
 Palm Beach County has a diversity of housing options, from affordable single-family homes to ultra-luxury mansions. The popularity of the county is apparent: Ramped



PHOTO COURTESY OF PALM BEACH COUNTY

IN THIS SECTION
 Market Overview
 Finance Rates Statistics
 Community Government
 City Highlights



LIFESTYLE COMMUNITIES

WITH RESIDENTIAL OPTIONS CATERING TO LOVERS OF HORSES, GOLFERS, AND BOATERS HOBBYISTS, HAVE THE OPPORTUNITY TO LIVE THEIR DREAM HERE IN PALM BEACH COUNTY.

EQUESTRIAN
 There are many different types of equestrian communities, including those with homes on-site, those with homes off-site, and those with the elegance and serenity of the equestrian world without expense. Florida has a deep history of being a playground for the wealthy, and South Florida has been a haven for wealthy equestrians. With open natural spaces are available with large green pastures, breezy barns, and study areas for horses and other large animals to graze. Residences can include club homes and boarding barns, as well as other accommodations for four-legged friends. Particularly in Wellington, with the Equestrian Preserve and Loxahatchee and The Preserve, many homes are a stone's throw from a barn. Large lot sizes, natural light, and outdoor trails, in addition to horse parks and training rings, are common in South Florida, providing for the equestrian lifestyle.

SOOKS | BOYNTON BEACH
equinepreservelife.com
 Sooks Boynton Beach is a gated community with 200 horse homes catering to the equestrian community. The adjoining Equus Equestrian Center is a horse home for hire, with a riding school, paddocks, and a competition ring. Located in Boynton Beach, Equus is consistently close to the equestrian activity of Wellington.

FOX TRAIL | LOXAHATCHEE
foxtrail.com
 An equestrian community with single-family homes as well as equestrian, large lots, and horse barns. Fox Trail offers an equestrian community in the Loxahatchee area of Palm Beach County close to the Wellington equestrian preserve. Fox Trail is consistently located close to shopping, dining, entertainment, and all of the best that Palm Beach County has to offer.

GLADE RANCHES | WELLINGTON
 Glade Ranches in Wellington offers equestrian homes, show barns, and stud barns with professional horse barns and up to 20 acres of land. Large, luxurious properties with plenty of space for horses and humans alike to enjoy are available in Glade Ranches.

MULTIMEDIA PACKAGES

| | PLATINUM | GOLD | SILVER | BRONZE |
|---------------------------|--------------|-----------|-----------|--------------|
| Print Ad Size | Spread | Full Page | Half Page | Quarter Page |
| Digital Edition | Yes | Yes | Yes | Yes |
| Complimentary Magazines | 150 | 100 | 50 | 25 |
| Featured Business Listing | Yes | Yes | Yes | Yes |
| Exclusive eBlast | 2 | 2 | 2 | 2 |
| Web Ad | Large Island | Island | Island | Island |
| Per Issue Rate* | \$9,165 | \$7,485 | \$5,545 | \$4,285 |

PRINT OFFERINGS

| PRINT ADS | PER ISSUE |
|--------------|-----------|
| Spread | \$7,500 |
| Full Page | \$5,700 |
| Half Page | \$2,925 |
| Quarter Page | \$1,125 |

DIGITAL OFFERINGS

| DIGITAL ADS | PER MONTH |
|---------------------------|-------------|
| Digital Advertorial | \$500 |
| Slideshow | \$300 |
| Leaderboard | \$275 |
| Large Island | \$250 |
| Island | \$200 |
| Featured Business Listing | \$100 |
| eBlast | \$695/blast |

PREMIUM POSITIONS

| | |
|--------------------|---------|
| Back Cover | \$5,775 |
| Inside Front Cover | \$5,544 |
| Inside back Cover | \$5,313 |

PUBLICATION DATES

Annual: Spring 2024
 Space Close March 26 | Materials Due April 4

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 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 DELIVERY

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

QUESTIONS

Ad Material Specs/Upload, Deadline Extensions

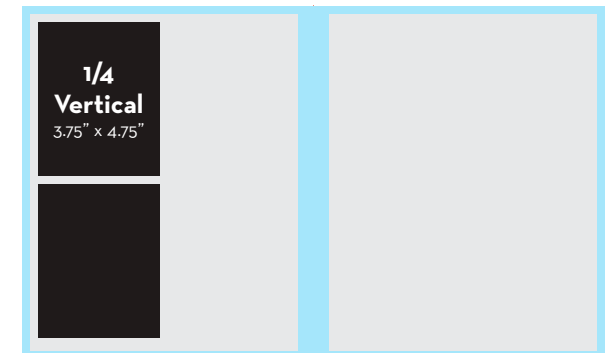
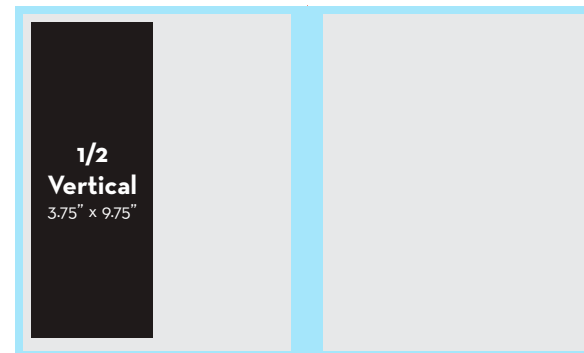
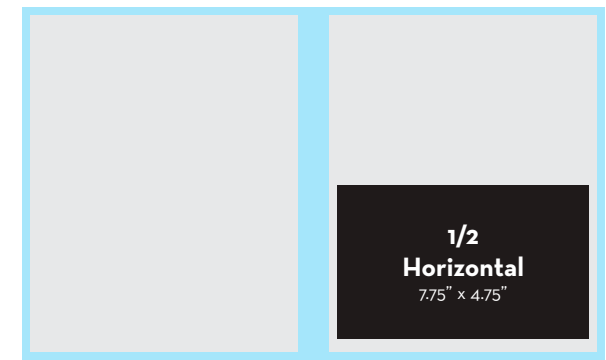
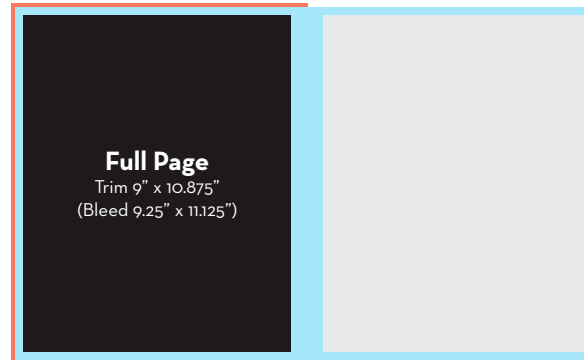
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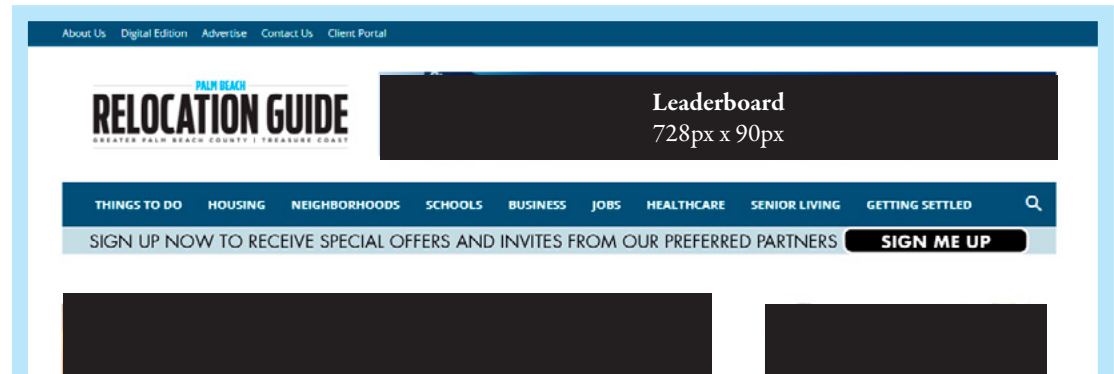
Reprints, Paper, Inserts & Plant Operations

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DIGITAL SPECS



ADDITIONAL DIGITAL OFFERINGS

Featured Business Listing:

- Business Name
- Phone Number
- Address
- Website
- Business Profile (up to 150 words)
- Six (6) photos (not to exceed 2MB)

Email eBlast (600px x 800px)

- One URL
- Distribution list
- Subject Line

ARTWORK REQUIREMENTS

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

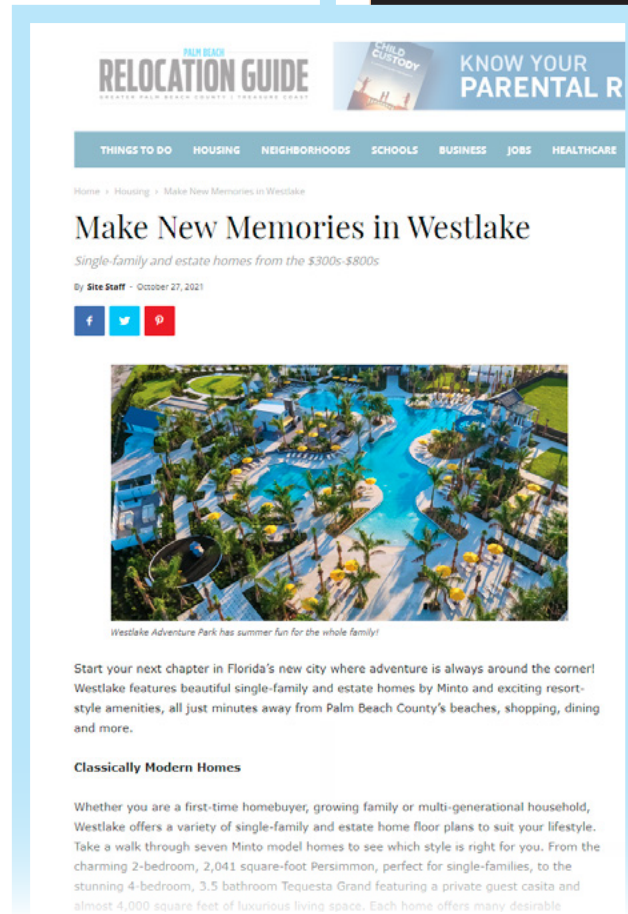
Materials are due 10 business days prior to campaign start. Submit web ready materials. Design services are available for a fee of \$150.

AD DELIVERY

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

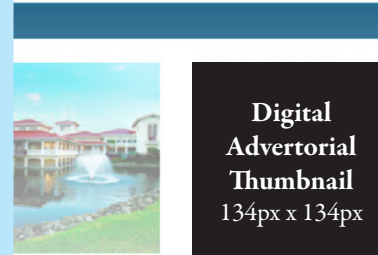
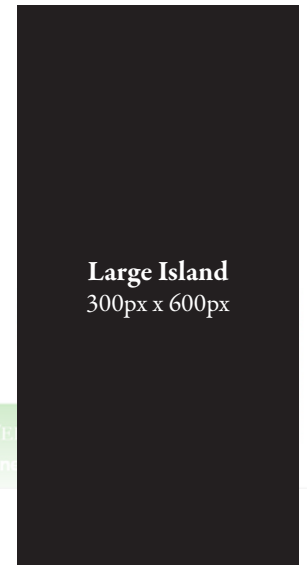
QUESTIONS

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DIGITAL ADVERTORIAL

Main Heading (Name of Business/Organization/Person Featured)
Photo: 2-3 images jpg file format
Copy: 800 words



HOME PAGE



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