

WHO WE THE POWER OF STUART MAGAZINE ARE

LARGEST TOTAL AUDIENCE

Stuart Magazine is the definitive source for local trends in fashion, interior design and dining to profiles of the people who impact Martin and St. Lucie counties.

Stuart Magazine prides itself on providing cutting-edge, thought-provoking editorial. The publication has provided readers a mix of long-form journalism, exciting lifestyle coverage, topical columns and in-depth service pieces.

STUART MAGAZINE DELIVERS

Stuart Magazine readers are affluent and engaged

- 82%** frequently purchase products or services from ads seen in Stuart Magazine
- 45%** have a household income above \$200,000 per year
- 91%** intend to spend money on dining or entertainment
- 80%** intend to spend money on vacations or travel

Photo Credit: Olivia Graham

AUDIENCE

35% **65%**
Male Female

MEDIAN AGE:

53



CIRCULATION

Stuart Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution in Martin and St. Lucie counties.

13,500 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Jupiter Island
- Addison Reserve
- Admirals Cove
- Old Palm Golf Club
- The Bear's Club
- Trump National Golf Club, Jupiter
- Mirasol

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 6,500 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Landmark Aviation
- Stuart Jet Center
- Financial Institutions
- Retail Centers
- Real Estate Firms
- Salons and Spas
- Best Western
- Club Med Sandpiper
- Courtyard Marriott Oceanside
- Dockside Inn
- Harbor Inn & Marina
- Hilton Garden Inn at PGA
- Hutchinson Island Marriott Resort
- Hutchinson Shores Resort and Spa
- Island Beach Resort
- Jupiter Waterfront Inn
- The Mellon Patch
- Monterey Inn
- Palm Cove Golf Club
- Pirates Cove Resort
- Plantation Beach Club
- Seminole Inn
- Sheraton PGA Vacation Resort at PGA Village and Vistana Beach Club

Available on select newsstands:

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

Photo Credit: Daniel Newcomb



STUART
MAGAZINE

EDITORIAL CALENDAR



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, 2023

FEBRUARY 2024 // HOMETOWN LOVE

- Neighborhood Spotlight
- An Ode to Home: In Pictures

Special Advertising Opportunities:

Top Lawyers, Home Resource Guide

Space Close: December 15, 2023

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 Opportunity:

Top Chef profiles, Wedding Event and Planning Guide, Leaders in Martin County

Space Close: February 15, 2024

MAY/JUNE 2024 // HEALTH + WELLNESS

- Martial Arts, 3 Ways
- The Art of Happiness

Special Advertising Opportunities:

Medical Profiles-Top Doctors

Space Close: March 15, 2024

JULY/AUG 2024 // ENDLESS SUMMER

- Day-Trippin': Quick Escapes
- Refreshing Cocktails

Special Advertising Opportunities:

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:

Wedding Event and Planning Guide, Leaders

Space Close: July 15, 2024

OCTOBER 2024 // READY TO PLAY

- Newbie's Guide to Season
- Fun Pet Adventures

Special Advertising Opportunities:

FACES of Martin & St. Lucie profiles, Charity Datebook, Home Resource Guide

Space Close: August 15, 2024

NOVEMBER 2024 // HOME + GARDEN

- The Power of Plants
- Design Trends

Special Advertising Opportunities:

Home Resource Guide

Space Close: September 15, 2024

DECEMBER 2024 // IT'S A WONDERFUL LIFE

- Hot Holiday Looks
- Season's Eatings: Holiday

Special Advertising Opportunities:

Home Resource Guide

ASpace Close: October 15, 2024

ADVERTISING RATES

| AD POSITIONS | 1x | 4x | 10x |
|---|---------|---------|---------|
| Two-Page Spread | \$4,780 | \$4,300 | \$3,480 |
| Full Page | \$2,810 | \$2,530 | \$2,050 |
| Two-Thirds Page | \$2,130 | \$1,920 | \$1,550 |
| Half Page | \$1,680 | \$1,520 | \$1,230 |
| One-Third Page | \$1,210 | \$1,080 | \$880 |
| One-Quarter Page | \$980 | \$880 | \$710 |
| PREMIUM POSITIONS | 1x | 4x | 10x |
| Inside Front Cover | \$3,370 | \$3,040 | \$2,460 |
| Inside Back Cover | \$3,090 | \$2,780 | \$2,250 |
| Back Cover | \$3,650 | \$3,290 | \$2,660 |
| WEBSITE DIGITAL ADS | Monthly | | |
| Full-page Advertorial | \$825 | | |
| Large Island (300 x 600 pixels) | \$595 | | |
| Standard Island (300 x 250 pixels) | \$395 | | |
| INSIDER'S GUIDE NEWSLETTER | Weekly | | |
| Leaderboard Premium (600 x 300 pixels) | \$400 | | |
| Leaderboard Standard (600 x 300 pixels) | \$245 | | |
| EBLAST | Each | | |
| Custom eBlast | \$795 | | |

Photo Credit: Jerry Rabinowitz



STUART
MAGAZINE

A woman in a gold sequined dress and white hat stands on a stage with red curtains. The scene is lit with a spotlight on the woman, creating a dramatic effect against the dark background.

DIGITAL MEDIA

The Stuart 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 StuartMagazine.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Olga Aleshina

STUART
MAGAZINE



STUART
MAGAZINE

IN EVERY ISSUE

RADAR/BUZZ // Local Happenings

FASHION // In-Season Style Trends

CHARACTER // Local Personalities

OFF THE CHARTS // Boating Life

WANDERLUST // Travel Spotlight

FLAVOR // Local Food & Drink Listings

HOT SHOTS // Social/Event Photos

CALENDAR // Monthly Cultural Calendar

SURF REPORT // What's New on stuartmagazine.com

CONSERVATION NEWS // Local Environmental Issues

SPECIAL ADVERTISING SECTIONS:

Flavor/Dining Guide, Luxury Homes Real Estate Guide

Photo Credit: Gabor Jurina

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.

STUART
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

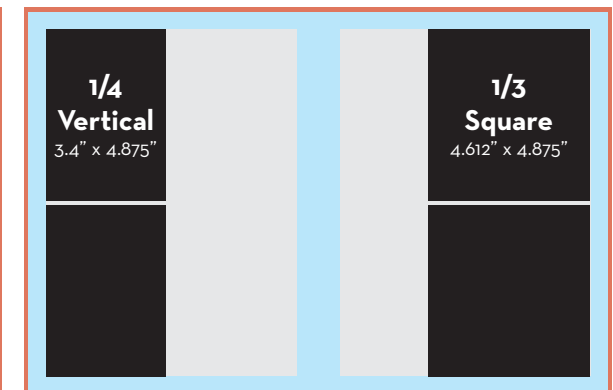
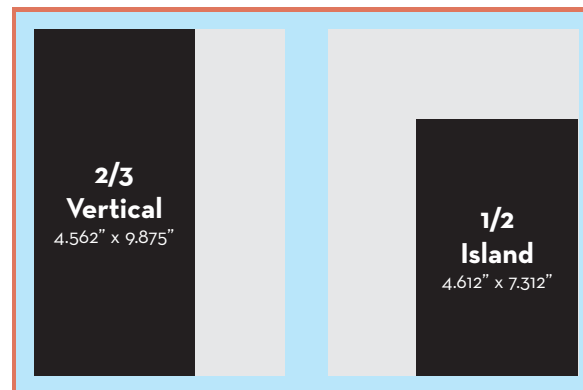
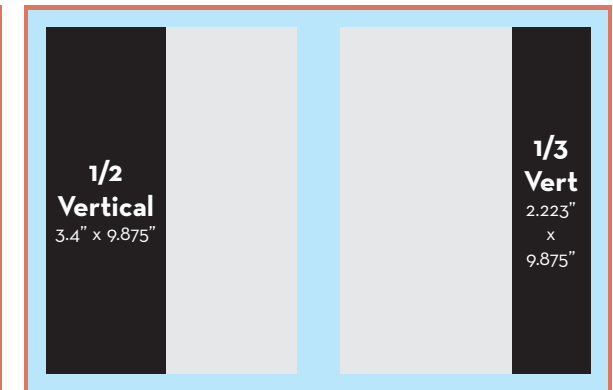
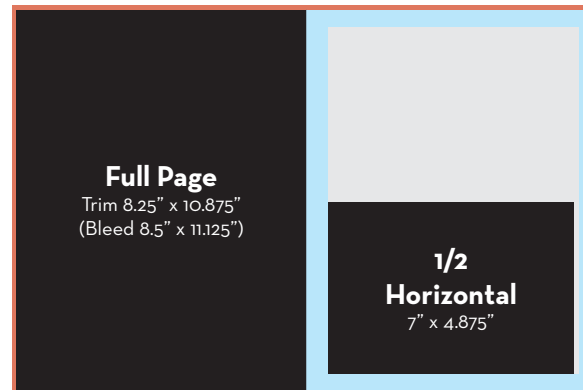
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DIGITAL SPECS

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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The screenshot displays the Stuart Magazine website with several ad placements highlighted in black boxes. At the top, a navigation bar includes links for 'Subscribe', 'About Us', 'Advertise', 'Digital Studio', 'Contact', and 'Client Portal'. The main header features the 'STUART MAGAZINE' logo and a 'Leaderboard' ad space (728px x 90px). Below the header is a menu with categories like 'STUART LIFE', 'FOOD & DRINK', 'THINGS TO DO', 'SOCIAL PHOTOS', 'TRAVEL', 'DIRECTORIES', 'MAGAZINE', and 'CHARITY'. A prominent banner reads 'STUART MAGAZINE'S ONES TO WATCH 2022 HELP US FIND LOCAL RISING STARS!' with a 'NOMINATE SOMEONE NOW' button. A 'Slideshow' ad space (620px x 350px) is shown on the right. Below it are 'Island' (300px x 250px) and 'Large Island' (300px x 600px) ad spaces. On the left, a 'Newsletter Ad' (600px x 300px) is shown, featuring an article titled 'From Mahi to Margaritas Aboard the Valhalla V-33' with a photo of a boat and a 'Read More...' link.