

THE FIRST  THE ONLY

VeroBeach

SINCE 1997

Magazine®

*the first and only magazine
showcasing the best of Vero Beach*

A monthly celebration filled with inspirational stories, original ideas and expert advice to empower readers to envision and create more beautiful and fulfilling lives.

2024 MEDIA KIT

WHO WE ARE

THE POWER OF VERO BEACH MAGAZINE

LARGEST TOTAL AUDIENCE

We are the first and only magazine showcasing the best of Vero Beach.

Vero Beach Magazine's content speaks to our exclusive residential market. Our writers and staff are active in Vero Beach and have deep roots in the community, invaluable assets that guarantee that we know our readers. Every issue has a colorful mix of features and departments targeted to our specific readership.

VERO BEACH MAGAZINE DELIVERS

Vero Beach Magazine readers are affluent and engaged

73% of adults feel that reading a printed magazine or book is more enjoyable than reading on an electronic device

58% Household income above \$125,000

79% Intend to spend money on dining or entertainment

58% Frequently purchase products or services from ads seen in Vero Beach Magazine

AUDIENCE

41% Male **59%** Female

MEDIAN AGE:

55



CIRCULATION

Vero Beach Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution across Vero Beach.

6,200 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Orchid Island
- John's Island
- Windsor
- Sable Oaks
- Palm Island Plantation
- Barker Island
- The Estuary
- Cache Cay
- Vero Beach Ocean Club
- Pebble Beach
- Indian River Farms
- The Moorings

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:

- Disney Resort
- Berkshire Hathaway/Florida Realty
- Costa d'Este
- Vero Beach Hotel & Spa
- Vero Beach Museum of Art
- Reef Ocean Resort
- Alex MacWilliam Real Estate
- Flight Safety Intl.
- Windsor Concierge
- One Sotheby's Real Estate
- Sun Jet Center
- White Orchid Spa
- Vero Beach Yacht Club

Available on select newsstands:

- Corey's Pharmacy
- Windsor Village Shop
- Vero Beach Book Center
- Village Beach Market
- Walgreens
- Publix



EDITORIAL CALENDAR



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JANUARY 2024 // A Fresh Start

The start of the new year is a wonderful time to explore fresh ideas, interests, and possibilities.

Space Close: November 15, 2023

FEBRUARY 2024 // Style

Find inspiration to love your style again, whether it be personal style, design selections, or forms of recreation.

Space Close: December 15, 2023

MARCH 2024 // Home & Garden

Spring into all things focused on design and decor both inside and outside your home, with lots of garden, floral, and revitalization ideas.

Space Close: January 15, 2024

APRIL 2024 // Nature & Outdoors

We invite you to experience the beauty of nature with topics centered around the environment and the great outdoors.

Space Close: February 15, 2024

MAY 2024 // Families

It's time for preparing to kick off the summer days with your nearest and dearest, and for planning some special treatment for the moms in your life.

Special Advertising Opportunity:

Mother's Day Gift Guide

Space Close: March 15, 2024

JUNE 2024 // Living Like a Local

This issue showcases the best ways to dig deep into our beautiful and beloved community by eating, relaxing, and exploring like a local.

Space Close: April 15, 2024

JULY 2024 // Summer/Water

Warmth and water will fill these pages as we discuss ways to get out and appreciate the summer season at home and elsewhere.

Space Close: May 15, 2024

AUGUST 2024 // Education

As preparation begins for the new school year, readers will enjoy learning about various educational causes and efforts to discover what's going on around us.

Space Close: June 16, 2024

SEPTEMBER 2024 // Travel/On the Road

Whether you're hitting the open road with a camera or scooting around town, travel through this issue for some wanderlust inspiration.

Space Close: July 15, 2024

OCTOBER 2024 // Arts & Culture

Season is coming, and you will find our best picks for who, what, where, and when to ensure your calendar is filled with ways to enjoy the beginnings of a bountiful schedule.

Space Close: August 15, 2024

NOVEMBER 2024 // Food & Drink

We'll whet your appetite with creative meal ideas, some made at home and some from one of the many enticing eateries in town, along with alluring atmospheres to try.

Space Close: September 15, 2024

DECEMBER 2024 // Celebrations

Wrap up the year with ideas for putting together joyful holiday celebrations while also embracing the anticipation of the new year ahead.

Special Advertising Opportunity:

Holiday Gift Guide

Space Close: October 15, 2024

2025 VERO BEACH HANDBOOK*

Space Close: October 17, 2024

2025 TIME & TREASURE*

Space Close: August 16, 2024

Photo Credit: Bryant Lamp

SPECIAL ISSUES

If you love Vero Beach, you'll love the *Official Vero Beach Handbook* – a popular, comprehensive guide to the county, packed with useful, updated information including:

- Overview of Vero Beach, Sebastian and Fellsmere
- Restaurants, nightlife and farm stands
- Shopping districts
- Beaches, treasure hunting and lagoon adventures
- Boating and beyond
- Fishing tips, guides and gear
- Golf, tennis, pickleball and other sports
- Our great outdoors: local flora and fauna
- The arts scene, including theater and music
- Local history
- Practical city and county newcomer advice
- “Phone book” of advertisers by category

The Official Vero Beach Handbook is mailed in the polybag with Vero Beach Magazine's January issue and also distributed at multiple venues all year. Total distribution = 18,000 copies.



Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Cover 2, inside front cover
Half horizontal	Cover 3, inside back cover
Half vertical	Cover 4, back cover

Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Back Cover
Half horizontal	
Half vertical	



Show your support for your local community – advertise (or underwrite an ad for a nonprofit) in Time & Treasure, an annual celebration of local volunteerism and philanthropy.

Polybagged with Vero Beach Magazine's October issue (8,000 copies) and then reprinted with a high-grade cover as a standalone magazine (4,000), Time & Treasure is distributed all year. Total distribution = 12,000 copies.

Time & Treasure magazine, the updated Guide to Better Giving with more feature stories and editorial content, is produced and distributed annually in partnership with the Indian River Community Foundation.

ADVERTISING RATES

AD POSITIONS	12x	9x	6x	3x	1x
Two Page Spread	\$2785	\$3025	\$3715	\$4450	\$4950
Full Page	\$1,545	\$1,680	\$2,075	\$2,470	\$2,755
Half Horizontal	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Half Vertical	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Quarter	\$585	\$640	\$765	\$935	\$1015
Eighth	\$330	\$365	\$445	\$530	\$590
Group Half Horizontal	\$855				
Group Half Vertical	\$855				
Group Quarter	\$445				

PREMIUM POSITIONS	12x	9x	6x	3x	1x
Page 1	\$2,205				
Cover 2	\$2,313				
Cover 3	\$2,010				
Cover 4	\$2,450				

VEROBEACHMAGAZINE.COM DIGITAL ADS	Monthly
Full Page Advertorial	\$650
Large Island (300 x 600 pixels)	\$400
Standard Island (300 x 250 pixels)	\$350

INSIDER'S GUIDE NEWSLETTER	Weekly
Leaderboard Premium (600 x 300 pixels)	\$345
Leaderboard Standard (600 x 300 pixels)	\$245

EBLAST	Each
	\$695

Photo Credit: Bill & Jennifer Larrabee



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DIGITAL MEDIA

The Vero Beach 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 VeroBeachMagazine.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Bob Joy

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IN EVERY ISSUE

WILD SIDE // Evelyn Wilde Mayerson looks at Florida's wild side

NEW & NOTEWORTHY // What's new at local business and nonprofit organizations

INDIAN RIVER INSIGHTS // Jeff Pickering, CEO of the Indian River Community Foundation, discusses community challenges

LIVING WELL // Renae Tesauro takes a fresh look at health topics

THE DISH // Chefs from our favorite restaurants share recipes for their favorite dishes

FACES / VERO'S HEROS // Ann Taylor shines a spotlight on one person making a difference in our community

TRUE TAILS // Amy Robinson offers insights on our furry friends and answers reader questions

CLASSIC CARS // Patrick Merrell highlights classic cars from local collectors

WEDDINGS // 1-2 local weddings featured each month

THE SCENE // Photos from community events

GALLERY GUIDE // What's happening at local art galleries

CALENDAR // Full calendar of upcoming community events

BUSINESS DIRECTORY // Advertiser Listing

BY THE BOOK // Elizabeth Leonard of The Book Center helps you pick your next read

OFF THE VINE // Chris Fasolino takes you on a monthly trip around the world to learn about new - and old - wines

SPACES // Valerie Cruice talks with interior designers about how to make our Florida homes gorgeous

HOMEGROWN // Nickie Munroe gives us monthly gardening tips

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.

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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

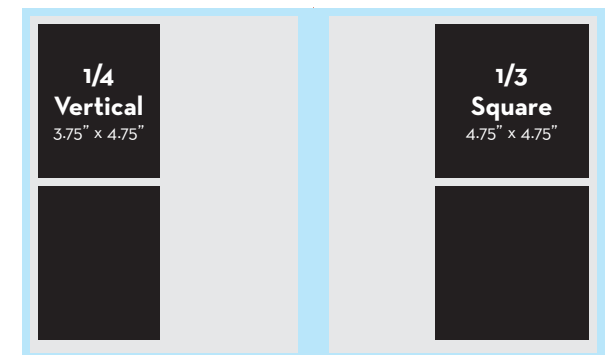
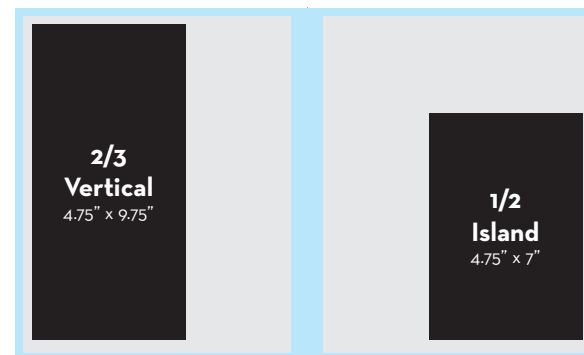
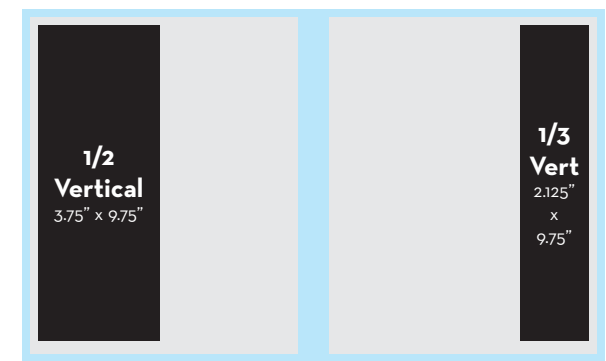
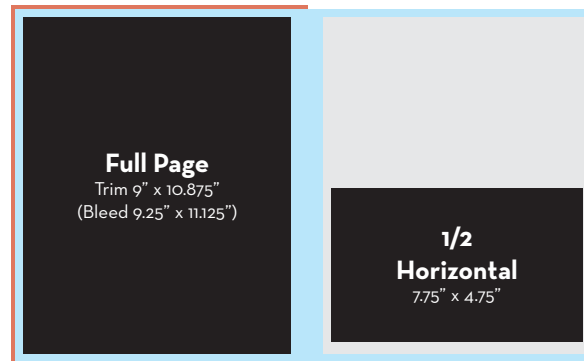
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DIGITAL SPECS

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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