

MIAMI EDITION

FLORIDA DESIGN

MEDIA KIT



MIAMI EDITION FLORIDA DESIGN

FLORIDA DESIGN MIAMI EDITION FACTS

EDITORIAL FOCUS

The finest in Miami style, home furnishings, luxury real estate, upscale hotels, and high-end goods and services.

FREQUENCY

4 times per year

CIRCULATION

30,000

READERSHIP

190,000

TARGETED AUDIENCE

Average Age 57

Median Household Income \$201,000

Median Household Assets \$1,584,326

Home Value Over \$1 million

DISTRIBUTION

Homes valued at \$1 million and up; airport, bookstore and newsstands; luxury designer and architectural showrooms; and more.

Photo by Kris Tamburello

P.O. Box 3344 | Palm Beach, FL 33480
561.659.0210 | floridadesign.com



MIAMI EDITION FLORIDA DESIGN

EDITORIAL CALENDAR

SPRING (21.1) FEBRUARY – APRIL 2025

The Outdoors Issue

- **Feature Residences:** Inside/outside properties, penthouses by the water, and garden-centric retreats
- **Buzz:** Design happenings in Miami and beyond
- **Alfresco Talent:** Landscape architects to know
- **Under the Sun:** Fabulous pool decks
- **Home Focus:** Kitchen and bath 2025
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture and more!

SUMMER (21.2) MAY – JULY 2025

The Brazil Issue

- **Feature Residences:** Family homes, sky-high penthouses, and seaside retreats by Miami's top Brazilian designers
- **Buzz:** Design happenings in Miami and beyond
- **Best of Brazil:** Tastemakers from South America's largest country making an impact in Miami
- **Room Focus:** Fun-centric game rooms and home theaters
- **Fall Forecast:** Autumn design to look forward to
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

FALL (21.3) AUGUST – OCTOBER 2025

The Miami Elite Issue

- **Feature Residences:** Family homes by the water, vacation retreats, and city-centric penthouses
- **Buzz:** Design happenings in Miami and beyond
- **Room Focus:** The home office
- **The Miami Elite:** The top architects, designers, builders, garden pros, and projects that have caught our eye over the past year
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

WINTER (21.4) NOVEMBER 2025 – JANUARY 2026

The Art & Design Issue

- **Feature Residences:** Interior design with creativity at the forefront
- **Buzz:** Design happenings in Miami and beyond
- **Talent Pool:** Miami-based artists and creatives that need to be on your radar
- **Movers and Shakers:** Art patrons and collectors you should know
- **Art Week Focus:** A guide to Art Basel, Design Miami/ and everything else that makes Art Week tick
- **IN EVERY ISSUE:** Kitchen and bath, gardens, product roundups, designer conversations, artisans, architecture and more!

Photo by Paul Stoppi



MIAMI EDITION FLORIDA DESIGN

PRINT AD REQUIREMENTS

- Material Format:** PDF/X1-A. No color proofs are 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 Sizes	Final Trim	Live Area (type)	Bleed
2-page spread	20" x 12"	19" x 11"	20.25" x 12.25"
Full page	10" x 12"	9" x 11"	10.25" x 12.25"

*Limited Availability

2 PAGE SPREAD: Please submit as a 2 page spread and make sure no type falls in the 1" gutter.
FULL PAGES ONLY: Please keep type 1/2" away from edges of page.
FULL PAGE BLEED: Provide document page size as 10"x12" and add 1/8" bleed on all sides.

AD DELIVERY

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

Ad Material Specs/Upload

Johanna Perez | 561.472.2210 | jperez@floridadesign.com

Reprints, Paper, Inserts & Plant Operations

Selene Ceballo | 561.472.1907 | sceballo@palmbeachmedia.com

Photo by Ken Hayden

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MIAMI EDITION FLORIDA DESIGN

WEBSITE ADVERTISEMENTS

HOME PAGE BILLBOARD

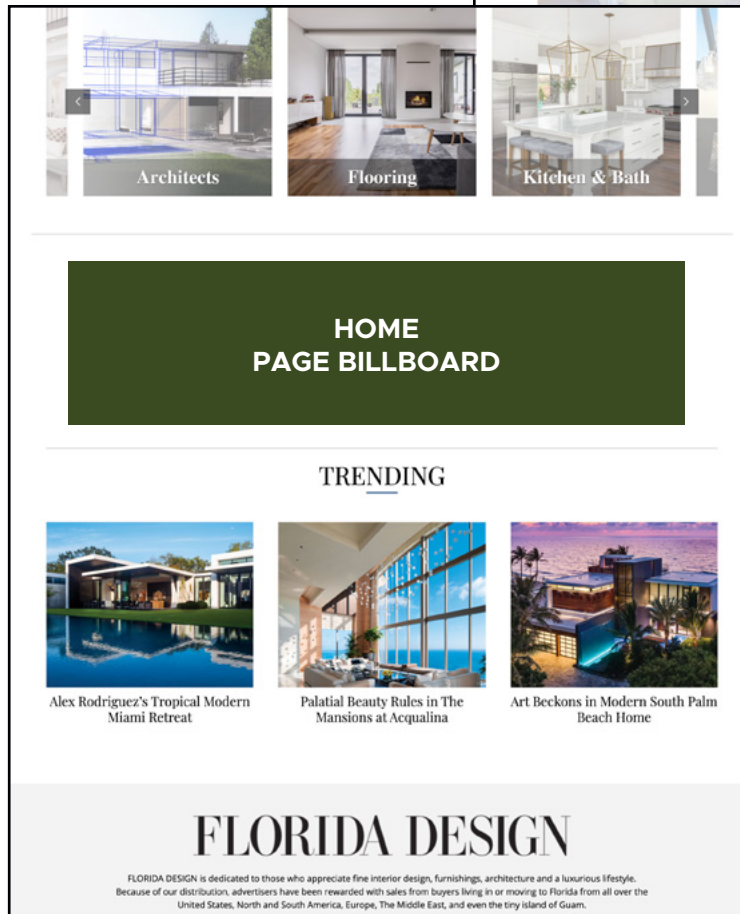
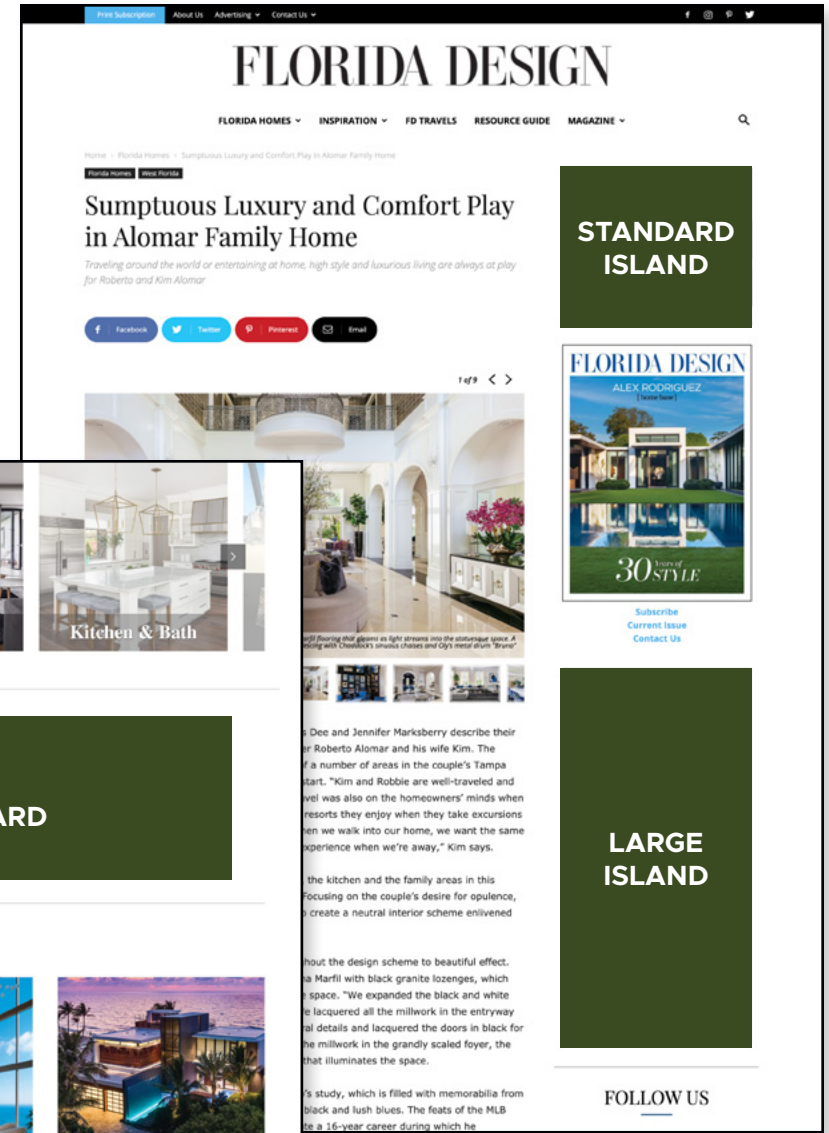
- The only ad on the Home page
- \$995 monthly

LARGE ISLAND

- Appears in the right column of all landing pages except Resource Guide.
 - Rotating ad with a maximum of 3 advertisers
- \$595 monthly

STANDARD ISLAND

- Appears in the right column of all landing pages except Resource Guide.
 - Four island positions are available. Rotating ad with a maximum of 3 advertisers
- \$395 monthly



Island Ad Space Sample

Home Page Sample

MIAMI EDITION FLORIDA DESIGN

WEBSITE ADVERTORIALS

SPONSORED CONTENT

- Ad appears in advertorial format. Includes up to 500 words of text and up to 8 photo images
- Ads in this format are designed in-house by our creative team
- Ad cost includes one post on each Florida Design Social Media platform
- One-time fee and the page stays active on the site for one year

\$1,500

- Update the page with new photos and text + new social media posts

\$1,200

PROFILE PAGE

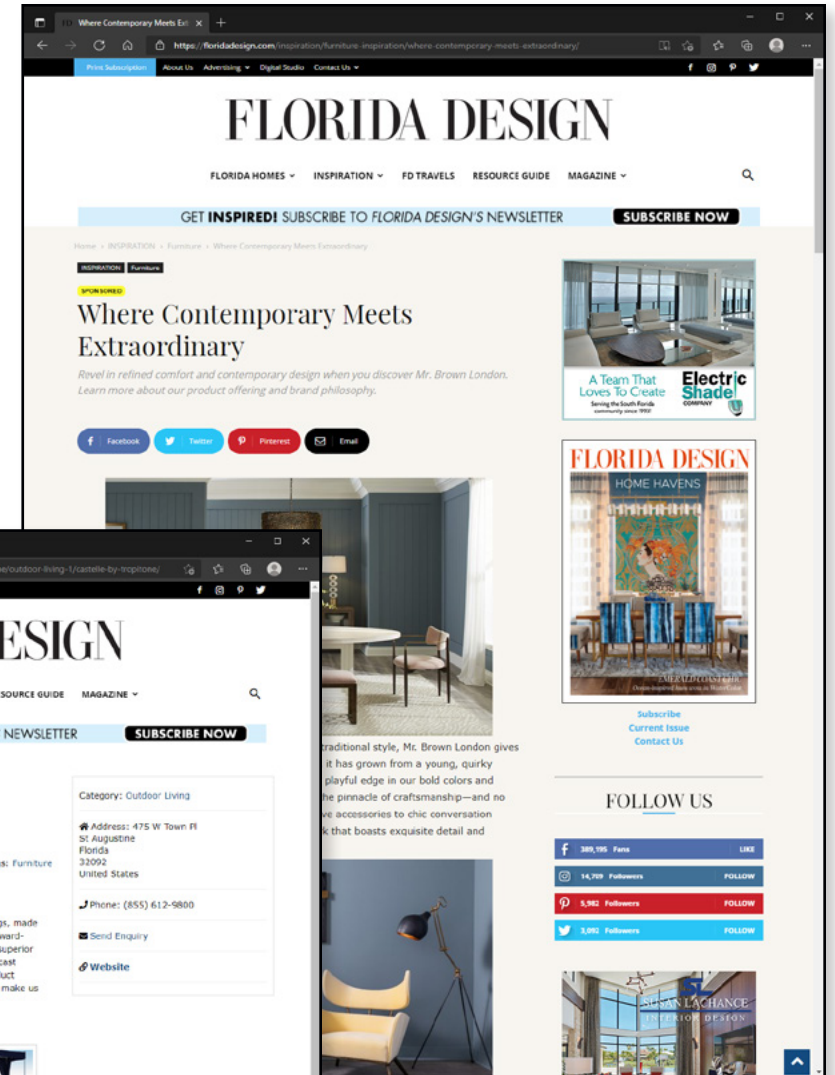
- Appears in the on-line Resource Guide, in your business category
- Includes up to 200 words of business description and 6 photos/product shots
- Annual commitment required

\$99 monthly

(for print advertisers)

\$199 monthly

(for non-print advertisers)



Sponsored Content Sample

Profile Page in Resource Directory Sample

MIAMI EDITION FLORIDA DESIGN

NEWSLETTERS & EBLASTS

FLORIDA DESIGN MIAMI E-NEWSLETTER

Be a part of our weekly e-newsletter, "Inspired Living" that goes out each Monday by email to our opt-in subscribers. Our highly anticipated newsletter reaches end consumers and design trade professionals interested in custom homes and fine furnishings.

Your ad can link to your website, a video presentation, a coupon or invitation – the sky is the limit.

\$595 per issue
(3 Leaderboard positions available)

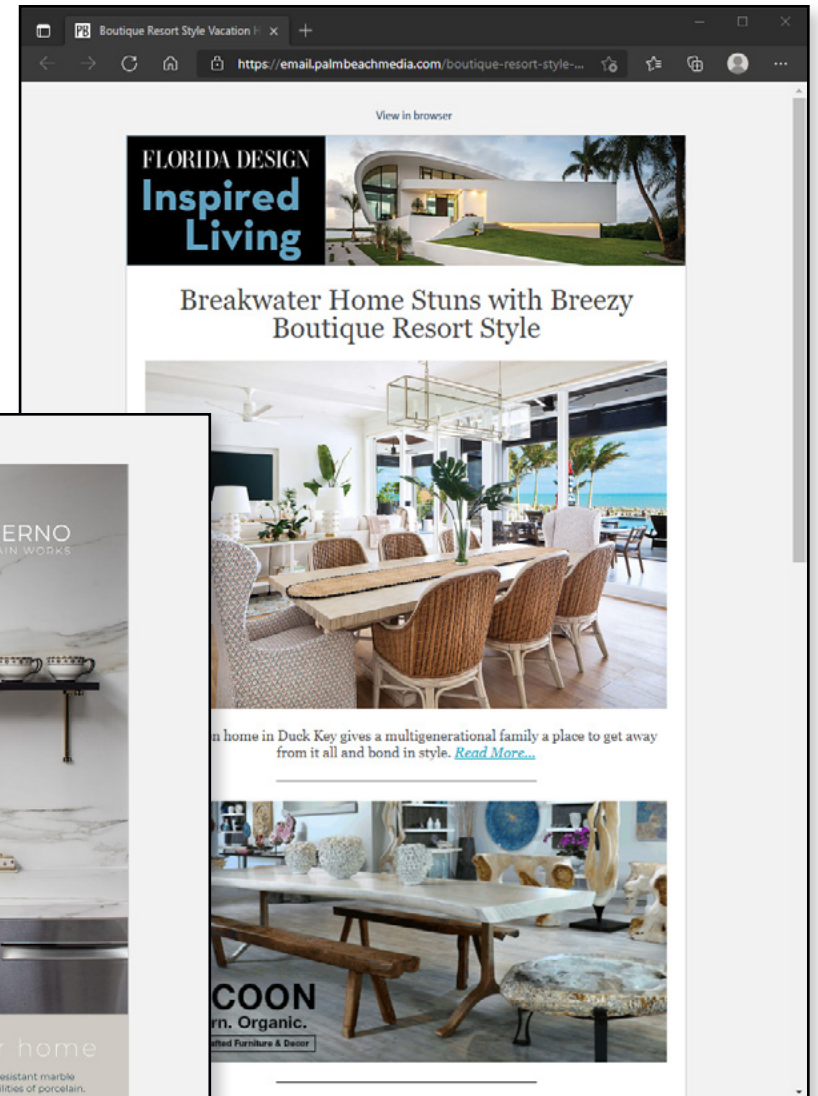
FLORIDA DESIGN MIAMI DEDICATED E-BLAST

An email message that arrives in your prospect's inbox with Florida Design's name, acts as an endorsement for your company. We can help you expand your brand and increase sales by reaching our database of design trade professionals state-wide.

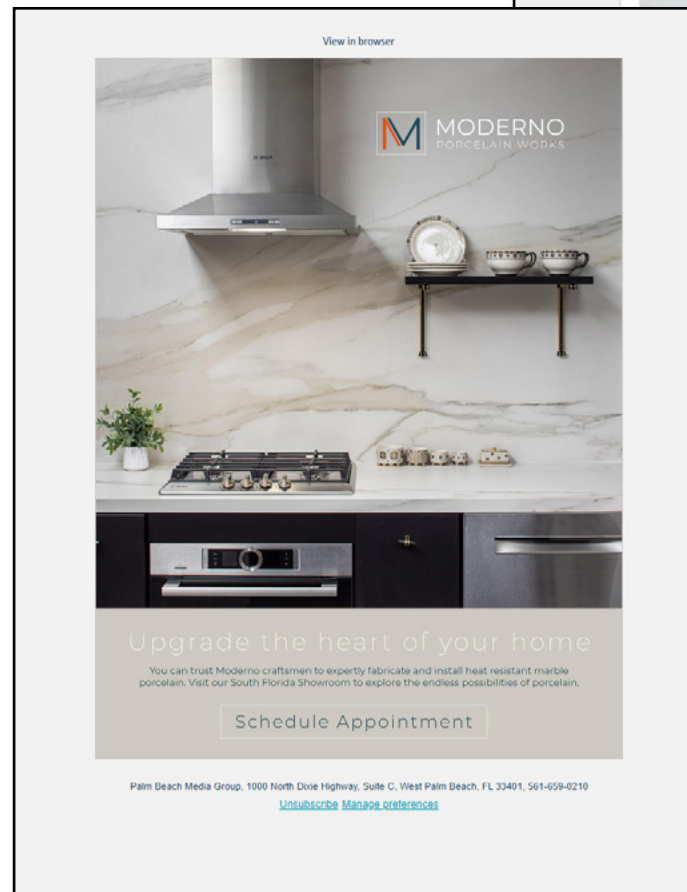
\$995 one-time
(One-time e-Blast deployment)

\$795 each
(2-3 e-Blasts to remind of an event or announcement)

\$695 each
(4+ e-Blasts)



E-Newsletter Sample



Dedicated E-Blast Sample

MIAMI EDITION FLORIDA DESIGN

DIGITAL MEDIA SERVICES

Long regarded as the leading print magazine devoted to custom homes, interior design and fine furnishings, Florida Design now offers a full array of digital media services designed to meet your marketing strategy. Supporting your print advertising campaign with digital media allows you to reach a customized audience where they spend much of their time, online.

Since every business has different goals, we can tailor a one-of-a-kind program to target the buyers you are looking for within your budget.

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Advertising
- Social Media Management
- Google Display Ads
- Geofencing
- Remarketing
- Video, YouTube, Connected TV and Digital Radio

Let our team of in-house experts customize a digital strategy for you through a personal consultation.

We can help your brand stand out in Google searches, increase traffic to your website, improve engagement, attract new followers and provide you with leads to convert prospects into customers.

Each campaign is managed by a professional digital expert, dedicated to optimizing your ad program for top performance. Your campaign manager will provide detailed monthly reports and review these with you personally so that you know how your investment is performing.



MIAMI EDITION FLORIDA DESIGN

AWARDS & RECOGNITION

FLORIDA DESIGN Seaglass AWARDS

Florida Design presents the annual Seaglass Awards. Honoring Florida's premier Interior Design, Architecture and Builder projects, as evaluated by a distinguished panel of acclaimed design professionals and award-winning journalists.

Calls for entry begin in October with awards presented each May.

Go to floridadesign.com/seaglass to find out more about how you can join the competition. Sponsorship opportunities are available.



**EDITORS' CHOICE AWARD 2023
ADRIANA HOYOS**

MIAMI EDITION FLORIDA DESIGN

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MIAMI EDITION FLORIDA DESIGN

FAMILY OF MAGAZINES

Florida Design Miami Edition is a part of the Palm Beach Media Group growing family of publications. For over thirty years, Florida Design has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 67 years of publishing excellence, has mastered the art of attaining affluent readers with distribution nationally and internationally.

- Florida Design
- Florida Design Miami Edition
- Florida Design Naples Edition
- Florida Design Sarasota Edition
- Florida Design Annual Sourcebook



Photography credits for covers:
Florida Design Miami Edition: Steven Brooke
Florida Design Naples Edition: Nathan Schroder
Florida Design: Katya Popovich
Florida Design Sarasota: Ryan Gamma
Florida Design Annual Sourcebook: Jessie Preza