

NAPLES EDITION

# FLORIDA DESIGN



2024/2025

# MEDIA KIT

# NAPLES EDITION FLORIDA DESIGN

## DEMOGRAPHICS & CIRCULATION DATA

### AFFLUENT AUDIENCE

*Florida Design Naples Edition* reaches a sophisticated audience of buyers of upscale home furnishings, high-end real estate, luxury products, and design services.

Readership estimate per year	300,000
Average residence value	\$1,000,000
Annual average income	\$225,000
Female	65%
Male	35%

### RESULT-PRODUCING CIRCULATION

25,000 printed copies per issue, published two times per year reaching subscribers, newsstands and new homeowners. Distributed primarily to Collier and Lee counties with targeted distribution in Southwest Florida.

### HIGH-PROFILE DISTRIBUTION

- Private jet airports
- Luxury hotels
- Mailed to owners of homes valued at \$1,000,000 and over
- Custom builder and luxury home model sales centers
- Interior designer and architectural firms
- High-end real estate brokerage offices
- Furniture showrooms
- Design centers
- Yacht brokerage offices
- Luxury auto dealerships
- 2,400 newsstand copies



TOP: Photography by Daniel Newcomb  
BOTTOM: Photography by Nathan Schroder

# NAPLES EDITION FLORIDA DESIGN

## EDITORIAL CALENDAR

### FALL/WINTER (9.1):

NOVEMBER 2024 - FEBRUARY 2025

THE ARCHITECTURE ISSUE

- **Feature Homes:** Gulf Coast estates, cozy beach houses, family retreats, posh penthouses and more
- **Buzz:** What's new and noteworthy in the world of design
- **Details:** Textures, wallcoverings, furniture, and one-of-kind curiosities
- **Alfresco:** Landscape masterpieces
- **Architecture:** Naples pros you need to know
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more!

### SPRING/SUMMER (9.2):

MARCH - SEPTEMBER 2025

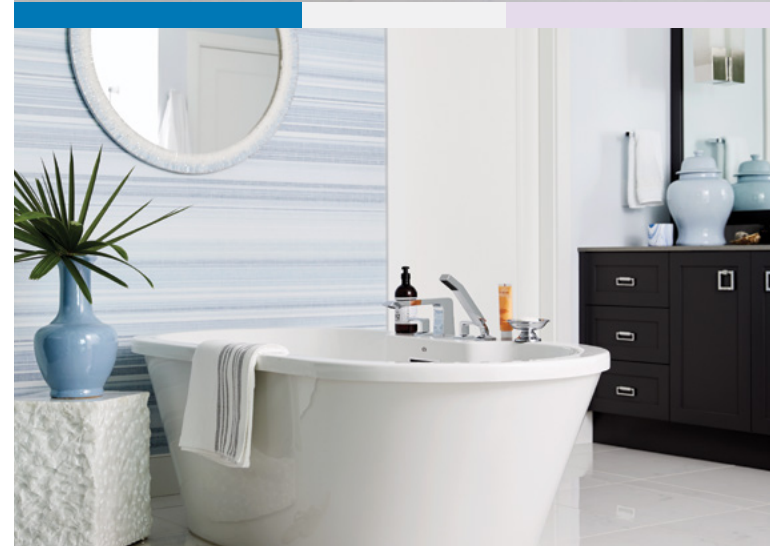
THE ART ISSUE

- **Feature Homes:** Gulf Coast estates, cozy beach houses, family retreats, posh penthouses and more
- **Buzz:** What's new and noteworthy in the world of design
- **Details:** Textures, wallcoverings, furniture, and one-of-kind curiosities
- **Art:** Winter-to-Spring exhibitions to see
- **Artistic Cachet:** The Gulf Coast's top creatives
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more!

The editorial calendar is subject to change without notice.

TOP: Photography by Sean Murphy,  
BOTTOM: Photography by Brie Williams

FRONT COVER PHOTOGRAPHY  
by Diana Todorova



# NAPLES EDITION FLORIDA DESIGN

## FD360

### FLORIDA DESIGN'S DIGITAL STUDIO

For over 30 years, *Florida Design* has proudly served as the magazine of interior design, furnishings, architecture and luxurious lifestyle. And now, we are excited to announce a wide array of new services in addition to our print and digital portfolio.

### WE HAVE LAUNCHED FD360 —

a suite of digital services available to help all types of businesses and industry segments. Services will include:

- Google Display and Programmatic Advertising
- Paid Social Media 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 will serve as the perfect complement to the digital advertising options currently available on FloridaDesign.com our branded social channels, as well as our weekly e-newsletters.

### LET OUR TEAM OF EXPERTS CUSTOMIZE A DIGITAL STRATEGY THAT WILL HELP YOU TO:

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Reach out to us today for a complimentary needs assessment.

### FULL SERVICE DIGITAL OPTIONS YOU CAN TRUST BACKED BY FLORIDA DESIGN'S 30- YEAR HISTORY OF INTEGRITY, PERFORMANCE, AND RELIABILITY.

Photography by Blaine Johnathan



# NAPLES EDITION FLORIDA DESIGN

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Photography by Venjhamin Reyes



# NAPLES EDITION FLORIDA DESIGN

## AD SPECS & REQUIREMENTS

AD SIZES	TRIM	BLEED
Spread:	20" x 12"	20.25" x 12.25"
Full Page	10" x 12"	10.25" x 12.25"
2/3 Vertical	5.9375" x 11"	N/A
1/2 Island	6.375" x 9.25"	N/A
1/2 Vertical	4.375" x 11"	N/A
1/2 Horizontal	9" x 5.375"	N/A

- 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.

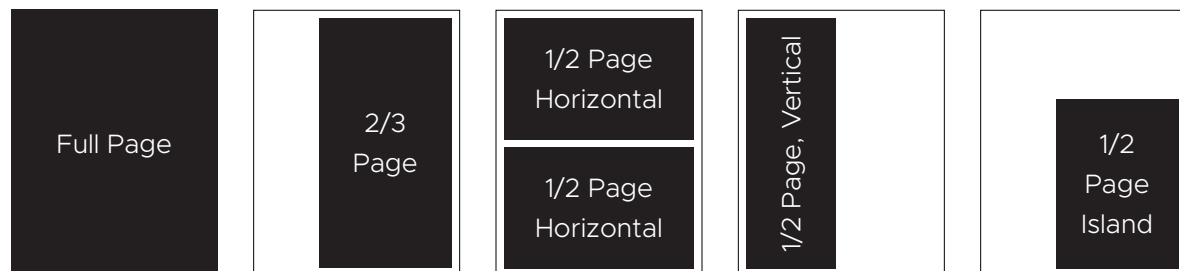


Photo by Lori Hamilton

## DEADLINES

### FALL / WINTER

- Newsstand Date:** November 2024  
**Space Close:** August 22, 2024  
**Camera-Ready Materials Due:** September 11, 2024

### SPRING / SUMMER

- Newsstand Date:** March 2025  
**Space Close:** January 9, 2025  
**Camera-Ready Materials Due:** January 29, 2025