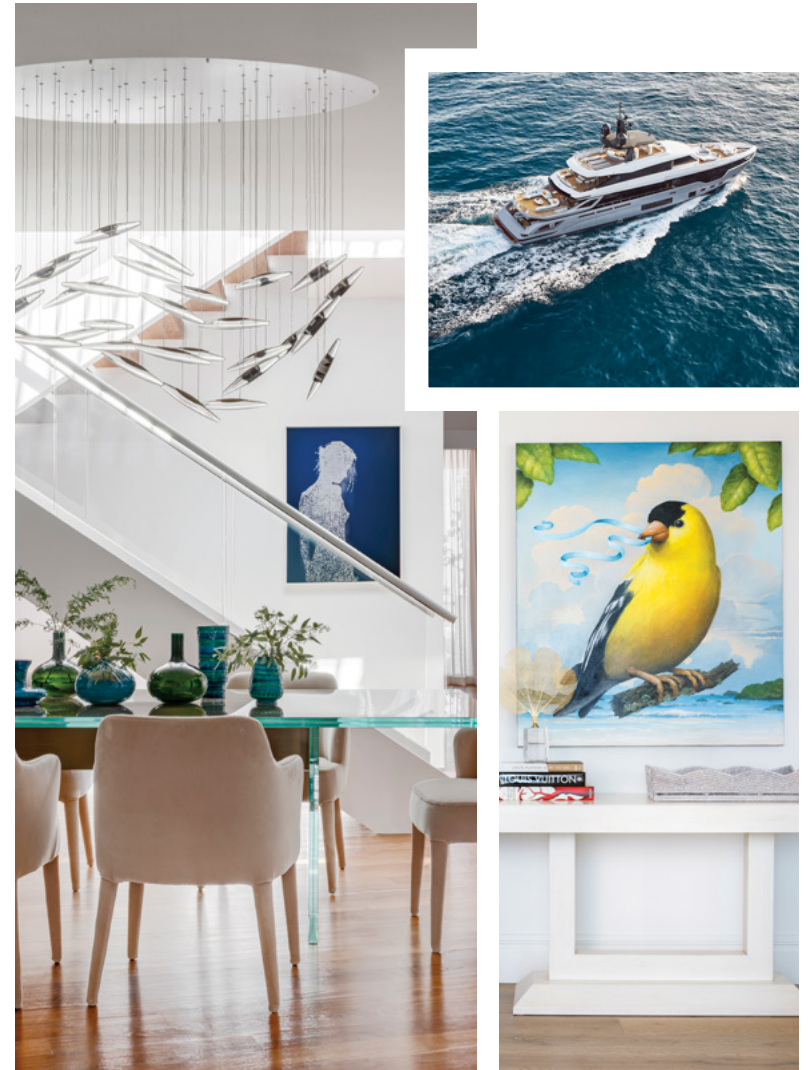




FLORIDA DESIGN

The magazine for interior design and fine furnishings



MEDIA KIT 2025

Florida Design reaches an audience of more than 660,000 readers per issue who appreciate interior design, fine furnishings, custom-built architecture, and a luxury lifestyle.

READER PROFILE*

- 67% Female / 33% Male
- Age: 45+
- Married: 67%
- Average Annual Income: \$187,921
- Median Home Value: \$854,608

CIRCULATION

165,000 total copies per issue

DELTA SKY LOUNGES

- Florida Design and Delta Airlines have partnered to bring Florida Design's family of magazines to Delta Sky Lounges across the US. Find complimentary copies of Florida Design, and our Miami, Naples, and Sarasota regional Editions at Sky Lounges wherever your travels may take you.

SKY CLUB MEMBERS

- 71% Age 25 – 54
- 92% Make \$100K+ annually
- 59% are CEO / VP or Executives
Ave members complete 29 round trips yearly

BARNES & NOBLE

- Florida Design can be found in 600 Barnes & Noble bookstore locations across all 50 states. In 2023 Barnes & Noble introduced and continues a point-of-purchase display program highlighting Florida Design magazine titles in their 42 Florida store locations.

RESULTS-DRIVEN DISTRIBUTION

- Florida Design offers advertising partners powerful results-producing distribution through paid subscriptions, newsstand sales, comp copies to the trade and bulk delivery inside the state of Florida.
- Copies are mailed to subscribers throughout Florida, across the United States and worldwide.
- Florida Design is sold at hundreds of newsstands including Barnes & Noble, Publix and Whole Foods, CVS, Walgreens, domestic and international airports and many more.
- Copies are sent by direct mail to the owners of newly purchased high-value homes in target markets and to real estate agents and luxury home sales centers, galleries, design showrooms, trade centers and events.
- More than 19,500 copies per issue are sent to Architects, Builders and Interior Designers.



Front cover photo credits:

Main image: Zoltan Present, South Miami, FL

Right side, clockwise: Kris Tamburello, Miami, FL;

Azimut Yachts, Fort Lauderdale; Lauren Chambers, Atlanta, GA

*Source: InfoUSA September 2019

Photography by Rogers Design Group, Palm Beach Gardens, FL

SPRING 35-1 APRIL - JUNE 2025

FOCUS ON PALM BEACH

- **Residential Appeal:** Grand estates, respectful renovations, waterside sky residences, and chic cottages from The Island and the rest of Palm Beach County
- **Buzz:** What's new, now, and next in design?
- **The Mizner Touch:** Interiors that pay homage to the grand Addison Mizner with modern interpretations
- **The Design A-List:** Tastemakers based in Palm Beach you need to know
- **Alfresco Charm:** Gardens by the sea
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, yachts, and much more!

SUMMER 35-2 JULY – SEPTEMBER 2025

THE SEAGLASS AWARDS ISSUE

- **Residential Appeal:** Vacation retreats, Zen getaways, sky-high refuges, seaside residences, and majestic manors from coast to coast
- **Buzz:** What's new, now, and next in design?
- **Star Quality:** A special section dedicated to the winners of our third annual Florida Design Seaglass Awards
- **Personal Spaces:** Florida designers at their own homes
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, yachts, and much more!

FALL 35-3 OCTOBER – DECEMBER 2025

BEST OF FLORIDA LIVING

- **Residential Appeal:** Indoor/outdoor living, beachside marvels, sprawling estates, and sky-high design from coast to coast
- **Buzz:** What's new, now, and next in design?
- **Alfresco Focus:** Design and nature inspirations at home
- **Garden Grandeur:** Green spaces by the state's leading landscape artists
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, yachts, and much more!

WINTER 35-4 JANUARY - MARCH 2026

COLOR AND CREATIVITY

- **Residential Appeal:** Art-centric residences, creative perches, penthouses with flair, water living, and little gems from coast to coast
- **Buzz:** What's new, now, and next in design?
- **Talent Show:** Painters, artisans, photographers, and other creatives you need to know
- **Palette Pizzazz:** Fearless color at home
- **Art Calendar:** The museum exhibitions to see this season
- **IN EVERY ISSUE:** Product roundups, designer tips, artisans and creatives, yachts, and much more!

The editorial calendar is subject to change without notice.



Photography by Tamara Alvarez, Key West, FL

HOME PAGE BILLBOARD

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

LARGE ISLAND

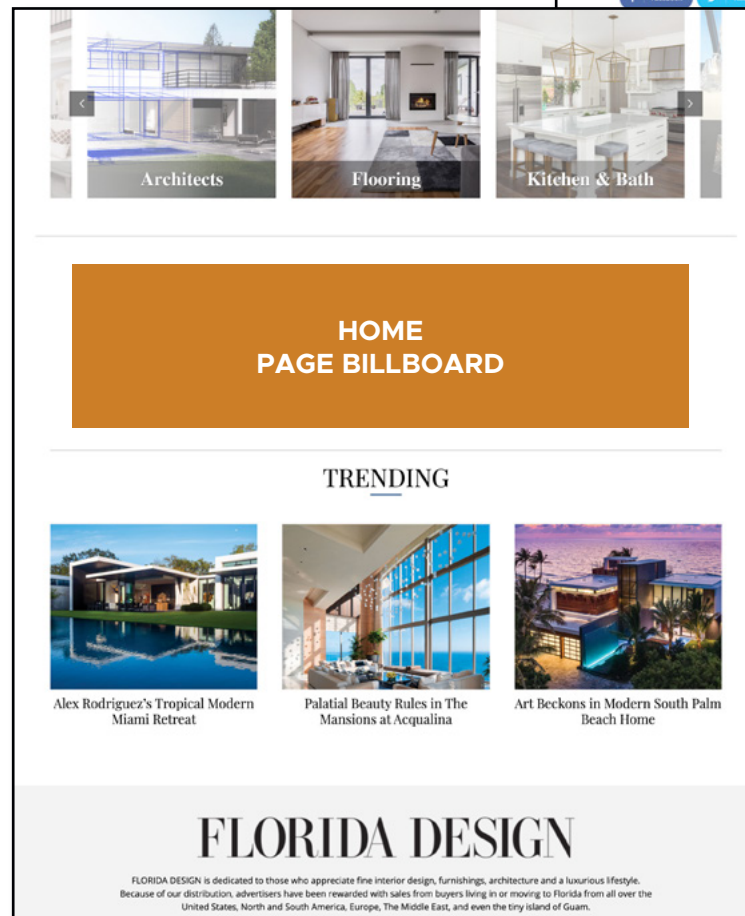
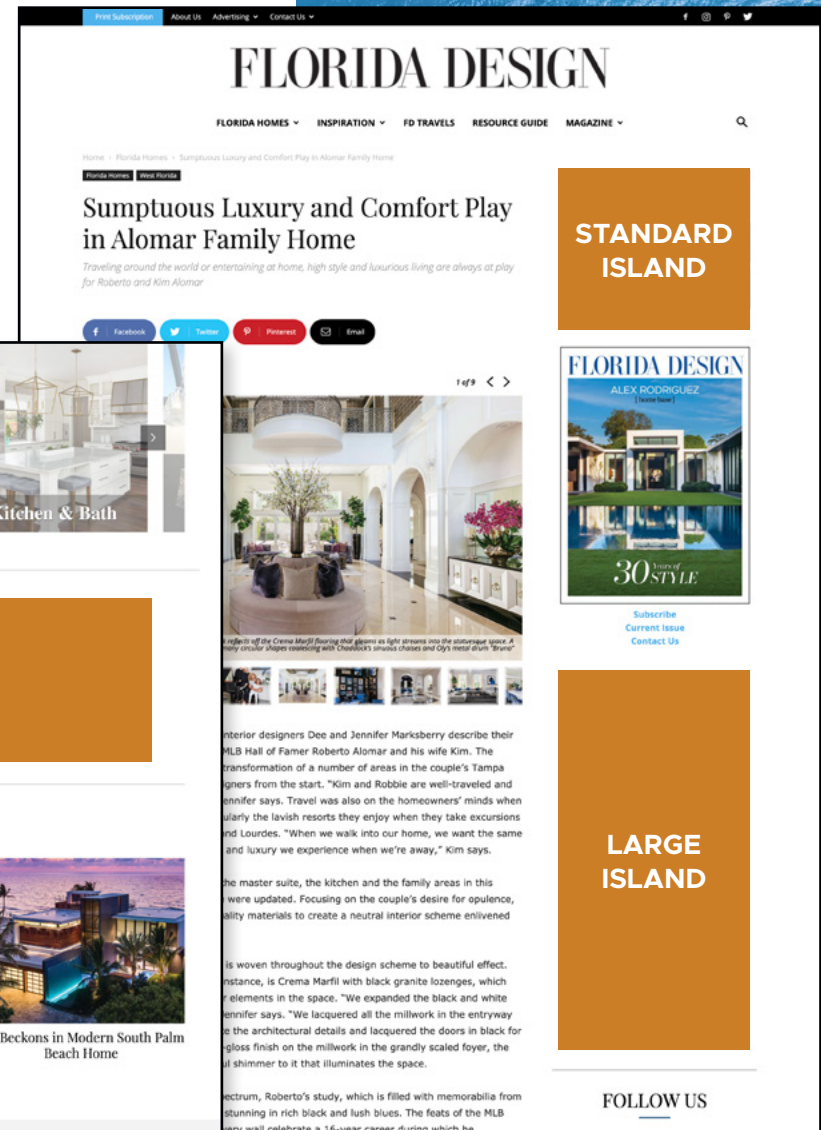
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

\$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



Home Page Sample

Island Ad Space Sample

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 90 days

\$1,500

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

\$1,200

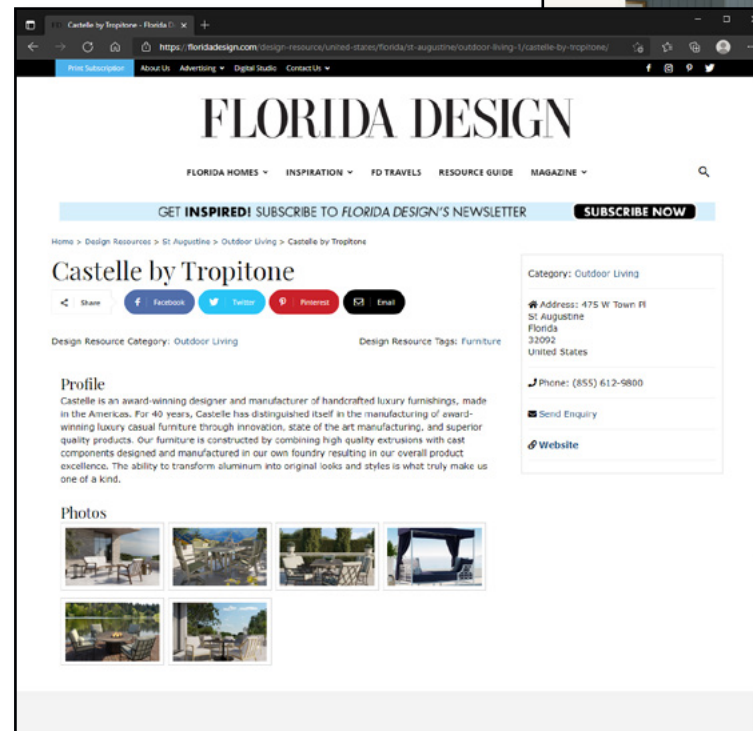
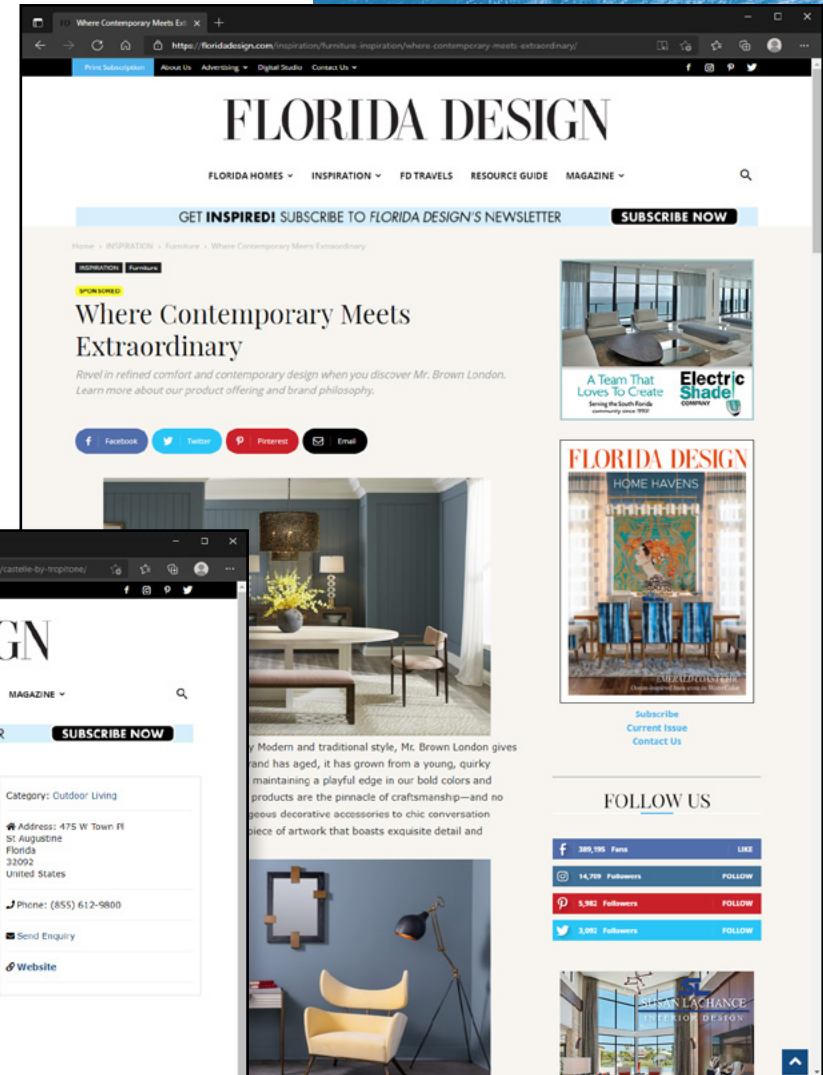
- for next 90 days

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)



Profile Page in Resource Directory Sample

Sponsored Content Sample

FLORIDA DESIGN E-NEWSLETTER

Be a part of our weekly e-newsletter, "Inspired Living" that goes out each Monday by email to opt-in subscribers. Our highly anticipated newsletter reaches both 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 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)



CASTELLE

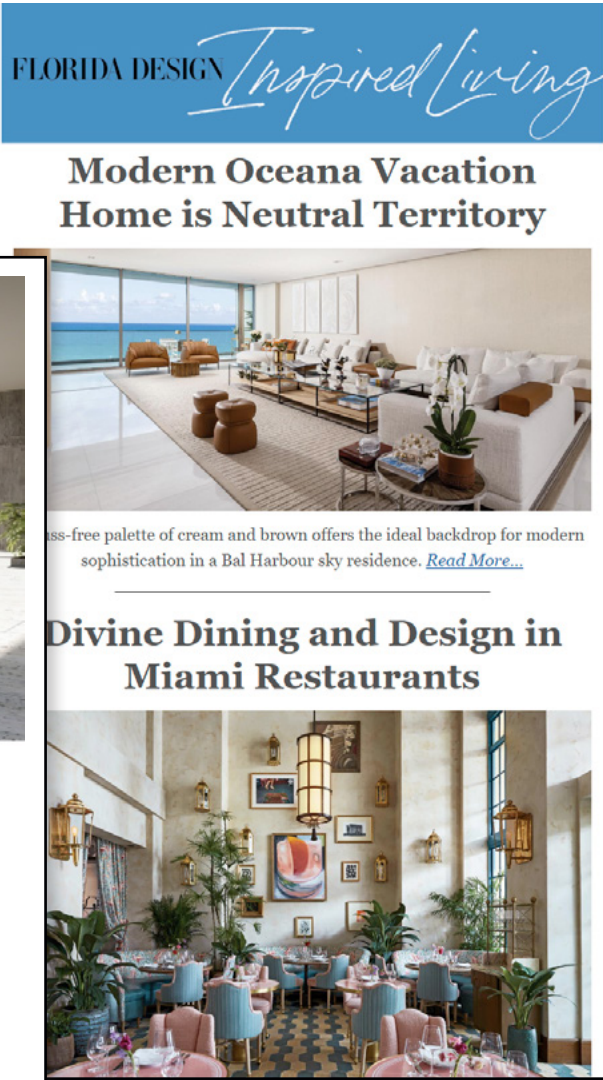
STYLISH OUTDOOR RETREATS START HERE

Dive into our versatile outdoor furniture collections, offering configurable options to tailor any space into a comfortable retreat, brimming with inspiration.

[Request A Quote](#)

Palm Beach Media Group, 1000 North Dixie Highway, Suite C, West Palm Beach FL 33401, 561-659-0210
[Manage preferences](#) | [Unsubscribe](#)

Dedicated E-Blast Sample



FLORIDA DESIGN *Inspired Living*

Modern Oceana Vacation Home is Neutral Territory

...ss-free palette of cream and brown offers the ideal backdrop for modern sophistication in a Bal Harbour sky residence. [Read More...](#)

Divine Dining and Design in Miami Restaurants

E-Newsletter Sample

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, on-line.

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.

- Site Impact Customized Email Campaign
- 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.



Photography by Zoltan Present, South Miami, FL

FLORIDA DESIGN TITLES

Florida Design is a part of the Palm Beach Media Group growing family of publications. For more than 30 years, Florida Design has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 68 years of publishing excellence, has mastered the art of attaining affluent readers with distribution locally, nationally, and internationally.

FLORIDA DESIGN



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Florida Design Naples Edition: Nathan Schroder, Dallas TX
Design Miami Edition: Steven Brooke, Coral Gables, FL
Florida Design Sarasota Edition: Ryan Gamma, Sarasota, FL

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**

A twenty-year tradition, the Annual Sourcebook provides readers across Florida with a Resource Guide to the most sought after architects, builders, interior design services and custom furnishings for their homes. Created in advertorial format, this 10 x 12" oversize publication stays on coffee tables all year round.

FLORIDA DESIGN

SOURCEBOOK 2024

THE PREMIER
GUIDE FOR
DESIGN
RESOURCES



Photo by Jason Rogers, Argonaut Productions, Palm Beach Gardens, FL

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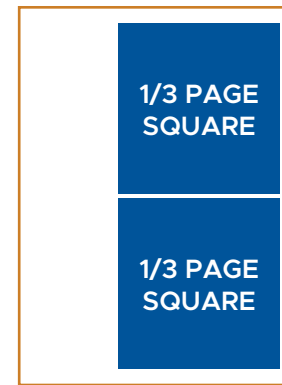
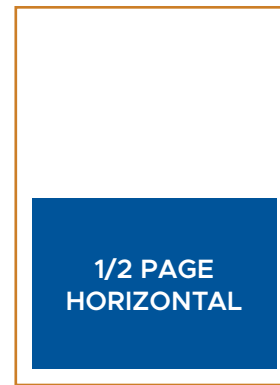
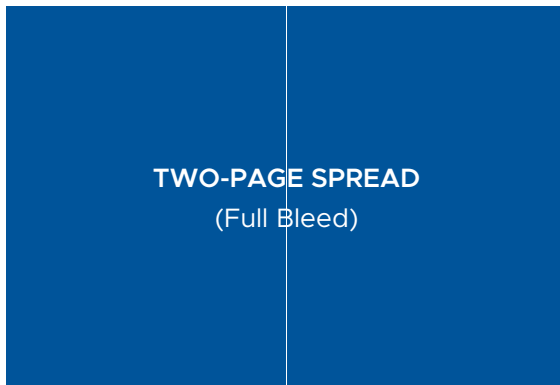
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Photography by Venjhamin Reyes, Miami, FL



AD SIZES

TRIM

BLEED

Spread:	16" x 10.875"	16.25" x 11.125"
Full Page	8" x 10.875"	8.25" x 11.125"
2/3 Vertical	4.5" x 9.875"	N/A
1/2 Vertical	3.375" x 9.875"	N/A
1/2 Horizontal	7" x 4.875"	N/A
1/3 Square	4.625" x 4.875"	N/A
1/3 Vertical	2.25" x 9.875"	N/A

TECHNICAL SPECIFICATIONS

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.

DEADLINES

SPRING 35-1

Space Close January 31, 2025
Materials Due February 19, 2025
Publication Date April 2025

SUMMER 35-2

Space Close May 7, 2025
Materials Due May 27, 2025
Publication Date July 2025

FALL 35-3

Space Close August 7, 2025
Materials Due August 26, 2025
Publication Date October 2025

WINTER 35-4

Space Close October 22, 2025
Materials Due November 10, 2025
Publication Date January 2026