

# NANA ILLUSTRIATED

LES<sup>®</sup>



2025  
MEDIA KIT

# WHO WE THE POWER OF NI ARE

## LARGEST TOTAL AUDIENCE

Naples Illustrated has captured the imagination and attention of this extraordinary audience with a lifestyle magazine that exemplifies a life well lived. Residents and visitors recognize NI as the leading authority on all things Southwest Florida including restaurants, arts and entertainment, fashion and home trends.

Spectacular photography and outstanding original editorial content features couture fashion, luxurious automobiles, yachting, culture, fine dining, entertainment, personalities, and world travel in every issue.

## NAPLES ILLUSTRATED DELIVERS

Naples Illustrated readers are affluent and engaged

- 80%** frequently purchase products or services from ads seen in Naples Illustrated
- 69%** have a household income above \$150,000 per year
- 73%** have a college or graduate level degree
- 80%** have a home valued at \$1,000,000 or more

## AUDIENCE

**37%** **63%**  
Male Female

## MEDIAN AGE:

**55**

**NAPLES**  
ILLUSTRATED

# CIRCULATION

Naples Illustrated is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Marco Island to Bonita Springs.

18,200 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Grey Oaks Country Club
- Vanderbilt Beach
- Vineyards
- Mediterra
- Aqualane Shores
- Kensington Golf & Country Club
- Naples Cay
- Bay Colony
- Talis Park
- Tiburón
- Lely Resort Golf & Country Club
- Fiddler's Creek
- Port Royal
- Twin Eagles
- Pelican Bay
- Quail West
- Colliers Reserve
- Olde Cypress

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:

- Waterside Shops
- Physician Regional Healthcare System
- Real estate firms
- Fifth Avenue
- Private jet carriers
- Salons and spas
- Third Street South concierge
- Leading wealth management/ financial institutions
- High-end retail outlets
- The Greater Naples Chamber of Commerce
- Important charitable events

Available on select newsstands: 2,000 copies

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

Available at select resorts and hotels monthly: 2,000

Additional distribution at events, charitable fundraisers and galas: 1,600

Delta Sky Lounges in Tampa, West Palm Beach, Fort Lauderdale and Miami: 2,500

Photo Credit: Gabor Jurina



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# EDITORIAL CALENDAR

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## JANUARY 2025 // Uber Luxury

- The latest fashions take center stage
- Jet-set living at its finest
- A look into the world of fine wines

**Space Close:** November 15, 2024

## FEBRUARY 2025 // Passions & Pursuits

- The high stakes of a professional hobby
- Expert advice from a veteran in the travel industry
- A luxury car collection revealed

**Special Advertising Opportunity:**  
Designing Spaces

**Space Close:** December 15, 2024

## MARCH 2025 // The 239 Issue

- Local lives linked to golf
- An underexplored wildlife species in our area
- Life on the (big) farm

**Space Close:** January 15, 2025

## APRIL 2025 // The Wellness Issue

- Toasting the leading ladies of philanthropy
- Recipes for sensational spirit-free sips
- Au courant health- and wellness-related finds

**Special Advertising Opportunity:**  
Physician Profiles

**Space Close:** February 15, 2025

## MAY 2025 // The Dining Issue

- A look at local chefs making a difference
- Local gastronomic group focuses on culinary excellence

**Space Close:** March 15, 2025

## JUNE 2025 // The Wedding Issue

- Spotlighting Neapolitan nuptials
- What's blooming in wedding floral

**Special Advertising Opportunity:**  
"The Black Book"

**Space Close:** April 15, 2025

## JUL/AUG 2025 // Summer Escapes

- Exploring a Caribbean hideaway with a local tie
- Seasonal fun in the Sunshine State

**Space Close:** May 15, 2025

## SEPTEMBER 2024 // High Style

- A Naples philanthropist shares her fashionable life (and closet)
- Sumptuous style from a local entrepreneur
- The hottest fashion trends for the season

**Special Advertising Opportunities:**  
Top Lawyers

**Space Close:** July 15, 2025

## OCTOBER 2025 // Home & Garden

- A local couple open their home to NI
- What's growing in Southwest Florida
- The latest luxe home trends

**Special Advertising Opportunities:**  
Designing Spaces

**Space Close:** August 15, 2025

## NOVEMBER 2025 // Arts & Culture

- A Naples-based celebrity takes center stage
- The power of theater in our community
- Q&A with a Naples-based fine artist

**Special Advertising Opportunities:**  
Top Dentists

**Space Close:** September 15, 2025

## DECEMBER 2025 // Holiday Glamour

- A Neapolitan couple toast the season in style
- Exquisite jewelry for the holidays and beyond
- Luxury alert: Gifts that leave a lasting impression

**Special Advertising Opportunities:**  
Faces of Naples

**Space Close:** October 15, 2025

Please note this editorial calendar is subject to changes.

Photo Credit: Gyorgy Papp

# ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	3x	6x	11x
Full Page	\$5,625	\$4,780	\$4,300	\$3,870
Two-Page Spread	\$10,125	\$8,605	\$7,740	\$6,965
Two-Thirds Page	\$4,780	\$4,065	\$3,655	\$3,295
Half Page	\$3,940	\$3,345	\$3,010	\$2,710
One-Third Page	\$3,090	\$2,630	\$2,370	\$2,130
PREMIUM POSITIONS	1x	3x	6x	11x
Inside Cover	\$8,260	\$7,020	\$6,320	\$5,685
Inside Back Cover	\$7,570	\$6,435	\$5,795	\$5,215
Back Cover	\$9,180	\$7,800	\$7,020	\$6,320
NI.COM DIGITAL ADS	Monthly			
Large Island (300 x 600px)	\$400			
Standard Island (300 x 250px)	\$300			
NEWSLETTER	Weekly			
On The Town Standard (600 x 300px)	\$245			
On The Town Premium (600 x 300px)	\$345			
Sponsored Article	\$750			
	Bi-Monthly			
Eat + Drink Standard (600 x 300px)	\$245			
Eat + Drink Premium (600 x 300px)	\$345			
NI DIGITAL EBLASTS	Weekly			
600 x 800px	\$395			

- All rates are net
- Recognized agencies receive a 15% commission on gross billing for space and position.

Photo Credit: Nick Mele



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# DIGITAL MEDIA

The Naples Illustrated 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 [NaplesIllustrated.com](http://NaplesIllustrated.com) as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results



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# IN EVERY ISSUE

**RSVP** // Ultimate event photos

**INSIDER** // Insightful interviews, expert advice, people to watch, and things to do

**STYLE** // Fashion trends

**BIJOUX** // Latest jewelry

**RESIDE** // Ideas and inspiration for home design and decor

**JOURNEYS** // Ultimate travel destinations

**48 HOURS** // Weekend excursions

**HIGH SEAS** // An expert's take on top tier boats

**HIGH ROAD** // Expert reviews of luxury automobiles

**EAT + DRINK** // Chef profiles, dining guide, and the food scene

**BALANCE** // Health, wellness, beauty tips and trends

**WEALTH** // Trends in managing investments and financial planning

**SCENE** // What's happening in arts and culture

**Q&A** // Perspectives from a Designer

Photo Credit: Olivia Graham

Palm Beach Media Group

# COLLECTION

**NAPLES** ILLUSTRATED®

**DOCTOR'S ORDERS**  
A NEAPOLITAN PHYSICIAN MANAGES MEDICINE AND MOTHERHOOD IN HIGH STYLE  
DEBORAH HOUK

**OH HAPPY DAY!**  
20 PRACTICAL WAYS TO FIND CONTENTMENT AMONG THE CHAOS

**WELLNESS ISSUE**

**HOMEGROWN HARVEST**  
DELICIOUS RECIPES THAT HARNESS WILD EDIBLES FROM THE SUNSHINE STATE

**PALM BEACH** ILLUSTRATED  
ANNUAL FOOD ISSUE

**HAVING IT ALL**

MONTH OF THE YEAR  
A SITE OF HOME

**AVENTURA**

**SUMMER SOJOURNS**

GET OUT OF TOWN  
SUNSHINE STATE SPIRITS

**PALM BEACH**  
**RELOCATION GUIDE**  
GREATER PALM BEACH COUNTY TREASURE COAST

**NEIGHBORHOOD TOURS**

**UNDER THE SUN**

HELPFUL RESOURCES

**JUPITER** MAGAZINE

**TYLER Cameron**  
A NEW HOME, A NEW LIFE

SKY'S THE LIMIT  
KICKIN' IT

**STUART** MAGAZINE

**SUMMER ESCAPE!**

THE VOICE  
CASTAWAY

**Vero Beach** Magazine

**WORDS FROM THE HEART**

Following the unparalleled success of the market leading Naples 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.

**NAPLES**  
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# CONTACT US

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## **CIRCULATION/SUBSCRIPTION MANAGER**

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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.

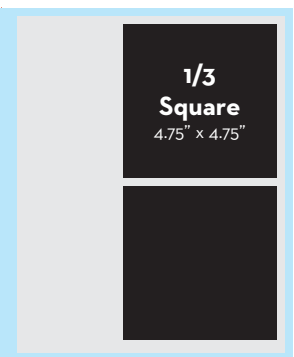
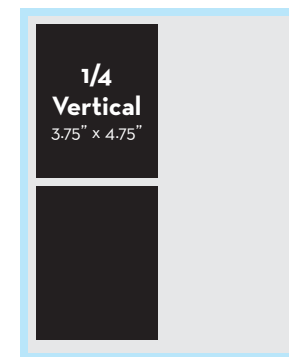
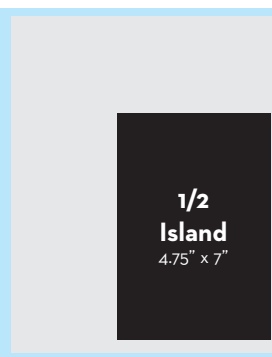
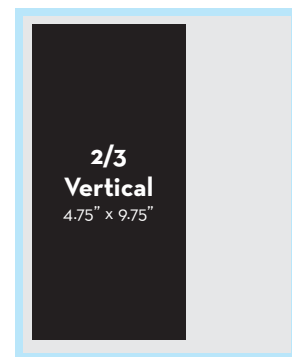
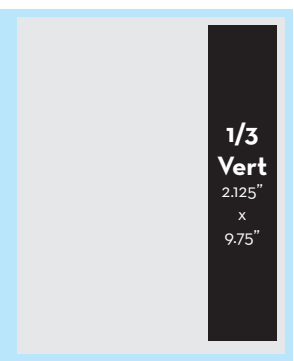
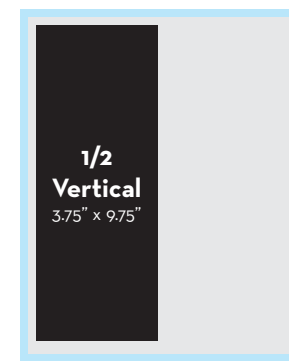
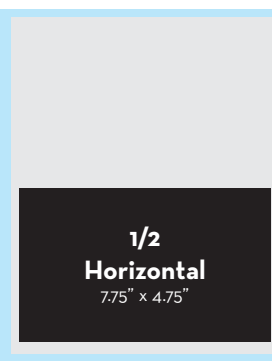
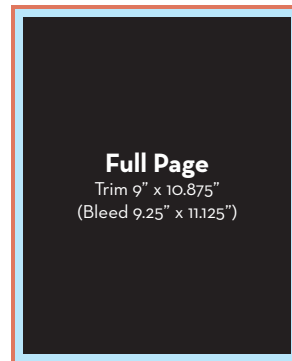
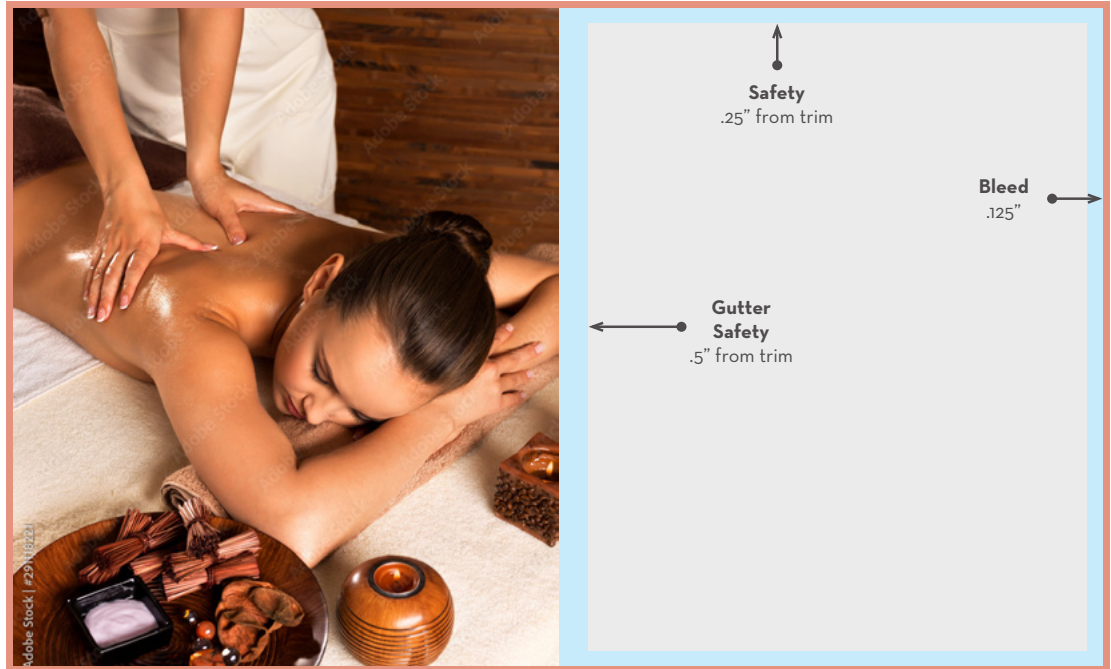
## QUESTIONS

### Ad Material Specs/Upload, Deadline Extensions

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### Reprints, Paper, Inserts & Plant Operations

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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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