

WHO WE THE POWER OF PBI ARE

LARGEST TOTAL AUDIENCE

Palm Beach Illustrated delivers an affluent audience of more than 221,000 readers each month, the largest readership of any local lifestyle magazine.

For more than 70 years, Palm Beach Illustrated has brought a considered and modern view of the affluent lifestyle into the homes of our discerning readers. Palm Beach Illustrated is synonymous with luxury; Palm Beachers, business travelers, and visitors rely on PBI as their guide to new discoveries for travel, dining, entertainment, and fashion.

PBI DELIVERS

Palm Beach Illustrated readers are affluent and engaged

- 77%** frequently purchase products or services from ads seen in Palm Beach Illustrated
- 65%** have a household income above \$150,000 per year
- 75%** have a college or graduate level degree
- 80%** have a home valued at \$1,000,000 or more

AUDIENCE

35% Male **65%** Female

MEDIAN AGE:

58



CIRCULATION

Palm Beach Illustrated is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Boca Raton to Vero Beach.

23,000 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- “The Island” (Palm Beach proper)
- Royal Palm Yacht & Country Club
- BallenIsles
- Jupiter Island
- St. Andrews Country Club
- Addison Reserve
- Admirals Cove
- Old Palm Golf Club
- The Bear’s Club
- Trump National Golf Club, Jupiter
- Mirasol

High Profile targeted distribution, reaching the ultra-affluent market including in-room at resorts, jet ports, targeted events and philanthropic activities. Specialty business distribution designed to reach wealthy residents and visitors: 6,800 copies

- Boca Raton Airport
- Landmark Aviation
- Stuart Jet Center
- Financial Institutions
- The Ben Hotel
- PGA National Resort
- Tideline Palm Beach Ocean Resort
- Upscale Retail Centers
- Real Estate Firms
- Salons and Spas
- The Breakers
- Eau Palm Beach Resort & Spa
- Four Seasons Resort Palm Beach
- The Colony Hotel

Available on select newsstands: 1,200 copies

- Barnes & Noble
- Classic Bookshop
- Fresh Market
- Whole Foods
- Green’s Pharmacy
- Publix



EDITORIAL CALENDAR



JANUARY 2025 // Good Sports

- Polo's next superstars
- Sports greats among us

Special Advertising Opportunity:

Faces of Palm Beach

Space Close: November 15, 2024

FEBRUARY 2025 // Past Forward

- Palm Beach revival
- Preserving architectural treasures

Space Close: December 15, 2024

MARCH 2025 // We've Got Style

- Our most stylish men
- Designers at home

Special Advertising Opportunity:

Golf561

Space Close: January 15, 2025

APRIL 2025 // Living Well

- Wellness A to Z
- Guilt-free cocktails

Special Advertising Opportunity:

Physician Profiles

Space Close: February 15, 2025

MAY 2025 // Sip + Dine

- Farming families
- Where to eat now: a highly subjective guide

Space Close: March 15, 2025

JUNE 2025 // Loving Local

- 50 things to do in the suburbs
- Artisanal products from local makers

Space Close: April 15, 2025

JULY 2025 // The Travel Issue

- A Southampton legend
- Confessions of an explorer

Space Close: May 15, 2025

AUGUST 2025 // Business Unusual

- Vocations and avocations
- The Palm Beach 100

Space Close: June 15, 2025

SEPTEMBER 2025 // Take It Outside

- Saving our seas
- Summer(ish) entertaining

Special Advertising Opportunities:

Smart Guide, Top Lawyers

Space Close: July 15, 2025

OCTOBER 2025 // Homing In

- At home with Palm Beach's tastemakers
- The collected life

Special Advertising Opportunities:

Luxury Realtor Profiles, Design Theory

Space Close: August 15, 2025

NOVEMBER 2025 // Art Apart

- Artists to watch
- Interpreting Palm Beach

Space Close: September 15, 2025

DECEMBER 2025 // Celebrate!

- The editors' gift guide
- Holidays at home

Space Close: October 15, 2025

Photo Credit: Jerry Rabinowitz

ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	4x	7x	12x
Full Page	\$6,135	\$5,215	\$4,690	\$4,220
Two-Page Spread	\$11,045	\$9,390	\$8,445	\$7,605
Two-Thirds Page	\$5,215	\$4,435	\$3,990	\$3,595
Half Page	\$4,295	\$3,650	\$3,285	\$2,955
One-Third Page	\$3,375	\$2,865	\$2,590	\$2,320
PREMIUM POSITIONS	1x	4x	7x	12x
Inside Cover	\$9,850	\$8,370	\$7,535	\$6,780
Inside Back Cover	\$9,030	\$7,675	\$6,905	\$6,215
Back Cover	\$10,935	\$9,295	\$8,365	\$7,520
PBI.COM DIGITAL ADS	Monthly			
Leaderboard (728 x 90 pixels)	\$350			
Premium Island (300 x 250 pixels)	\$400			
Large Island (300 x 600 pixels)	\$350			
Standard Island (300 x 250 pixels)	\$350			
Slideshow (620 x 350 pixels)	\$650			
Sponsored Web Article	\$750	Includes 300-600 words and at least one photo		
INSIDER'S GUIDE NEWSLETTER	Weekly			
Newsletter Premium (600 x 300 pixels)	\$345			
Newsletter Standard (600 x 300 pixels)	\$245			
EBLAST	Each			
eBlast (600 x 800 pixels)	\$695			

All rates are net. Islands are 10% premium. Guaranteed Positions are 15% premium.

Photo Credit: Gabor Jurina



PALM BEACH
ILLUSTRATED

DIGITAL MEDIA

The Palm Beach 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 PalmBeachIllustrated.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Gabor Jurina

PALM BEACH
ILLUSTRATED



PALM BEACH
ILLUSTRATED

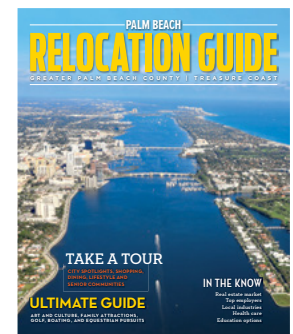
IN EVERY ISSUE

- SOCIAL STUDIES** // Ultimate event photos
- NEW & NOW** // Your guide to the best of Palm Beach
- LIVING WITH IVEY** // Ivey Leidy's pro tips for optimum nutrition
- STYLE** // Fashion finds
- THE EDIT** // Our editors' picks
- BIJOUX** // Jewels and baubles
- BEAUTY** // Luxurious self-care
- HEROES** // CBS12's Sam Kerrigan on people making a difference
- JOURNEYS** // Top travel destinations
- QUICK TRIPS** // The art of the weekend
- STAYCATIONS** // Getaways close to home
- HIGH ROAD** // Auto reviews from our expert
- HIGH SEAS** // Your guide to the yachting life
- SAVOR** // Dining out and the food scene
- SIP WITH PBI** // What to drink now
- HOME** // Top architecture and design
- ELEMENTS** // Home accessories
- INSPIRED LIVING** // Essential tips for your Palm Beach lifestyle
- BALANCE** // Health and wellness tips and trends
- WEALTH** // Investment trends and wisdom
- THE GREEN LIFE** // Tammy Fender shares botanical wisdom
- CULTURE** // Top things to do now
- HERITAGE** // Palm Beach's architectural tradition
- LAST WORD** // Real talk with fashion's best

Photo Credit: Gyorgy Papp

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.

PALM BEACH
ILLUSTRATED



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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.

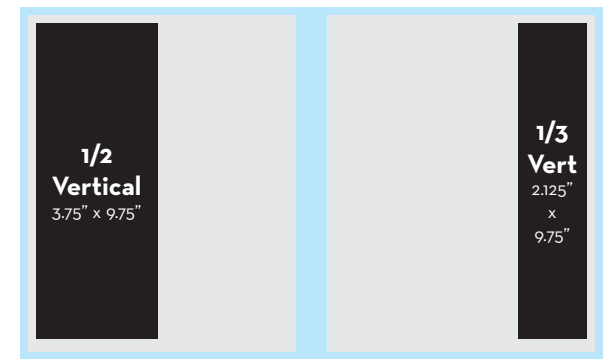
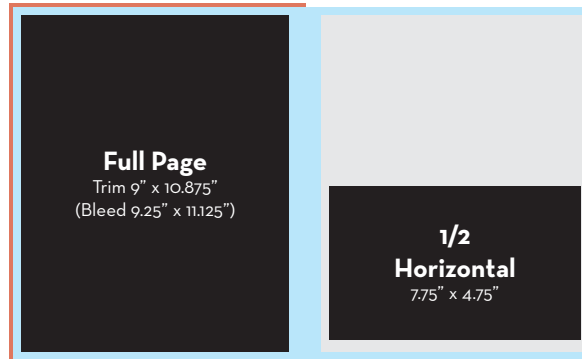
QUESTIONS

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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