

# WHO WE THE POWER OF STUART MAGAZINE ARE

## LARGEST TOTAL AUDIENCE

Stuart Magazine is the definitive source for local trends in fashion, interior design and dining to profiles of the people who impact Martin and St. Lucie counties.

Stuart Magazine prides itself on providing cutting-edge, thought-provoking editorial. The publication has provided readers a mix of long-form journalism, exciting lifestyle coverage, topical columns and in-depth service pieces.

## STUART MAGAZINE DELIVERS

Stuart Magazine readers are affluent and engaged

- 82% frequently purchase products or services from ads seen in Stuart Magazine
- 45% have a household income above \$200,000 per year
- 91% intend to spend money on dining or entertainment
- 80% intend to spend money on vacations or travel

## AUDIENCE

35% 65%  
Male Female

## MEDIAN AGE:

53

# CIRCULATION

Stuart Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution in Martin and St. Lucie counties.

13,500 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Jupiter Island
- 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 select newsstands: 6,500 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Landmark Aviation
- Stuart Jet Center
- Financial Institutions
- Retail Centers
- Real Estate Firms
- Salons and Spas
- Best Western
- Club Med Sandpiper
- Courtyard Marriott Oceanside
- Dockside Inn
- Harbor Inn & Marina
- Hilton Garden Inn at PGA
- Hutchinson Island Marriott Resort
- Hutchinson Shores Resort and Spa
- Island Beach Resort
- Jupiter Waterfront Inn
- The Mellon Patch
- Monterey Inn
- Palm Cove Golf Club
- Pirates Cove Resort
- Plantation Beach Club
- Seminole Inn
- Sheraton PGA Vacation Resort at PGA Village and Vistana Beach Club

Available on select newsstands:

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

Photo Credit: Jim Mandeville



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MAGAZINE

# EDITORIAL CALENDAR



## JANUARY 2025 // ON THE WATER

- America's Best Coastal Town
- Yacht Life

### Special Advertising Opportunities:

Top Chef profiles, Home Resource Guide

**Space Close:** November 15, 2024

## FEBRUARY 2025 // SOUTHERN COMFORT

- Southern Flavor
- Comfy-Chic Decor

### Special Advertising Opportunities:

Top Lawyers, Home Resource Guide

**Space Close:** December 15, 2024

## MARCH 2025 // CELEBRATING WOMEN

- 5 to Watch
- Women-Owned Businesses

### Special Advertising Opportunities:

Private Education Guide, Home Resource Guide

**Space Close:** January 15, 2025

## APRIL 2025 // THE FOODIE ISSUE

- Farm Fresh: Chef Jeremy Ford
- Chef's Take: Comfort Food

### Special Advertising Opportunity:

Top Chef profiles, Wedding Event and Planning Guide

**Space Close:** February 15, 2025

## MAY/JUNE 2025 // MIND + BODY

- Conversations with Wellness Experts
- Me Time: A Day at the Spa

### Special Advertising Opportunities:

Medical Profiles-Top Doctors

**Space Close:** March 15, 2025

## JULY/AUG 2025 // WANDERLUST

- 5-Star Florida
- Ranch Life

### Special Advertising Opportunities:

Summer Escapes, Private Education Guide, Home Resource Guide

**Space Close:** May 15, 2025

## SEPTEMBER 2025 // BEST OF ISSUE

- Best of Jupiter and the Treasure Coast
- Best of Fall Fashion

### Special Advertising Opportunities:

Wedding Event and Planning Guide

**Space Close:** July 15, 2025

## OCTOBER 2025 // GREAT OUTDOORS

- Florida's Amazing State Parks
- Ultimate Explorers

### Special Advertising Opportunities:

FACES of Martin & St. Lucie profiles, Charity Datebook, Home Resource Guide

**Space Close:** August 15, 2025

## NOVEMBER 2025 // CULTURE CLUB

- Global Love: Food, Arts, Music & More
- European-Inspired Design

### Special Advertising Opportunities:

Home Resource Guide

**Space Close:** September 15, 2025

## DECEMBER 2025 // IN WITH THE NEW!

- End-of-Year Bucket List
- 10 Things to Look Forward to in 2026

### Special Advertising Opportunities:

Home Resource Guide

**Space Close:** October 15, 2025

Photo Credit: Alberto Gonzalez

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# ADVERTISING RATES

AD POSITIONS	1x	4x	10x
Two-Page Spread	\$4,780	\$4,300	\$3,480
Full Page	\$2,810	\$2,530	\$2,050
Two-Thirds Page	\$2,130	\$1,920	\$1,550
Half Page	\$1,680	\$1,520	\$1,230
One-Third Page	\$1,210	\$1,080	\$880
One-Quarter Page	\$980	\$880	\$710
PREMIUM POSITIONS	1x	4x	10x
Inside Front Cover	\$3,370	\$3,040	\$2,460
Inside Back Cover	\$3,090	\$2,780	\$2,250
Back Cover	\$3,650	\$3,290	\$2,660
WEBSITE DIGITAL ADS	Monthly		
Full-page Advertorial	\$825		
Large Island (300 x 600 pixels)	\$595		
Standard Island (300 x 250 pixels)	\$395		
INSIDER'S GUIDE NEWSLETTER	Weekly		
Leaderboard Premium (600 x 300 pixels)	\$400		
Leaderboard Standard (600 x 300 pixels)	\$245		
EBLAST	Each		
Custom eBlast	\$795		

Photo Credit: Gyorgy Papp



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# DIGITAL MEDIA

The Stuart Magazine 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 StuartMagazine.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Alberto Gonzalez

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# IN EVERY ISSUE

**RADAR/BUZZ** // Local Happenings

**FASHION** // In-Season Style Trends

**CHARACTER** // Local Personalities

**OFF THE CHARTS** // Boating Life

**WANDERLUST** // Travel Spotlight

**FLAVOR** // Local Food & Drink Listings

**HOT SHOTS** // Social/Event Photos

**CALENDAR** // Monthly Cultural Calendar

**SURF REPORT** // What's New on [stuartmagazine.com](http://stuartmagazine.com)

**CONSERVATION NEWS** // Local Environmental Issues

**SPECIAL ADVERTISING SECTIONS:**

Flavor/Dining Guide, Luxury Homes Real Estate Guide

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Photo Credit: Jeffrey Bundonis

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.

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MAGAZINE

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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

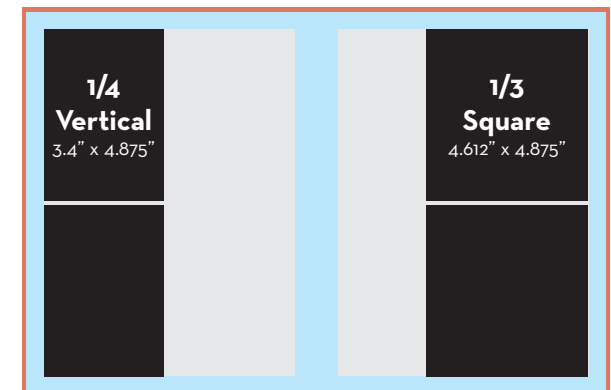
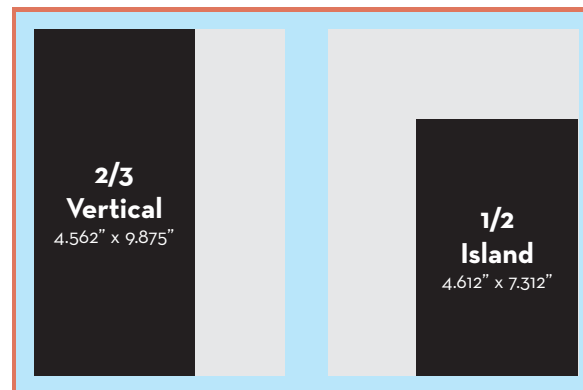
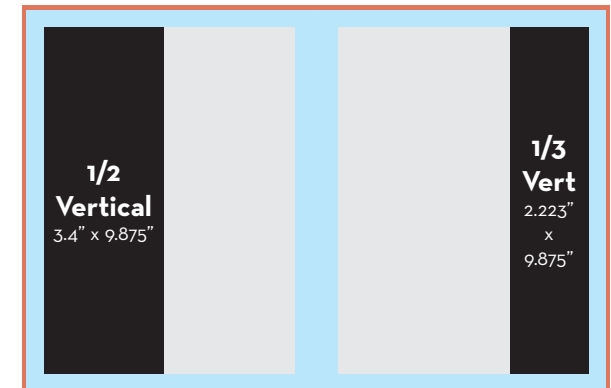
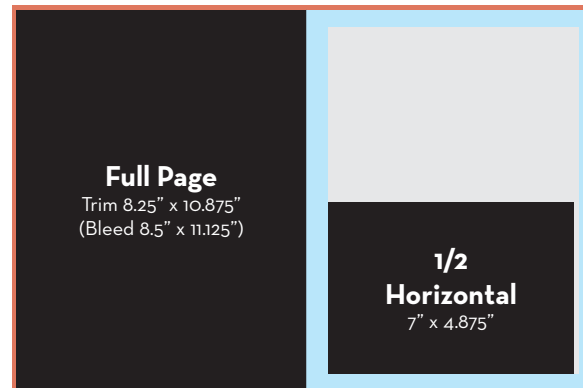
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# DIGITAL SPECS

## 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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STUART MAGAZINE

Subscribe About Us Advertise Digital Studio Contact Client Portal

Leaderboard  
728px x 90px

STUART LIFE FOOD & DRINK THINGS TO DO SOCIAL PHOTOS TRAVEL DIRECTORIES MAGAZINE CHARITY

STUART MAGAZINE'S ONES TO WATCH 2022 HELP US FIND LOCAL RISING STARS! NOMINATE SOMEONE NOW

STUART INSIDER'S GUIDE

YOUR WEEKLY GUIDE FROM STUART MAGAZINE

From Mahi to Margaritas Aboard the Valhalla V-33

Island  
300px x 250px

Large Island  
300px x 600px

Newsletter Ad  
600px x 300px