

THE FIRST  THE ONLY

# Vero Beach

SINCE 1997

*Magazine*®

*the first and only magazine  
showcasing the best of Vero Beach*

A monthly celebration filled with inspirational stories,  
original ideas and expert advice to empower readers to  
envision and create more beautiful and fulfilling lives.

**2025 MEDIA KIT**

# WHO WE ARE

## THE POWER OF VERO BEACH MAGAZINE

### LARGEST TOTAL AUDIENCE

We are the first and only magazine showcasing the best of Vero Beach.

Vero Beach Magazine's content speaks to our exclusive residential market. Our writers and staff are active in Vero Beach and have deep roots in the community, invaluable assets that guarantee that we know our readers. Every issue has a colorful mix of features and departments targeted to our specific readership.

### VERO BEACH MAGAZINE DELIVERS

Vero Beach Magazine readers are affluent and engaged

**73%** of adults feel that reading a printed magazine or book is more enjoyable than reading on an electronic device

**58%** Household income above \$125,000

**79%** Intend to spend money on dining or entertainment

**58%** Frequently purchase products or services from ads seen in Vero Beach Magazine

### AUDIENCE

**41%** Male **59%** Female

### MEDIAN AGE:

**55**



# CIRCULATION

Vero Beach Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution across Vero Beach.

6,200 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Orchid Island
- John's Island
- Windsor
- Sable Oaks
- Palm Island Plantation
- Barker Island
- The Estuary
- Cache Cay
- Vero Beach Ocean Club
- Pebble Beach
- Indian River Farms
- The Moorings

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:

- Disney Resort
- Berkshire Hathaway/Florida Realty
- Costa d'Este
- Vero Beach Hotel & Spa
- Vero Beach Museum of Art
- Reef Ocean Resort
- Alex MacWilliam Real Estate
- Flight Safety Intl.
- Windsor Concierge
- One Sotheby's Real Estate
- Sun Jet Center
- White Orchid Spa
- Vero Beach Yacht Club

Available on select newsstands:

- Corey's Pharmacy
- Windsor Village Shop
- Vero Beach Book Center
- Village Beach Market
- Walgreens
- Publix

Photo Credit: Jessica Glynn



# EDITORIAL CALENDAR



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## **JANUARY 2025 // A Fresh Start**

A new year always beckons to brighter, better days ahead. The January issue encourages readers to try new things, and launch a happier, healthier year.

### **Special Advertising Opportunity:**

Leaders in Vero Beach

**Space Close:** November 15, 2024

## **FEBRUARY 2025 // Style**

February is a great time to update your style! Whether it's home design or fashion, we've got fresh new ideas and people to introduce to you.

**Space Close:** December 15, 2024

## **MARCH 2025 // Home & Garden**

Spring is the perfect time to showcase Vero Beach's luxury homes, garden designs, and décor.

**Space Close:** January 15, 2025

## **APRIL 2025 // Nature & Outdoors**

April's gorgeous weather is the inspiration for an issue focused on our beautiful environment and enjoying Vero Beach's outdoor offerings.

**Space Close:** February 15, 2025

## **MAY 2025 // Families**

Find the best fit for your charitable gift, or if you'd prefer, a great place to donate your time as a volunteer. Don't forget to honor Mom with something special on her day!

### **Special Advertising Opportunity:**

Mother's Day Gift Guide

**Space Close:** March 15, 2025

## **JUNE 2025 // Living Like a Local**

Summer brings smaller crowds and great opportunities to explore areas in and around Vero Beach that make our community unique.

### **Special Advertising Opportunity:**

Meet the Health Care Providers of Vero Beach

**Space Close:** April 15, 2025

## **JULY 2025 // Water**

The lazy days of summer are here and we help you dive deep into relaxing at home in Vero Beach and stay cool in our steamy coastal city.

**Space Close:** May 15, 2025

## **AUGUST 2025 // Family**

As we wrap up the summer and head toward the season, the pages of this issue will be focused on those nearest and dearest to you, family.

**Space Close:** June 16, 2025

## **SEPTEMBER 2025 // On the Road**

The September travel issue is packed with places to go, healthy advice, and ideas for you to stay cool as Vero Beach looks toward cooler weather.

### **Special Advertising Opportunity:**

Faces of Vero Beach

**Space Close:** July 15, 2025

## **OCTOBER 2025 // Arts & Culture**

Get a sneak peek at the big cultural events that are coming up this season. Fill up your datebook with fun performing and visual arts, festivals, fundraisers, and more. Included with this issue is our Time & Treasure magazine with information and advice for volunteers and philanthropists.

**Space Close:** August 15, 2025

## **NOVEMBER 2025 // Food & Drink**

November brings us dining, cooking, and cocktail inspiration. We'll whet your appetite with creative meal ideas, happy hour inspiration, as well as new, enticing options for dining out.

### **Special Advertising Opportunity:**

Hot Properties

**Space Close:** September 15, 2025

## **DECEMBER 2025 // Holiday**

December wraps up a year with warm-weather holiday celebrations in Vero Beach as we look toward the new year with anticipation!

### **Special Advertising Opportunity:**

Holiday Gift Guide

**Space Close:** October 15, 2025

## **2026 VERO BEACH HANDBOOK\***

**Space Close:** October 17, 2025

## **2026 TIME & TREASURE\***

**Space Close:** August 16, 2025

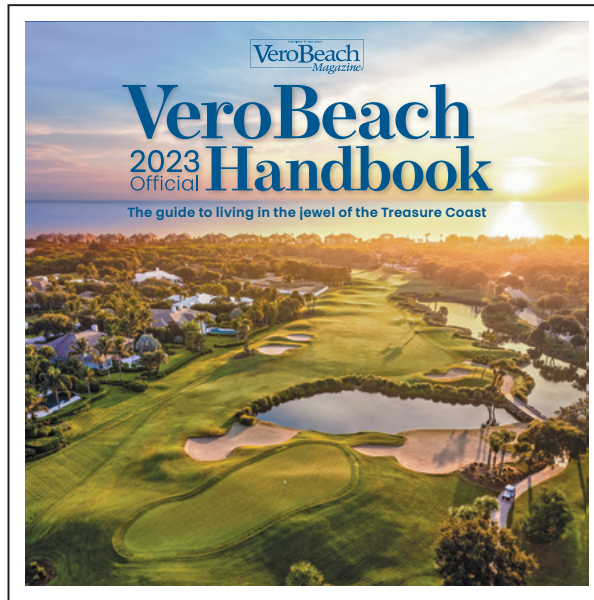
Photo Credit: Sam Wolfe

# SPECIAL ISSUES

If you love Vero Beach, you'll love the *Official Vero Beach Handbook* – a popular, comprehensive guide to the county, packed with useful, updated information including:

- Overview of Vero Beach, Sebastian and Fellsmere
- Restaurants, nightlife and farm stands
- Shopping districts
- Beaches, treasure hunting and lagoon adventures
- Boating and beyond
- Fishing tips, guides and gear
- Golf, tennis, pickleball and other sports
- Our great outdoors: local flora and fauna
- The arts scene, including theater and music
- Local history
- Practical city and county newcomer advice
- “Phone book” of advertisers by category

The Official Vero Beach Handbook is mailed in the polybag with Vero Beach Magazine's January issue and also distributed at multiple venues all year. Total distribution = 18,000 copies.



Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Cover 2, inside front cover
Half horizontal	Cover 3, inside back cover
Half vertical	Cover 4, back cover

Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Back Cover
Half horizontal	
Half vertical	



Show your support for your local community – advertise (or underwrite an ad for a nonprofit) in Time & Treasure, an annual celebration of local volunteerism and philanthropy.

Polybagged with Vero Beach Magazine's October issue (8,000 copies) and then reprinted with a high-grade cover as a standalone magazine (4,000), Time & Treasure is distributed all year. Total distribution = 12,000 copies.

Time & Treasure magazine, the updated Guide to Better Giving with more feature stories and editorial content, is produced and distributed annually in partnership with the Indian River Community Foundation.

# ADVERTISING RATES

AD POSITIONS	12x	9x	6x	3x	1x
Two Page Spread	\$2785	\$3025	\$3715	\$4450	\$4950
Full Page	\$1,545	\$1,680	\$2,075	\$2,470	\$2,755
Half Horizontal	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Half Vertical	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Quarter	\$585	\$640	\$765	\$935	\$1015
Eighth	\$330	\$365	\$445	\$530	\$590
Group Half Horizontal	\$855				
Group Half Vertical	\$855				
Group Quarter	\$445				

PREMIUM POSITIONS	12x	9x	6x	3x	1x
Page 1	\$2,205				
Cover 2	\$2,313				
Cover 3	\$2,010				
Cover 4	\$2,450				

VEROBEACHMAGAZINE.COM DIGITAL ADS	Monthly
Full Page Advertorial	\$650
Large Island (300 x 600 pixels)	\$400
Standard Island (300 x 250 pixels)	\$350

INSIDER'S GUIDE NEWSLETTER	Weekly
Leaderboard Premium (600 x 300 pixels)	\$345
Leaderboard Standard (600 x 300 pixels)	\$245

EBLAST	Each
	\$695

Photo Credit: Bill & Jennifer Larrabee



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# DIGITAL MEDIA

The Vero Beach 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 [VeroBeachMagazine.com](http://VeroBeachMagazine.com) as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Bob Joy

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# IN EVERY ISSUE

**WILD SIDE** // Evelyn Wilde Mayerson looks at Florida's wild side

**NEW & NOTEWORTHY** // What's new at local business and nonprofit organizations

**INDIAN RIVER INSIGHTS** // Jeff Pickering, CEO of the Indian River Community Foundation, discusses community challenges

**LIVING WELL** // Renae Tesauro takes a fresh look at health topics

**THE DISH** // Chefs from our favorite restaurants share recipes for their favorite dishes

**NEIGHBORS** // Shines a spotlight on one person making a difference in our community

**TRUE TAILS** // Amy Robinson offers insights on our furry friends and answers reader questions

**CLASSIC CARS** // Patrick Merrell highlights classic cars from local collectors

**DESTINATIONS** // All about travel

**WEDDINGS** // 1-2 local weddings featured each month

**THE SCENE** // Photos from community events

**GALLERY GUIDE** // What's happening at local art galleries

**CALENDAR** // Full calendar of upcoming community events

**BUSINESS DIRECTORY** // Advertiser Listing

**BY THE BOOK** // Elizabeth Leonard of The Book Center helps you pick your next read

**OFF THE VINE** // Chris Fasolino takes you on a monthly trip around the world to learn about new - and old - wines

**SPACES** // Valerie Cruice talks with interior designers about how to make our Florida homes gorgeous

**HOMEGROWN** // Nickie Munroe gives us monthly gardening tips



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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# 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.

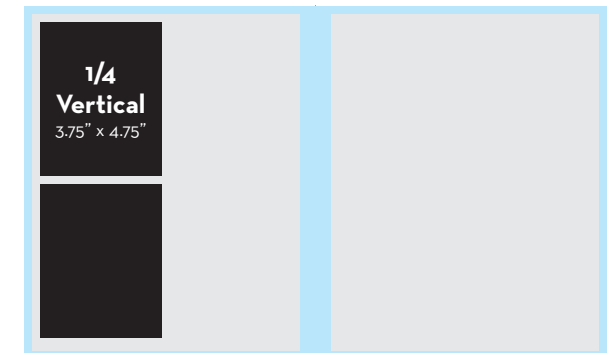
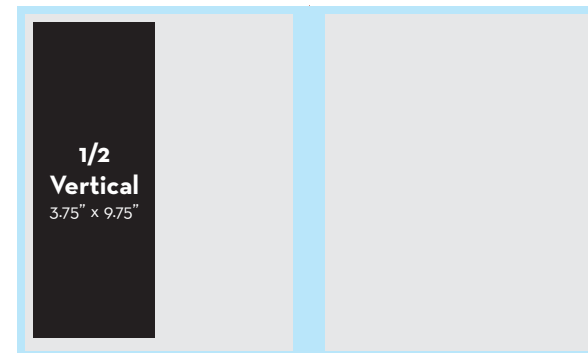
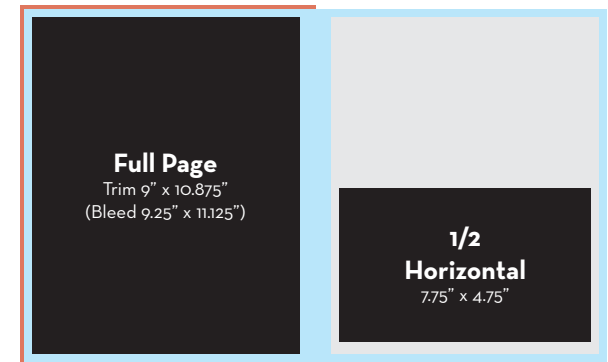
## QUESTIONS

### 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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