

MIAMI EDITION

# FLORIDA DESIGN

MEDIA KIT



# MIAMI EDITION FLORIDA DESIGN

## FLORIDA DESIGN MIAMI EDITION FACTS

### EDITORIAL FOCUS

The finest in Miami style, home furnishings, luxury real estate, upscale hotels, and high-end goods and services.

### FREQUENCY

4 times per year

### CIRCULATION

25,000

### READERSHIP

190,000

### TARGETED AUDIENCE

Average Age 57

Median Household Income \$201,000

Median Household Assets \$1,584,326

Home Value Over \$1 million

Photo by Kris Tamburello

P.O. Box 3344 | Palm Beach, FL 33480  
561.659.0210 | floridadesign.com

### DISTRIBUTION

Homes valued at \$1 million and up; airport, bookstore and newsstands; luxury designer and architectural showrooms; and more.



# MIAMI EDITION FLORIDA DESIGN

## EDITORIAL CALENDAR

### SPRING (22.1) FEBRUARY – APRIL 2026

Sustainable Design | Green Innovation | Wellness at Home

- **At Home:** Interiors inspired by nature
- **Alfresco Style:** Gardens by Miami's top pros
- **Thinking Green:** Eco-conscious projects and creatives
- **Feel-Good Design:** Stylish spaces and ideas for optimal wellness
- **IN EVERY ISSUE:** Chic interiors from around the county, forward-thinking architecture, design conversations, creatives to know, décor trends and ideas, indoor/outdoor style, museum and gallery musts, and more

### SUMMER (22.2) MAY – JULY 2026

Brazilian Design | Outdoor Style | Pools in Paradise

- **Brazil Bulletin:** Design and architecture by Miami's top Brazilian designers
- **International Appeal:** Brazilian tastemakers pushing Miami forward
- **Making a Splash:** Ultimate pool decks and water-centric outdoor spaces
- **Kitchen & Bath 2026:** The latest innovations and designs
- **IN EVERY ISSUE:** Chic interiors from around the county, forward-thinking architecture, design conversations, creatives to know, décor trends and ideas, indoor/outdoor style, museum and gallery musts, and more

### FALL (22.3) AUGUST – OCTOBER 2026

Architects to Know | Architectural Masterpieces | What's Next in Design

- **The Architects:** Veterans and newcomers that need to be on your radar
- **Style of Choice:** Mid-Century Modern's lasting appeal
- **Vertical Innovation:** The starchitects shaping Miami's skyline
- **The Future is Now:** Bold ideas from design's next chapter
- **IN EVERY ISSUE:** Chic interiors from around the county, forward-thinking architecture, design conversations, creatives to know, décor trends and ideas, indoor/outdoor style, museum and gallery musts, and more

### WINTER (22.4) NOVEMBER 2026 – JANUARY 2027

Art & Design | Creative Minds | Art Week Agenda

- **Canvas Culture:** Art-centric interiors around the city
- **Creative Cachet:** Artists and collectors
- **Room Focus:** Color-forward spaces, furnishings and glam extras
- **Coming Attractions:** The exhibitions, special events, personalities, and surprises of Art Week 2026
- **IN EVERY ISSUE:** Chic interiors from around the county, forward-thinking architecture, design conversations, creatives to know, décor trends and ideas, indoor/outdoor style, museum and gallery musts, and more

Photo by Paul Stoppi

P.O. Box 3344 | Palm Beach, FL 33480  
561.659.0210 | floridadesign.com



# MIAMI EDITION FLORIDA DESIGN

## PRINT AD REQUIREMENTS

- 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.

Ad Sizes	Final Trim	Live Area (type)	Bleed
2-page spread	20" x 12"	19" x 11"	20.25" x 12.25"
Full page	10" x 12"	9" x 11"	10.25" x 12.25"

\*Limited Availability

2 PAGE SPREAD: Please submit as a 2 page spread and make sure no type falls in the 1" gutter.

FULL PAGES ONLY: Please keep type 1/2" away from edges of page.

FULL PAGE BLEED: Provide document page size as 10"x12" and add 1/8" bleed on all sides.

## AD DELIVERY

Please upload via our client center. An upload link will be emailed to you.

### Ad Material Specs/Upload

Johanna Perez | 561.472.2210 | [jperez@floridadesign.com](mailto:jperez@floridadesign.com)

### Reprints, Paper, Inserts & Plant Operations

Selene Ceballo | 561.472.1907 | [sceballo@palmbeachmedia.com](mailto:sceballo@palmbeachmedia.com)



# MIAMI EDITION FLORIDA DESIGN

## WEBSITE ADVERTISEMENTS

### HOME PAGE BILLBOARD

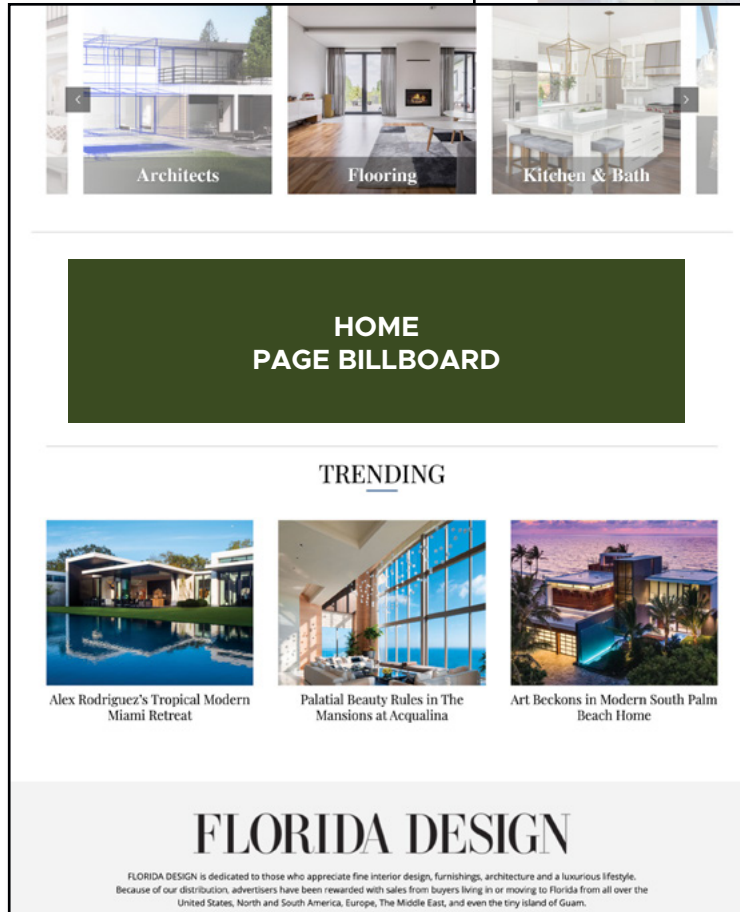
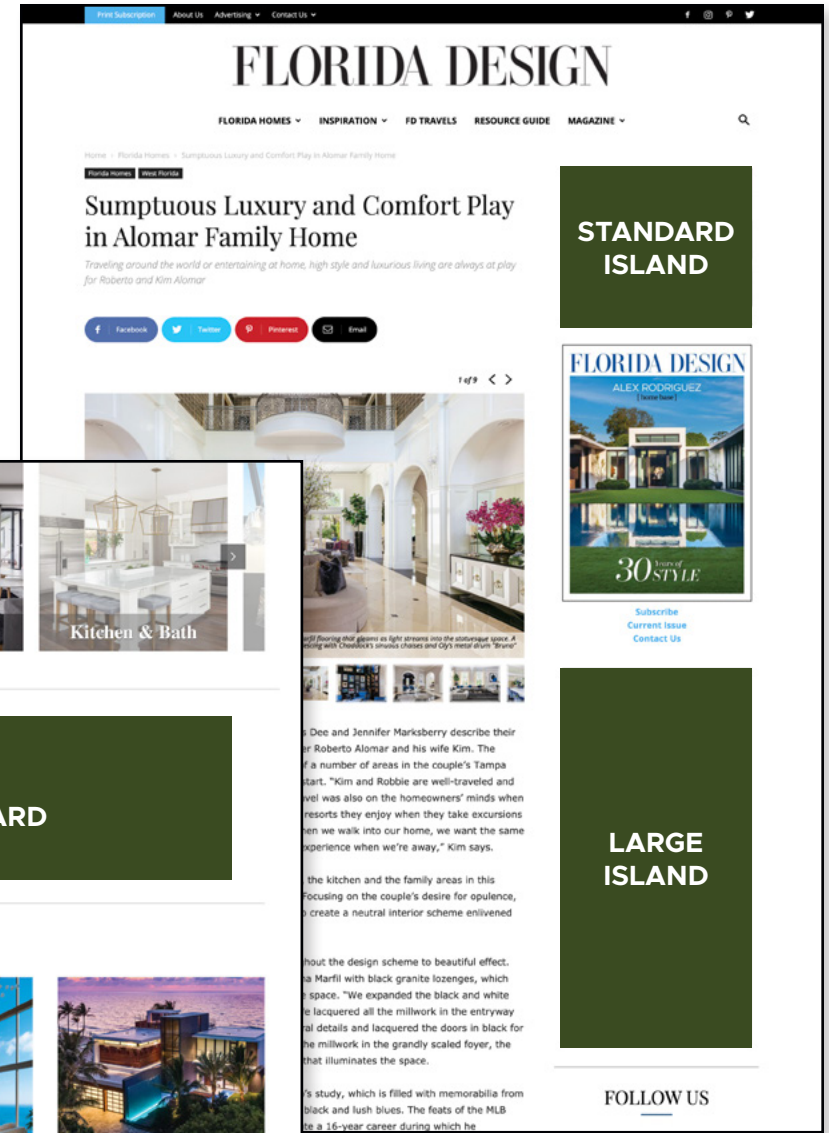
- The only ad on the Home page
- \$995 monthly

### 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



Island Ad Space Sample

Home Page Sample

# MIAMI EDITION FLORIDA DESIGN

## WEBSITE ADVERTORIALS

### 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 one year

\$1,500

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

\$1,200

### PROFILE PAGE

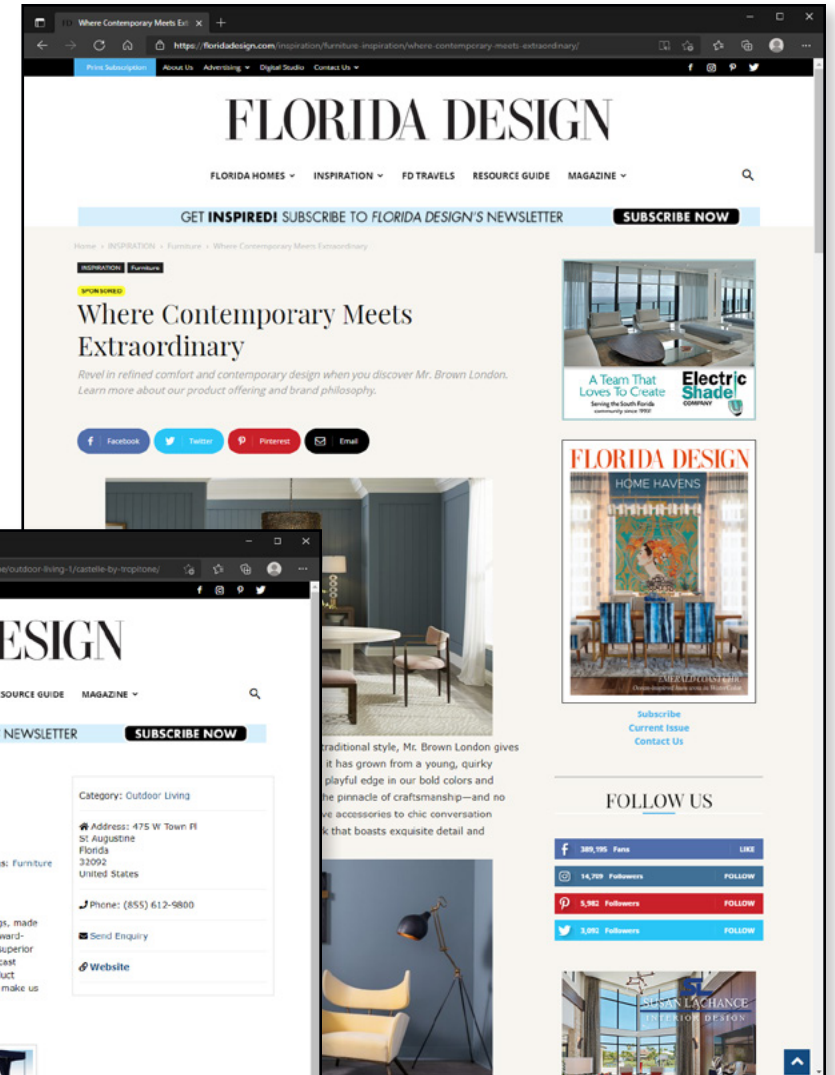
- Appears in the on-line Resource Guide, in your business category
- Includes up to 200 words of business description and 6 photos/product shots
- Annual commitment required

\$99 monthly

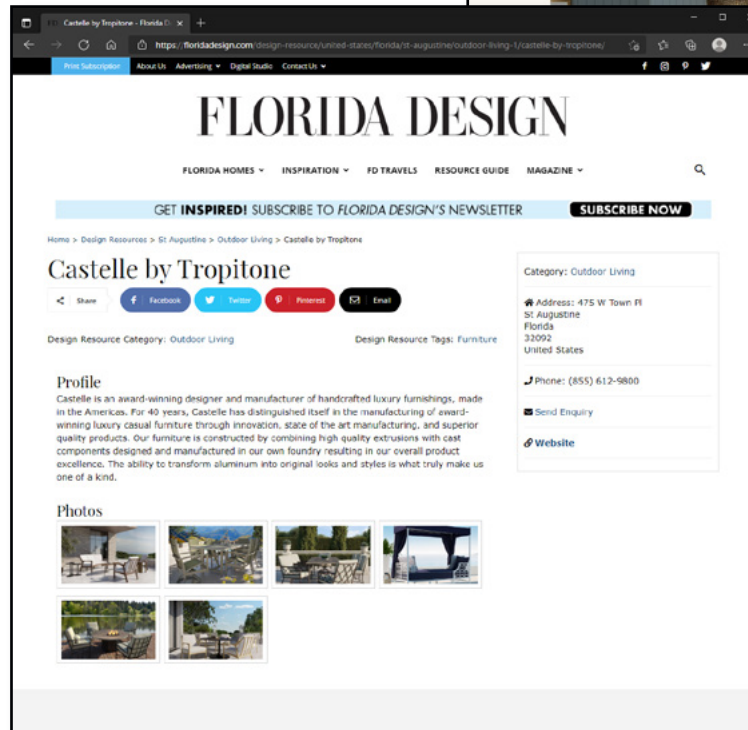
(for print advertisers)

\$199 monthly

(for non-print advertisers)



Sponsored Content Sample



Profile Page in Resource Directory Sample

# MIAMI EDITION FLORIDA DESIGN

## NEWSLETTERS & EBLASTS

### FLORIDA DESIGN MIAMI E-NEWSLETTER

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

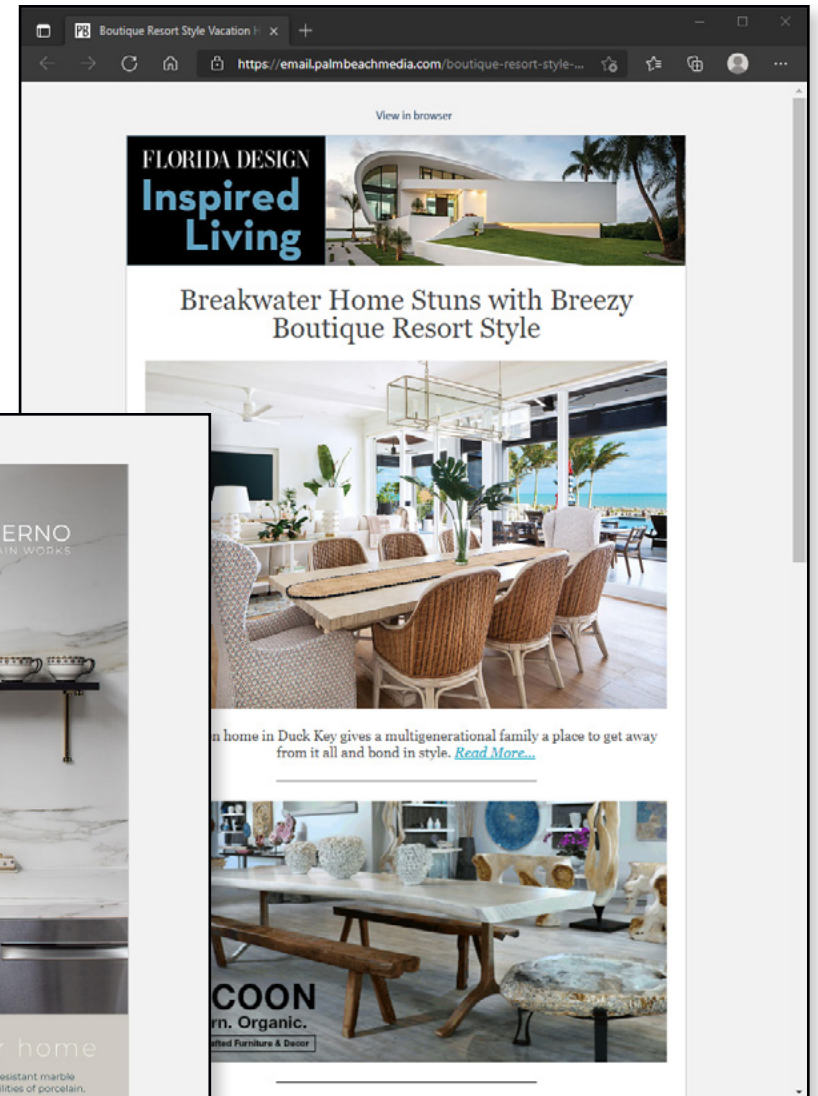
### FLORIDA DESIGN MIAMI DEDICATED E-BLAST

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.

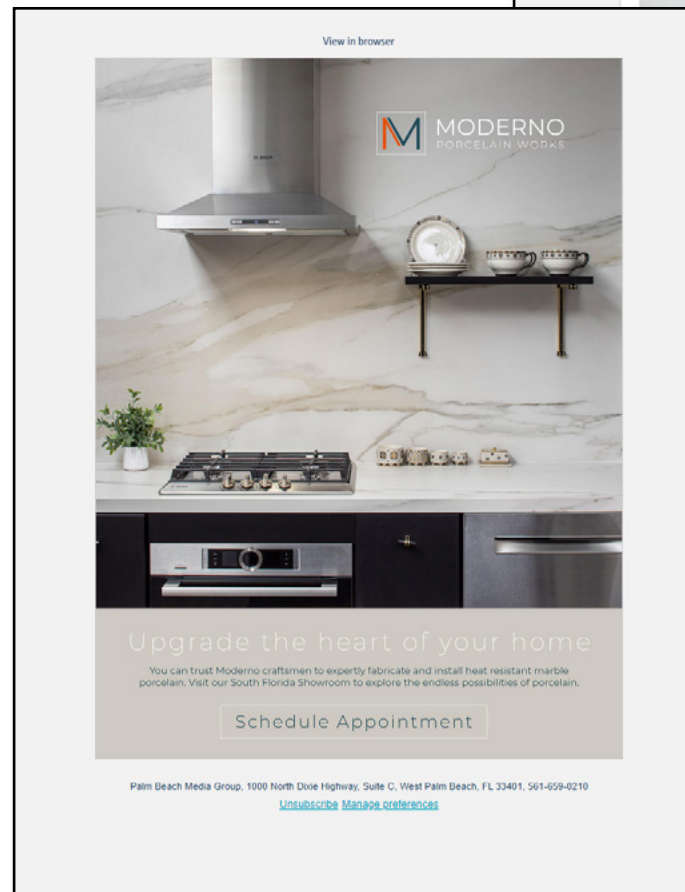
\$995 one-time  
(One-time e-Blast deployment)

\$795 each  
(2-3 e-Blasts to remind of an event or announcement)

\$695 each  
(4+ e-Blasts)



E-Newsletter Sample



Dedicated E-Blast Sample

# MIAMI EDITION FLORIDA DESIGN

## 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, online.

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.

- 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.



# MIAMI EDITION FLORIDA DESIGN

AWARDS & RECOGNITION

## 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](http://floridadesign.com/seaglass) to find out more about how you can join the competition. Sponsorship opportunities are available.



**EDITORS' CHOICE AWARD 2025  
RENEÉ GADDIS INTERIORS**

Photography by Nick Johnson, New York, NY

# MIAMI EDITION FLORIDA DESIGN

ANNUAL SOURCEBOOK

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



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

# MIAMI EDITION FLORIDA DESIGN

## FAMILY OF MAGAZINES

Florida Design Miami Edition is a part of the Palm Beach Media Group growing family of publications. For over thirty years, Florida Design has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 67 years of publishing excellence, has mastered the art of attaining affluent readers with distribution nationally and internationally.

- Florida Design
- Florida Design Miami Edition
- Florida Design Naples Edition
- Florida Design Sarasota Edition
- Florida Design Annual Sourcebook



**Photography credits for covers:**  
Florida Design Miami Edition: Steven Brooke  
Florida Design Naples Edition: Nathan Schroder  
Florida Design: Katya Popovich  
Florida Design Sarasota: Ryan Gamma  
Florida Design Annual Sourcebook: Jessie Preza

# MIAMI EDITION FLORIDA DESIGN

## CONTACT US

### GROUP PUBLISHER

**Terry Duffy**

tduffy@palmbeachmedia.com  
561.472.1908

### ASSOCIATE PUBLISHER

**Harvey Dana**

hdana@floridadesign.com  
305.984.6684

### ACCOUNT MANAGERS

**Susan Gibson Howard**

sgibsonhoward@floridadesign.com  
561.376.5767

**Harvey Dana**

hdana@floridadesign.com  
305.984.6684

**Jennifer Dardano**

jdardano@floridadesign.com  
561.472.1905

**Denise Autorino**

dautorino@floridadesign.com  
407.233.7305

**Kim Aloia**

kaloia@floridadesign.com  
941.977.6198

### MARKETING MANAGER

**Rebecca Desir**

rdesir@palmbeachmedia.com  
561.472.2209

### PRODUCTION DIRECTOR

**Selene Ceballo**

sceballeo@palmbeachmedia.com  
561.472.1907

### ADVERTISING DESIGN COORDINATOR

**Johanna Perez**

jperez@floridadesign.com  
561.472.2210

### PRODUCTION MANAGER

**Lourdes Linares**

llinares@palmbeachmedia.com  
561.472.2203

### DIGITAL MARKETING MANAGER

**Tyler Sansone**

tsansone@palmbeachmedia.com  
561.472.2204

### CIRCULATION/SUBSCRIPTION MANAGER

**Marjorie Leiva**

mleiva@palmbeachmedia.com  
561.472.1910

### ADVERTISING SERVICES COORDINATOR

**Elizabeth Hackney**

ehackney@palmbeachmedia.com  
561.472.1920

