

NAPLES EDITION

FLORIDA DESIGN



2025/2026

MEDIA KIT

NAPLES EDITION FLORIDA DESIGN

DEMOGRAPHICS & CIRCULATION DATA

AFFLUENT AUDIENCE

Florida Design Naples Edition reaches a sophisticated audience of buyers of upscale home furnishings, high-end real estate, luxury products, and design services.

Readership estimate per year	300,000
Average residence value	\$1,000,000
Annual average income	\$225,000
Female	65%
Male	35%

RESULT-PRODUCING CIRCULATION

25,000 printed copies per issue, published two times per year reaching subscribers, newsstands and new homeowners. Distributed primarily to Collier and Lee counties with targeted distribution in Southwest Florida.

HIGH-PROFILE DISTRIBUTION

- Private jet airports
- Luxury hotels
- Mailed to owners of homes valued at \$1,000,000 and over
- Custom builder and luxury home model sales centers
- Interior designer and architectural firms
- High-end real estate brokerage offices
- Furniture showrooms
- Design centers
- Yacht brokerage offices
- Luxury auto dealerships
- 2,400 newsstand copies

FRONT COVER PHOTOGRAPHY
by Venjhamin Reyes, Miami, FL

TOP: Photography by Daniel Newcomb
BOTTOM: Photography by Nathan Schroder



NAPLES EDITION FLORIDA DESIGN

EDITORIAL CALENDAR

FALL/WINTER (10.1):
NOVEMBER 2025 - FEBRUARY 2026
THE ARCHITECTURE ISSUE

- **At Home:** Grand estates, cozy cottages, posh penthouses, and fun family retreats from Naples and surrounding areas.
- **Buzz:** What's new and noteworthy in the world of design.
- **Details:** Textures, wallcoverings, furniture, and one-of-kind curiosities.
- **Architecture:** What's new, what's now and what's next!
- **Outdoors:** Gorgeous gardens of the Gulf Coast.
- **IN EVERY ISSUE:** Design trends, innovative ideas, designer conversations, artisans, architecture, and more.

SPRING/SUMMER (10.2):
MARCH - SEPTEMBER 2026
THE ART ISSUE

- **At Home:** Grand estates, cozy cottages, posh penthouses, and fun family retreats from Naples and surrounding areas.
- **Buzz:** What's new and noteworthy in the world of design.
- **Details:** Textures, wallcoverings, furniture, and one-of-kind curiosities.
- **Creativity Focus:** Museums, artists, galleries, exhibitions and more!
- **Covet:** Designers' favorite objects.
- **IN EVERY ISSUE:** Gardens, design trends, innovative ideas, designer conversations, artisans, architecture, and more!

The editorial calendar is subject to change without notice.

TOP: Photography by Sean Murphy,
BOTTOM: Photography by Brie Williams



NAPLES EDITION FLORIDA DESIGN

FD360

FLORIDA DESIGN'S DIGITAL STUDIO

For over 30 years, *Florida Design* has proudly served as the magazine of interior design, furnishings, architecture and luxurious lifestyle. And now, we are excited to announce a wide array of new services in addition to our print and digital portfolio.

WE HAVE LAUNCHED FD360 —

a suite of digital services available to help all types of businesses and industry segments. Services will include:

- Google Display and Programmatic Advertising
- Paid Social Media 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 will serve as the perfect complement to the digital advertising options currently available on FloridaDesign.com our branded social channels, as well as our weekly e-newsletters.

LET OUR TEAM OF EXPERTS CUSTOMIZE A DIGITAL STRATEGY THAT WILL HELP YOU TO:

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Reach out to us today for a complimentary needs assessment.

FULL SERVICE DIGITAL OPTIONS YOU CAN TRUST BACKED BY FLORIDA DESIGN'S 30- YEAR HISTORY OF INTEGRITY, PERFORMANCE, AND RELIABILITY.

Photography by Blaine Johnathan



NAPLES EDITION FLORIDA DESIGN

SEAGLASS AWARDS

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 to find out more about how you can join the competition. Sponsorship opportunities are available.



**EDITORS' CHOICE AWARD 2023
ADRIANA HOYOS**

NAPLES EDITION
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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

SOURCEBOOK 2025
THE PREMIER GUIDE FOR
DESIGN RESOURCES



NAPLES EDITION FLORIDA DESIGN

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AD SPECS & REQUIREMENTS

AD SIZES	TRIM	BLEED
Spread:	20" x 12"	20.25" x 12.25"
Full Page	10" x 12"	10.25" x 12.25"
2/3 Vertical	5.9375" x 11"	N/A
1/2 Island	6.375" x 9.25"	N/A
1/2 Vertical	4.375" x 11"	N/A
1/2 Horizontal	9" x 5.375"	N/A

- 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.

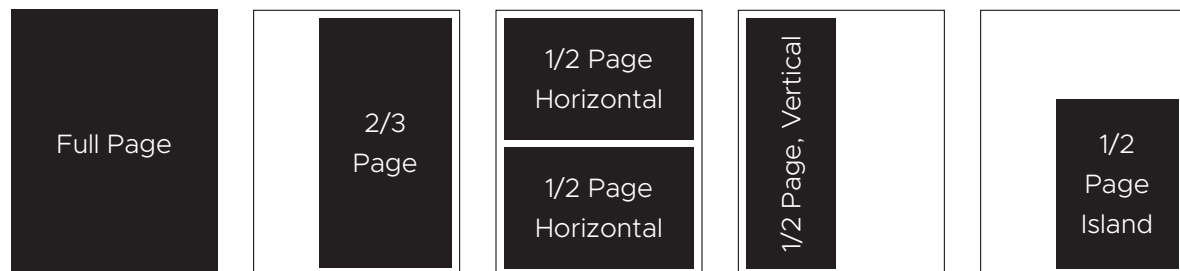


Photo by Lori Hamilton

DEADLINES

FALL / WINTER

- Newsstand Date:** November 2025
Space Close: August 26, 2025
Camera-Ready Materials Due: September 11, 2025

SPRING / SUMMER

- Newsstand Date:** March 2026
Space Close: January 20, 2026
Camera-Ready Materials Due: February 4, 2026