



FLORIDA DESIGN

The Design Authority for Florida



MEDIA KIT 2026

Florida Design reaches an audience of more than 660,000 readers per issue who appreciate interior design, fine furnishings, custom-built architecture, and a luxury lifestyle.

READER PROFILE*

- 67% Female / 33% Male
- Age: 45+
- Married: 67%
- Average Annual Income: \$187,921
- Median Home Value: \$854,608

CIRCULATION

140,000 total copies per issue

- 47% Newsstand
- 38% Design Showrooms
- 10% Direct Mail
- 5% Events and Requested

DELTA SKY LOUNGES

- Florida Design and Delta Airlines have partnered to bring Florida Design's family of magazines to Delta Sky Lounges across the US. Find complimentary copies of Florida Design, and our Miami, Naples, and Sarasota regional Editions at Sky Lounges wherever your travels may take you.

SKY CLUB MEMBERS

- 71% Age 25 – 54
- 92% Make \$100K+ annually
- 59% are CEO / VP or Executives
Ave members complete 29 round trips yearly

BARNES & NOBLE

- Florida Design can be found in 600 Barnes & Noble bookstore locations across all 50 states. In 2023 Barnes & Noble introduced and continues a point-of-purchase display program highlighting Florida Design magazine titles in their 45 Florida store locations.

RESULTS-DRIVEN DISTRIBUTION

- Florida Design offers advertising partners powerful results-producing distribution through paid subscriptions, newsstand sales, comp copies to the trade and bulk delivery inside the state of Florida.
- 15,000 copies are mailed to subscribers throughout Florida, across the United States and worldwide.
- Florida Design is sold at hundreds of newsstands including Barnes & Noble, Publix and Whole Foods, CVS, Walgreens, domestic and international airports and many more.
- Copies are sent by direct mail to real estate agents and to luxury home sales centers, galleries, design showrooms, trade centers and events.
- More than 19,500 copies per issue are sent to Architects, Builders and Interior Designers.

*Source: InfoUSA September 2019

Front cover photo credits:

Main image: Douglas Friedman, New York, NY

Right side, clockwise: Kris Tamburello, Miami, FL;

Azimut Yachts, Fort Lauderdale; Calico Wallpapers, New York, NY



Photography by Mark Roskams, New York, NY

SPRING 36-1 APRIL - JUNE 2026

PALM BEACH – ARCHITECTURAL LEGACIES – PASTEL CULTURE

- **Focus on Palm Beach:** An entire issue devoted to design and architecture from Florida's most glamorous county
- **Building The Island:** The enduring contributions of PB's Big Five architects
- **Palette Precise:** The colors that define Palm Beach
- **Life in Paradise:** Design-centric venues, people, and resources you need to know about
- **IN EVERY ISSUE:** Decor trends, product roundups, tastemaker tips, otherworldly yachts, outdoor style, forward-thinking architecture, design news from across the state, and more.

SUMMER 36-2 JULY – SEPTEMBER 2026

SEAGLASS AWARDS - TASTEMAKERS AT HOME - COASTAL DESIGN

- **By the Beach:** Villas, bungalows, and estates just steps from the Atlantic from Amelia Island to The Keys
- **Space Invaders:** Top designers and architects welcome us inside their homes
- **Winning Quality:** Special section highlighting the winners of the 2026 Florida Design Seaglass Awards
- **IN EVERY ISSUE:** Decor trends, product roundups, tastemaker tips, otherworldly yachts, outdoor style, forward-thinking architecture, design news from across the state, and more.

FALL 36-3 OCTOBER – DECEMBER 2026

SUSTAINABILITY NOW – OPEN SPACES – KITCHEN & BATH RENOVATIONS

- **The Green Way:** Design sustainability throughout the state
- **Take a Dip:** What's new in pool design
- **Flower Power:** Gorgeous gardens from the Panhandle to the Keys
- **Rooms With Purpose:** Kitchens and baths with designer appeal
- **IN EVERY ISSUE:** Decor trends, product roundups, tastemaker tips, otherworldly yachts, outdoor style, forward-thinking architecture, design news from across the state, and more.

WINTER 36-4 JANUARY - MARCH 2027

ART AND ARCHITECTURE - THE CREATIVE CLASS - MUSEUM MUSTS

- **The Creators:** Florida architects upping the ante
- **State of the Art:** The state's creative scene
- **Color Studies:** Fearless, vibrant interiors
- **The Art of Custom:** Florida designers go bespoke.
- **IN EVERY ISSUE:** Decor trends, product roundups, tastemaker tips, otherworldly yachts, outdoor style, forward-thinking architecture, design news from across the state, and more.

The editorial calendar is subject to change without notice.



Photography by Carmel Brantley, Delray Beach, FL

HOME PAGE BILLBOARD

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

LARGE ISLAND

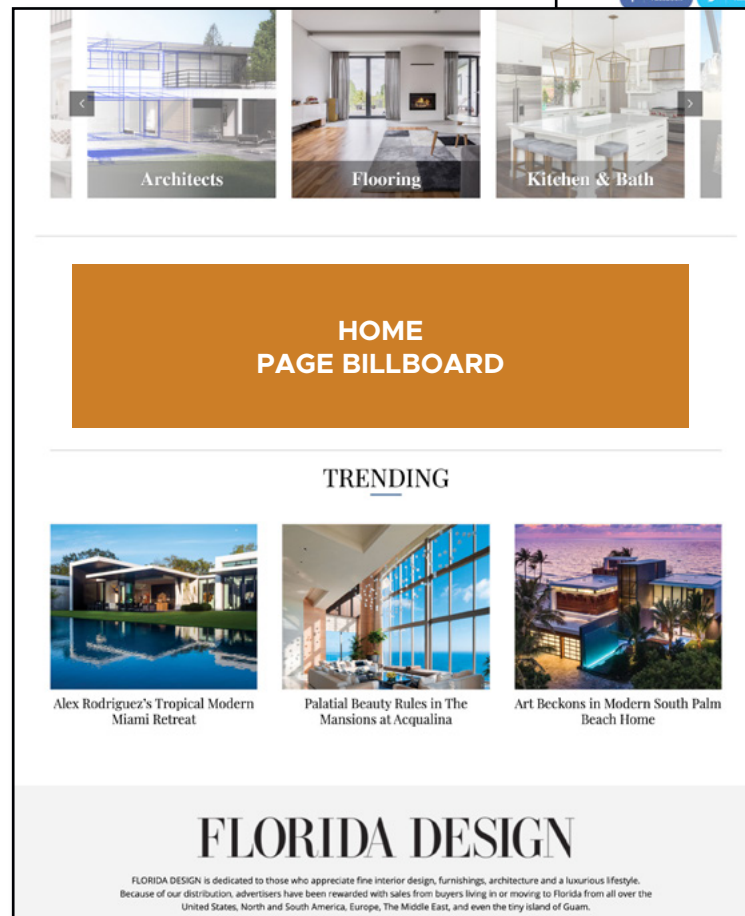
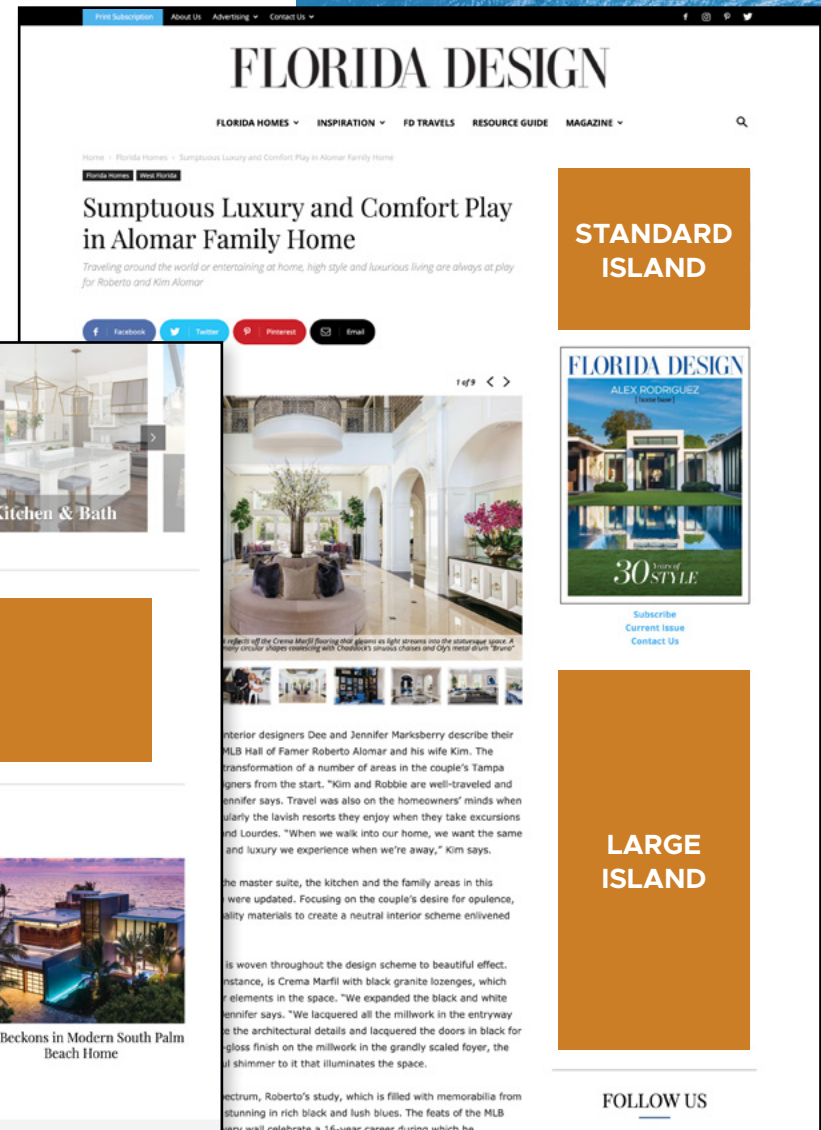
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

\$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



Home Page Sample

Island Ad Space Sample

SPONSORED CONTENT

- Your page appears in advertorial format. Includes up to 500 words of text and up to 8 photo images
- Our in-house team will create the page for you
- One post on each of Florida Design’s social media platforms is included
- One-time fee and the page stays active on the site for 90 days

\$1,500

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

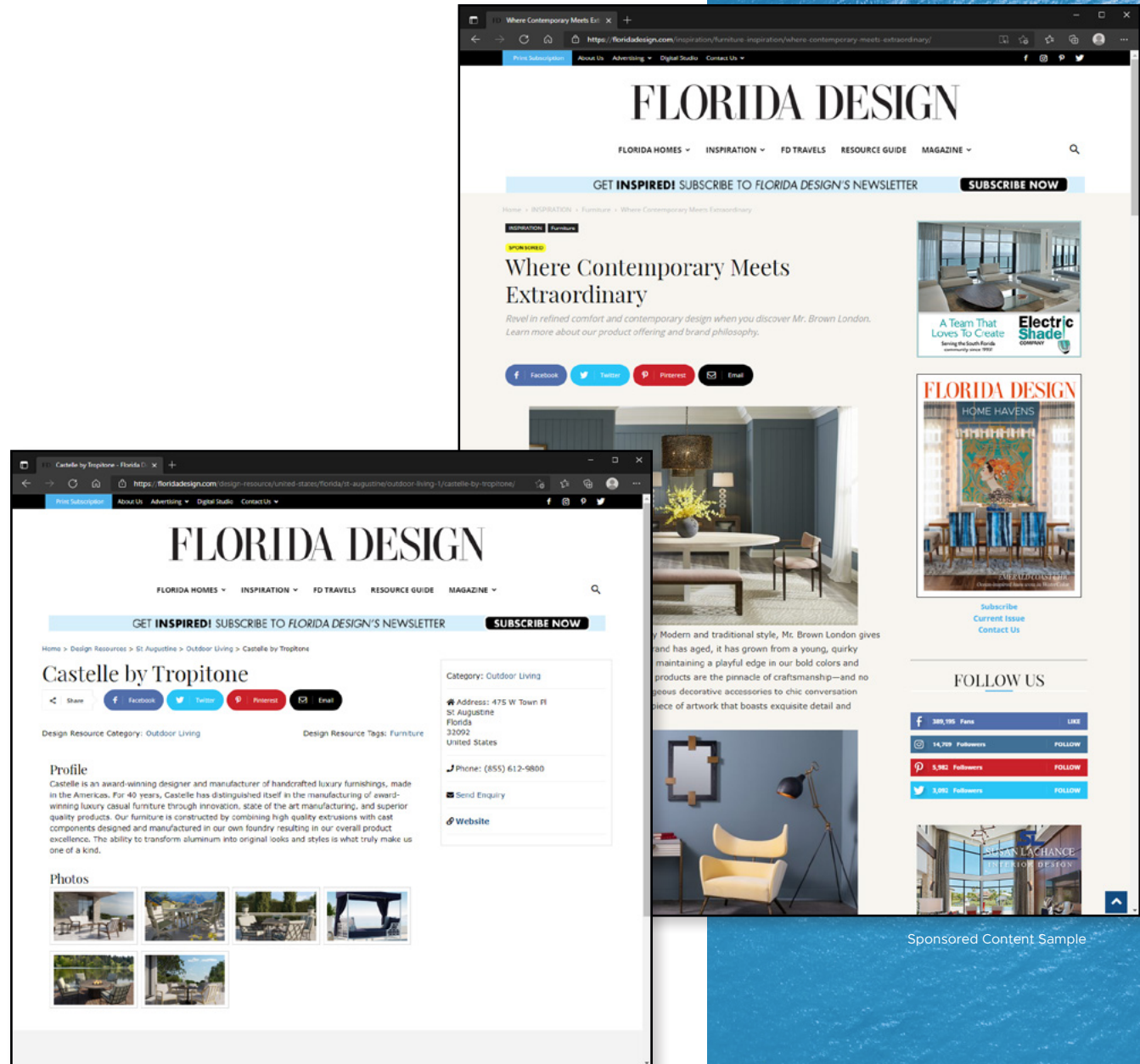
\$1,200

- for next 90 days

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

\$199 monthly



Profile Page in Resource Directory Sample

Sponsored Content Sample

FLORIDA DESIGN E-NEWSLETTER

Our weekly e-newsletter, "Inspired Living" goes out each Monday to opt-in subscribers. Our highly anticipated newsletter reaches both 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 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. E-newsletters and dedicated e-Blasts reach approximately 5,200 recipients with an average open rate of 40%.

\$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)



CASTELLE

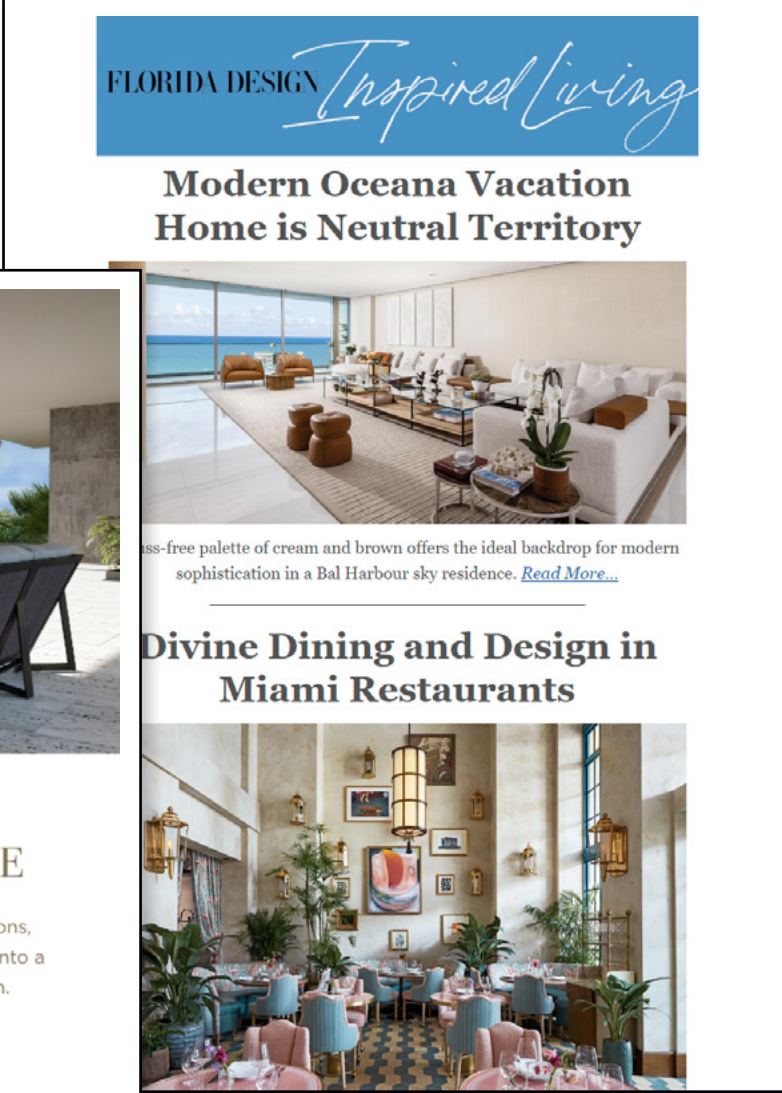
STYLISH OUTDOOR RETREATS START HERE

Dive into our versatile outdoor furniture collections, offering configurable options to tailor any space into a comfortable retreat, brimming with inspiration.

[Request A Quote](#)

Palm Beach Media Group, 1000 North Dixie Highway, Suite C, West Palm Beach FL 33401, 561-659-0210
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Dedicated E-Blast Sample



FLORIDA DESIGN *Inspired Living*

Modern Oceana Vacation Home is Neutral Territory

...ss-free palette of cream and brown offers the ideal backdrop for modern sophistication in a Bal Harbour sky residence. [Read More...](#)

Divine Dining and Design in Miami Restaurants

E-Newsletter Sample

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, on-line.

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.

- Site Impact Customized Email Campaign
- 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.



Photography by Jack Gardner, Valparaiso, FL & Mali Azima, Atlanta, GA

FLORIDA DESIGN TITLES

Florida Design is a part of the Palm Beach Media Group growing family of publications. For more than 35 years, *Florida Design* has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 70 years of publishing excellence, has mastered the art of attaining affluent readers with distribution locally, nationally, and internationally.

FLORIDA DESIGN



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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**

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

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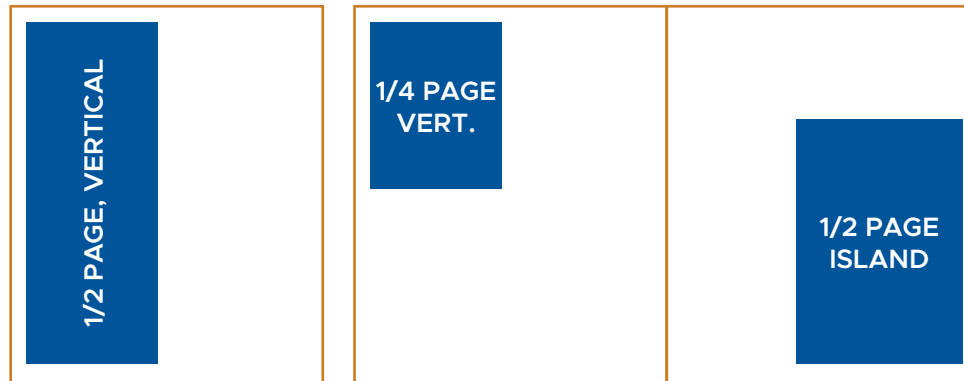
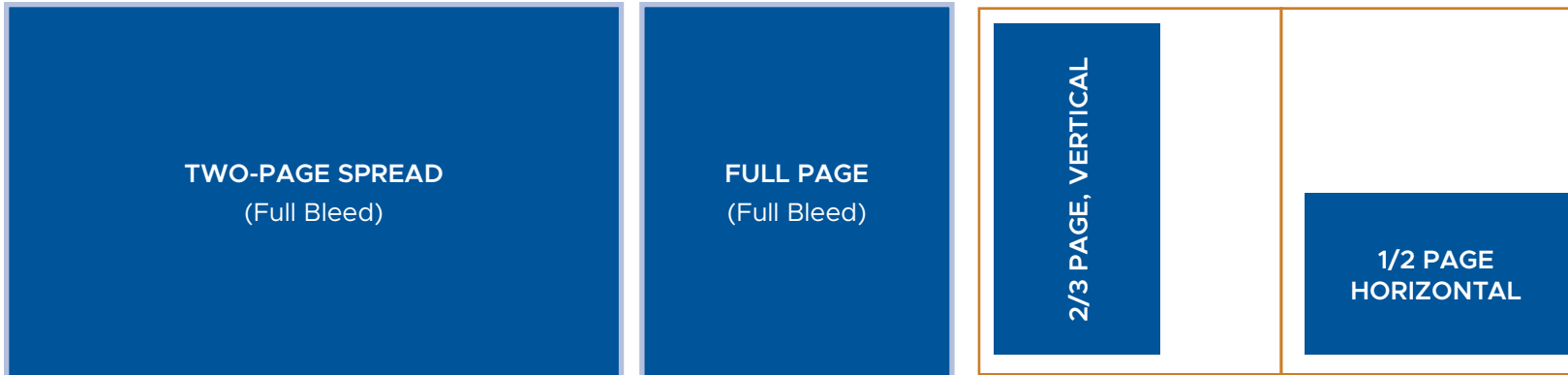
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THE DESIGN AUTHORITY FOR FLORIDA



Photography by Mark Roskams, New York, NY



AD SIZES	TRIM	BLEED
Spread:	18" x 10.875"	18.25" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
2/3 Vertical	4.75" x 9.75"	N/A
1/2 Vertical	3.75" x 9.75"	N/A
1/2 Horizontal	7.75" x 4.75"	N/A
1/2 Island	4.75" x 7"	N/A
1/4 Vertical	3.75" x 4.75"	N/A

TECHNICAL SPECIFICATIONS

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.

DEADLINES

SPRING 36-1

Space Close February 16, 2026
 Materials Due March 3, 2026
 Publication Date April 2026

FALL 36-3

Space Close August 10, 2026
 Materials Due August 25, 2026
 Publication Date October 2026

SUMMER 36-2

Space Close May 11, 2026
 Materials Due May 27, 2026
 Publication Date July 2026

WINTER 36-4

Space Close October 23, 2026
 Materials Due November 9, 2026
 Publication Date January 2027