

# NAPLES<sup>®</sup>

A woman with dark hair, wearing a bright blue, short-sleeved, textured dress and brown shoes, stands on the ornate, multi-tiered fountain of the Piazza del Campitello in Naples, Italy. The fountain features a central bronze statue of a man and is surrounded by palm trees and a white building with arched windows in the background. The sky is a clear, bright blue.

ILLUSTRATED

2026

MEDIA KIT

# WHO WE THE POWER OF NI ARE

## LARGEST TOTAL AUDIENCE

*Naples Illustrated* has captured the imagination and attention of this extraordinary audience with a lifestyle magazine that exemplifies a life well lived. **182,000** Residents and visitors recognize NI as the leading authority on all things Southwest Florida including restaurants, arts and entertainment, fashion and home trends.

Spectacular photography and outstanding original editorial content features couture fashion, luxurious automobiles, yachting, culture, fine dining, entertainment, personalities, and world travel in every issue.

## NAPLES ILLUSTRATED DELIVERS

*Naples Illustrated* readers are affluent and engaged

- 74%** frequently purchase products or services from ads seen in *Naples Illustrated*
- 71%** have a household income above \$150,000 per year
- 73%** have a college or graduate level degree
- 80%** have a home valued at \$1,000,000 or more
- 69%** keep *Naples Illustrated* in the home for one month or longer



## AUDIENCE

**37%** Male    **63%** Female

## MEDIAN AGE:

**55**

# CIRCULATION

*Naples Illustrated* is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Marco Island to Bonita Springs.

19,000 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Grey Oaks Country Club
- Vanderbilt Beach
- Vineyards
- Mediterra
- Aqualane Shores
- Kensington Golf & Country Club
- Naples Cay
- Bay Colony
- Talis Park
- Tiburón
- Lely Resort Golf & Country Club
- Fiddler's Creek
- Port Royal
- Twin Eagles
- Pelican Bay
- Quail West
- Colliers Reserve
- Olde Cypress

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 3,910 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Waterside Shops
- Physician Regional Healthcare System
- Real estate firms
- Fifth Avenue
- FBO / Private jet centers
- Salons and spas
- Third Street South concierge
- Leading wealth management/financial institutions
- High-end retail outlets
- The Greater Naples Chamber of Commerce
- Important charitable events

Available on select newsstands: 2,090 copies

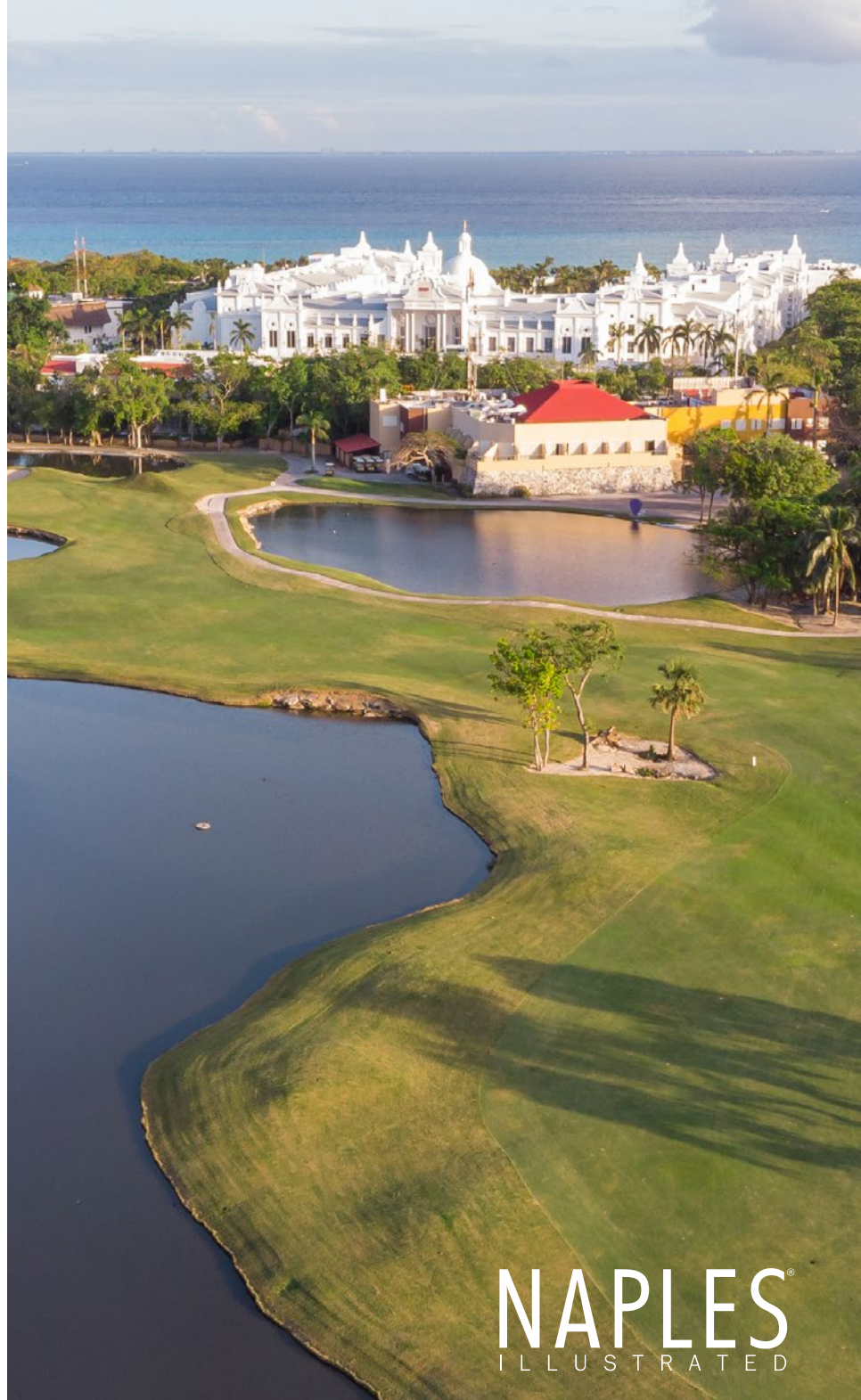
- Barnes & Noble
- Publix
- Walgreens
- Whole Foods
- CVS
- Fresh Market

Available at select resorts and hotels monthly: 2,000

Additional distribution at events, charitable fundraisers and galas: 1,600

Delta Sky Lounges in Tampa, West Palm Beach, Fort Lauderdale and Miami: 2,500

Photo Credit: Gabor Jurina



NAPLES<sup>®</sup>  
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# EDITORIAL CALENDAR

NAPLES<sup>®</sup>  
ILLUSTRATED

## JANUARY 2026 // Uber Luxury

- Fashion forward: the latest looks hot off the runway
- An esteemed art advisor shares practical advice
- Timeless treasures: the staying power of vintage jewelry

**Space Close:** November 15, 2025

## FEBRUARY 2026 // Passions & Pursuits

- Making the cut: a Neapolitan golfer hits the majors
- A visionary in higher education rises to the top
- Objects of desire: luxury collections from Neapolitans

### Special Advertising Opportunity:

Designing Spaces

**Space Close:** December 15, 2025

## MARCH 2026 // The 239 Issue

- Highlighting professional soccer in Southwest Florida
- Runway report: sartorial style turning heads now
- On the prowl: an update on the alluring Florida Panther

**Space Close:** January 15, 2026

## APRIL 2026 // The Wellness Issue

- A local couple's commitment to health and harmony
- Sip the spectrum: delicious, colorful drinks bursting with nutrients
- Tried and tested: editor-approved wellness products

### Special Advertising Opportunity:

Physician Profiles

**Space Close:** February 15, 2026

## MAY 2026 // The Dining Issue

- Tastemaker: inside the world of an extraordinary local chef
- Off to the races: a culinary tribute to Kentucky Derby attire
- Now trending: the hottest fashion must-haves

**Space Close:** March 15, 2026

## JUNE 2026 // The Youth Issue

- Making their mark: a young artist on the rise
- A local tennis player shares their winning ambition
- Heart of gold: how a teen changemaker is lighting up lives

**Space Close:** April 15, 2026

## JUL/AUG 2026 // Summer Escapes

- Hit the road: the Sunshine State's best day trips
- A Neapolitan shares a home away from home
- Travel alert: can't-miss Florida experiences

### Special Advertising Opportunity:

Company Milestones

**Space Close:** May 15, 2026

## SEPTEMBER 2026 // Style and Beauty

- Meet Naples' most dashing dressed men
- Definitive trends rewriting the season's style code
- Plant power: curated creations from the botanical apothecary

### Special Advertising Opportunity:

Top Lawyers

**Space Close:** July 15, 2026

## OCTOBER 2026 // Home & Garden

- A Neapolitan couple's home showcasing sophisticated spaces
- Nail your favorite design aesthetic: A how-to guide
- Rediscovering nature's bounty within your garden

### Special Advertising Opportunity:

Designing Spaces

**Space Close:** August 15, 2026

## NOVEMBER 2026 // Arts & Culture

- Behind the lens: a celebrated photographer unveils signature shots
- Hands on: an artist opens up about his vision and craft
- Coveted fashion looks that make a statement

### Special Advertising Opportunity:

Top Dentists

**Space Close:** September 15, 2026

## DECEMBER 2026 // The Holiday Issue

- A Naples couple celebrate the season with flair and festive charm
- Sparkle and shine with exquisite jewelry
- From us to you: a holiday gift guide from NI's editors

### Special Advertising Opportunity:

Faces of Naples

**Space Close:** October 15, 2026

Please note this editorial calendar is subject to changes.

Photo Credit: Gyorgy Papp

# ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	3x	6x	11x
Full Page	\$5,625	\$4,780	\$4,300	\$3,870
Two-Page Spread	\$10,125	\$8,605	\$7,740	\$6,965
Two-Thirds Page	\$4,780	\$4,065	\$3,655	\$3,295
Half Page	\$3,940	\$3,345	\$3,010	\$2,710
One-Third Page	\$3,090	\$2,630	\$2,370	\$2,130
PREMIUM POSITIONS	1x	3x	6x	11x
Inside Cover	\$8,260	\$7,020	\$6,320	\$5,685
Inside Back Cover	\$7,570	\$6,435	\$5,795	\$5,215
Back Cover	\$9,180	\$7,800	\$7,020	\$6,320
NI.COM DIGITAL ADS	Monthly			
Large Island (300 x 600px)	\$400			
Standard Island (300 x 250px)	\$300			
NEWSLETTER	Weekly			
On The Town Standard (600 x 300px)	\$250			
On The Town Premium (600 x 300px)	\$375			
Sponsored Article	\$750			
	Bi-Monthly			
Eat + Drink Standard (600 x 300px)	\$250			
Eat + Drink Premium (600 x 300px)	\$375			
NI DIGITAL EBLASTS	Weekly			
600 x 800px	\$495			

- All rates are net
- Recognized agencies receive a 15% commission on gross billing for space and position.

Photo Credit: Gyorgy Papp

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# DIGITAL MEDIA

The *Naples Illustrated 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 [NaplesIllustrated.com](http://NaplesIllustrated.com) as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results





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# IN EVERY ISSUE

**RSVP** // Ultimate event photos

**INSIDER** // Insightful interviews, expert advice, people to watch, and things to do

**STYLE** // Fashion trends

**BIJOUX** // Latest jewelry

**RESIDE** // Ideas and inspiration for home design and decor

**JOURNEYS** // Ultimate travel destinations

**FLORIDANA** // Weekend excursions in the Sunshine State

**HIGH SEAS** // An expert's take on top tier boats

**HIGH ROAD** // Expert reviews of luxury automobiles

**EAT + DRINK** // Chef profiles, dining guide, and the food scene

**BALANCE** // Health, wellness, beauty tips and trends

**SCENE** // What's happening in arts and culture

**Q&A** // Perspectives from a Designer

Photo Credit: Olivia Graham

Palm Beach Media Group

# COLLECTION

**NAPLES** ILLUSTRATED®

**SENSE OF SPACE**  
JENN ZELLA  
DESIGNS WITH  
WELL-BEING  
IN MIND

**ZERO PROOF**  
MIX IT UP WITH  
FIVE SPIRIT-FREE  
DRINK RECIPES

**WELLNESS, FROM A TO Z**  
THE LATEST TIPS,  
TRENDS, AND  
TOOLS FOR  
BETTER HEALTH

**PALM BEACH** ILLUSTRATED®

**MAXIMUM VELOCITY**  
FROM PALM BEACH  
TO THE F20 CIRCUIT

**BUZZ OFF**  
MIX IT UP WITH ZERO-  
PROOF COCKTAILS

**RE-LIFE WELLNESS**

**MIAMI**  
**MOCKTAILS**  
CELEBRATE LADY  
MUGER WITHOUT  
THE HANGOVER

**DEJA BREV**  
OUR GUIDE TO  
THE BEST COFFEE  
IN THE STATE

**MIKE**  
**WELLS**  
+  
**MIKE**  
**WELLS**  
+  
**MIKE**  
**WELLS**

**AVENTURA**

**MIAMI**  
**MOCKTAILS**  
CELEBRATE LADY  
MUGER WITHOUT  
THE HANGOVER

**DEJA BREV**  
OUR GUIDE TO  
THE BEST COFFEE  
IN THE STATE

**CHEF'S KISS**  
GISE SANDOZ  
SERVES UP A KIDNEY-  
COURTESY

*Food for Good*

**SOUTHWEST FLORIDA**  
**RELOCATION GUIDE**  
COLLIER AND LEE COUNTIES

**SETTLE IN**  
CITY HOUSING, LIFESTYLE  
OPPORTUNITIES, REAL ESTATE,  
CULTURE, AMENITIES, AND MORE

**ECONOMIC  
LANDSCAPE**  
LOCAL INDUSTRY,  
JOB OPPORTUNITIES,  
BUSINESS RELOCATION

**THE PREMIER GUIDE**  
TO REAL ESTATE, BOATING, RECREATION

**JUPITER**  
MAGAZINE

**FARMER FORD**  
BENEFICENT CHIEF  
BREWERY FOR THE  
FLORIDA FARM

**CAVIAR  
DREAMS**  
A TASTE OF THE  
OCEAN INSPIRES  
LOCAL CHEFS

**THE  
FOODIE ISSUE**

**NAPLES EDITION**  
**FLORIDA DESIGN**

*Autumn on the Gulf*  
Waterfront Residences in Old Naples,  
Pine Royal, Sunlit Beach & Fort Myers

**STRUCTURE SAVANTS**  
If Architects You  
Need to Know

**EMERALD COAST**

**TATTOO ARTIST'S FACE  
MARKED  
CHANGE**

**TED SHOP  
WELCOMES  
WEIRD**

*Capturing  
PERSPECTIVE*  
Photographer Romona Robbins Reynolds  
works well under atmospheric pressure

Following the unparalleled success of the market leading *Naples 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.

**NAPLES**  
ILLUSTRATED

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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

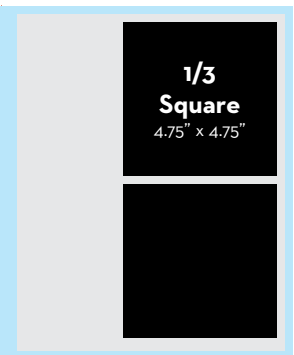
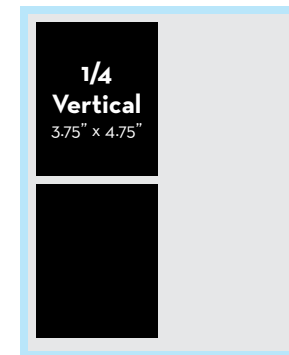
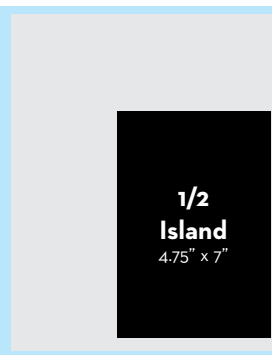
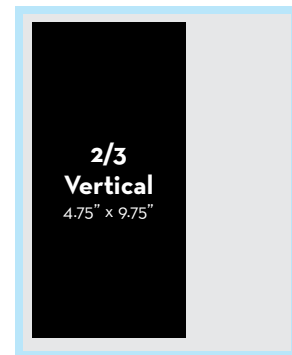
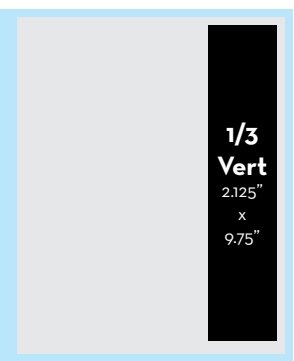
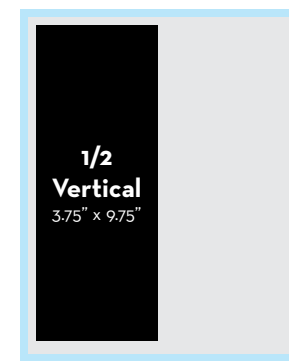
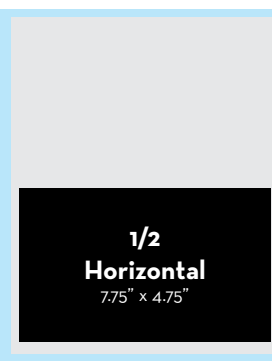
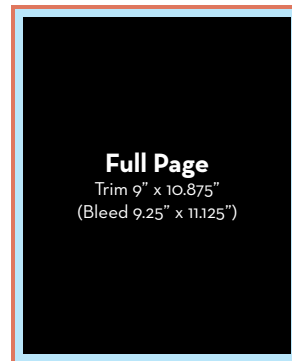
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jrey@palmbeachmedia.com

### Reprints, Paper, Inserts & Plant Operations

Selene Ceballo | 561.472.1907

sceballo@palmbeachmedia.com



# 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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