

WHO WE THE POWER OF PBI ARE

LARGEST TOTAL AUDIENCE

Palm Beach Illustrated delivers an affluent audience of more than 202,000 readers each month, the largest readership of any local lifestyle magazine.

For more than 73 years, Palm Beach Illustrated has brought a considered and modern view of the affluent lifestyle into the homes of our discerning readers. Palm Beach Illustrated is synonymous with luxury; Palm Beachers, business travelers, and visitors rely on PBI as their guide to new discoveries for travel, dining, entertainment, and fashion.

PBI DELIVERS

Palm Beach Illustrated readers are affluent and engaged

- 77%** frequently purchase products or services from ads seen in Palm Beach Illustrated
- 65%** have a household income above \$150,000 per year
- 75%** have a college or graduate level degree
- 80%** have a home valued at \$1,000,000 or more

AUDIENCE

35% Male **65%** Female

MEDIAN AGE:

58



CIRCULATION

Palm Beach Illustrated is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Boca Raton to Vero Beach.

21,165 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- “The Island” (Palm Beach proper)
- Royal Palm Yacht & Country Club
- BallenIsles
- Jupiter Island
- St. Andrews Country Club
- Addison Reserve
- Admirals Cove
- Old Palm Golf Club
- The Bear’s Club
- Trump National Golf Club, Jupiter
- Mirasol

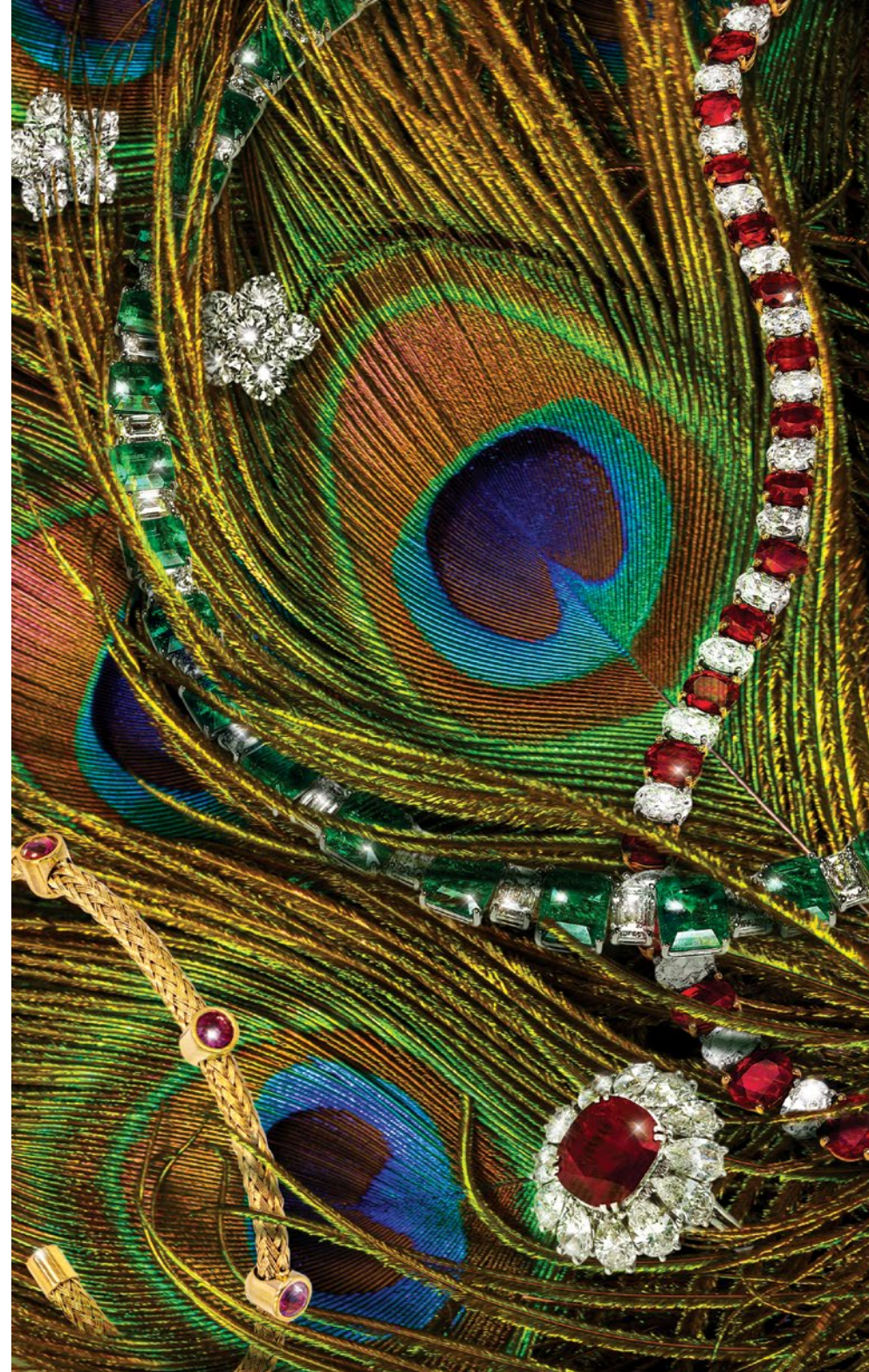
High Profile targeted distribution, reaching the ultra-affluent market including in-room at resorts, jet ports, targeted events and philanthropic activities. Specialty business distribution designed to reach wealthy residents and visitors: 6,370 copies

- Boca Raton Airport
- Landmark Aviation
- Stuart Jet Center
- Financial Institutions
- Real Estate Firms
- Salons and Spas
- Upscale Retail Centers
- Four Seasons Resort Palm Beach
- PGA National Resort
- The Belgrove Resort & Spa
- The Ben Hotel
- The Breakers
- The Colony Hotel
- The Vineta Hotel
- Tideline Palm Beach Ocean Resort and Spa

Available on select newsstands: 1,880 copies

- Barnes & Noble
- Whole Foods
- Classic Bookshop
- Green’s Pharmacy
- Fresh Market
- Publix

Delta Sky Lounges in West Palm Beach, Fort Lauderdale, and Miami airports: 300 copies



EDITORIAL CALENDAR



JANUARY 2026 // Sport and Leisure

- Soccer comes to Palm Beach County
- Fieldside style for equestrian pursuits

Special Advertising Opportunity:

Faces of Palm Beach

Space Close: November 15, 2025

FEBRUARY 2026 // Art and Design

- A young collector shakes up the art scene
- A garden worthy of the Smithsonian Archives

Space Close: December 15, 2025

MARCH 2026 // We've Got Style

- Palm Beach Dandies: our most stylish men
- The venerable tradition of the fox hunt

Special Advertising Opportunity:

Golf561

Space Close: January 15, 2026

APRIL 2026 // To Your Health

- Hand-crafted health and beauty rituals
- Elevated Easter entertaining

Special Advertising Opportunity:

Physician Profiles

Space Close: February 15, 2026

MAY 2026 // Food and Wine

- Farming families
- Where to eat now: a highly subjective guide

Space Close: March 15, 2026

JUNE 2026 // International Style

- At home in the South of France
- Mediterranean-inspired parties

Space Close: April 15, 2026

JULY 2026 // Summer Adventures

- Inside a Palm Beacher's summer home
- Perfect weekend getaways

Space Close: May 15, 2026

AUGUST 2026 // Executive Power

- Influencers and entrepreneurs
- Local businesses we love
- The Palm Beach 100

Space Close: June 15, 2026

SEPTEMBER 2026 // Education and Innovation

- Game-changing tech and research at our universities
- Leading lights in education

Special Advertising Opportunities:

Smart Guide, Top Lawyers

Space Close: July 15, 2026

OCTOBER 2026 // The Entertaining Issue

- The art of the lavish wine dinner
- Alfresco parties, Palm Beach-style

Special Advertising Opportunities:

Luxury Realtor Profiles, Design Theory

Space Close: August 15, 2026

NOVEMBER 2026 // Celebrating Women

- Five female leaders to know now
- Nonprofits helping women thrive

Space Close: September 15, 2026

DECEMBER 2026 // A Glittering Holiday

- The editors' gift guide
- Holidays at home

Space Close: October 15, 2026

Photo Credit: Nick Mele

PALM BEACH
ILLUSTRATED

ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	4x	7x	12x
Full Page	\$6,135	\$5,215	\$4,690	\$4,220
Two-Page Spread	\$11,045	\$9,390	\$8,445	\$7,605
Two-Thirds Page	\$5,215	\$4,435	\$3,990	\$3,595
Half Page	\$4,295	\$3,650	\$3,285	\$2,955
One-Third Page	\$3,375	\$2,865	\$2,590	\$2,320

PREMIUM POSITIONS	1x	4x	7x	12x
Inside Cover	\$9,850	\$8,370	\$7,535	\$6,780
Inside Back Cover	\$9,030	\$7,675	\$6,905	\$6,215
Back Cover	\$10,935	\$9,295	\$8,365	\$7,520

PBI.COM DIGITAL ADS	Monthly
Leaderboard (728 x 90 pixels)	\$350
Premium Island (300 x 250 pixels)	\$400
Large Island (300 x 600 pixels)	\$350
Standard Island (300 x 250 pixels)	\$350
Slideshow (620 x 350 pixels)	\$650
Sponsored Web Article	\$750

Includes 300-600 words and at least one photo

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

EBLAST	Each
eBlast (600 x 800 pixels)	\$695

All rates are net. Islands are 10% premium. Guaranteed Positions are 15% premium.

Photo Credit: Lyall Aston





DIGITAL MEDIA

The Palm Beach 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 PalmBeachIllustrated.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Gabor Jurina

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IN EVERY ISSUE

RSVP // Ultimate event photos

NEW & NOW // Your guide to the best of Palm Beach

WORTH IT // Expert advice on collecting objects of value

STYLE // Fabulous fashion finds

THE EDIT // Our editors' picks

BIJOUX // Sparkling essentials for your Palm Beach wardrobe

BEAUTY // Luxurious self-care

JOURNEYS // Top travel destinations

TRAVEL JOURNAL // Jet-setting Palm Beachers' insider travel tips

QUICK TRIPS // The art of the weekend

FLORIDIANA // Getaways in the Sunshine State

HIGH ROAD // Automotive reviews from our expert

HIGH SEAS // Your guide to the yachting life

SAVOR // Dining out and the food scene

SIP WITH PBI // What to drink now

HOME // Top design and trends for home and garden

ELEMENTS // Have-to-have home accessories

INSPIRED LIVING // Essential tips for your Palm Beach lifestyle

BALANCE // Health and wellness tips and trends

GOOD NATURE // Intentional living through a connection to nature

SEASONED WITH STYLE // Optimum health, beauty, and good-for-you recipes

WEALTH // Experts weigh in on investing and money matters

CULTURE // Calendar of events and top picks for what to do now

SOCIAL STUDIES // Social snapshots from Palm Beach events

DEAR LIZ // Fashionista Liz Lange shares lifestyle advice with signature wit

Photo Credit: Gyorgy Papp

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.

PALM BEACH
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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

Jeffrey Rey | 561.472.1911

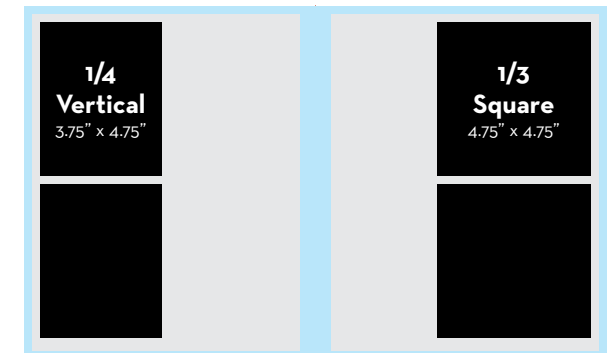
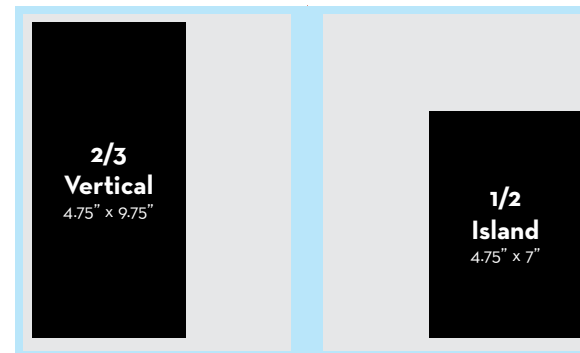
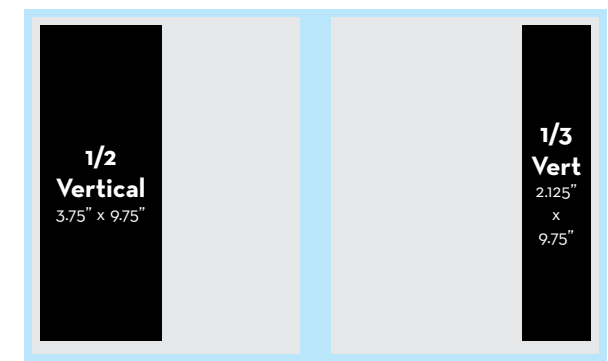
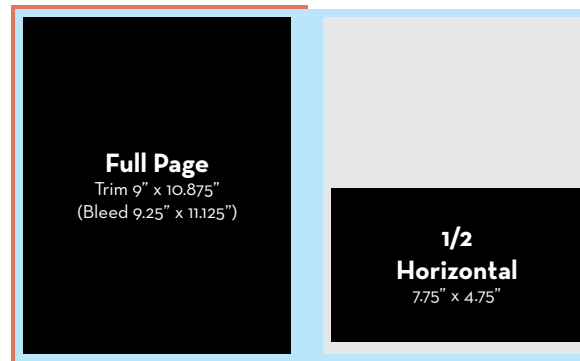
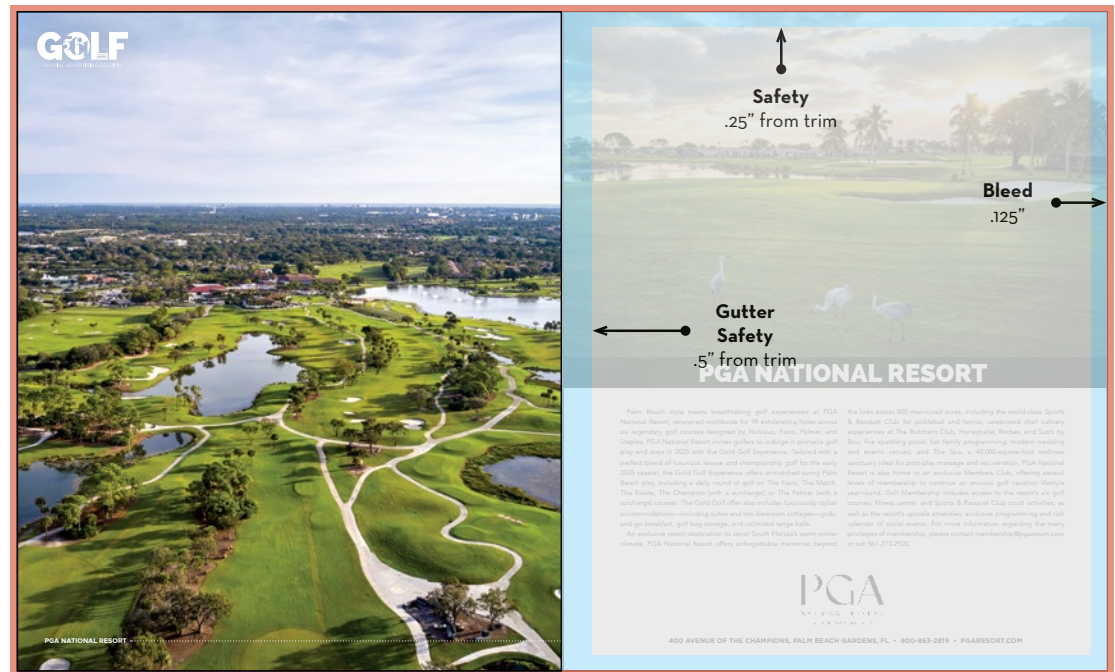
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Reprints, Paper, Inserts & Plant Operations

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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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