

THE FIRST  THE ONLY

Vero Beach

SINCE 1997

Magazine®

*the first and only
magazine showcasing
the best of Vero Beach*

A monthly celebration filled with inspirational stories, original ideas and expert advice to empower readers to envision and create more beautiful and fulfilling lives.

2026 MEDIA KIT



WHO WE ARE

THE POWER OF VERO BEACH MAGAZINE

LARGEST TOTAL AUDIENCE

We are the first and only magazine showcasing the best of Vero Beach.

Vero Beach Magazine's content speaks to our exclusive residential market. Our writers and staff are active in Vero Beach and have deep roots in the community, invaluable assets that guarantee that we know our readers. Every issue has a colorful mix of features and departments targeted to our specific readership.

VERO BEACH MAGAZINE DELIVERS

Vero Beach Magazine readers are affluent and engaged

73% of adults feel that reading a printed magazine or book is more enjoyable than reading on an electronic device

58% Household income above \$125,000

79% Intend to spend money on dining or entertainment

58% Frequently purchase products or services from ads seen in *Vero Beach Magazine*

Photo Credit: Steven Martine

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AUDIENCE

41% Male **59%** Female

MEDIAN AGE:

55

CIRCULATION

Vero Beach Magazine is audited by the Circulation Verification Council (CVC). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution across Vero Beach.

6,250 subscriber copies reaching ultra-affluent readers. Residents of exclusive communities and ultra-luxury condominiums, such as:

- Orchid Island
- John's Island
- Windsor
- Sable Oaks
- Palm Island Plantation
- Barker Island
- The Estuary
- Cache Cay
- Vero Beach Ocean Club
- Pebble Beach
- Indian River Farms
- The Moorings

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 3,750 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Disney Resort
- Berkshire Hathaway/Florida Realty
- Costa d'Este
- Vero Beach Hotel & Spa
- Vero Beach Museum of Art
- Reef Ocean Resort
- Alex MacWilliam Real Estate
- Flight Safety Intl.
- Windsor Concierge
- One Sotheby's Real Estate
- Sun Jet Center
- White Orchid Spa
- Vero Beach Yacht Club

Available on select newsstands:

- Corey's Pharmacy
- Windsor Village Shop
- Vero Beach Book Center
- Village Beach Market
- Walgreens
- Publix
- CVS Pharmacy

Photo Credit: Jessica Glynn



EDITORIAL CALENDAR



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JANUARY 2026 // A Fresh Start

The New Year offers a chance to embrace a fresh start in our homes and in our lives. In January, we'll help you spruce up your decor and give your mood a boost!

Special Advertising Opportunity:

Leaders in Vero Beach

Space Close: November 15, 2025

FEBRUARY 2026 // Style

February is all about helping you enhance your own personal style through fashion, design, and fun.

Space Close: December 15, 2025

MARCH 2026 // Home & Garden

Explore ways to transform your home and garden into your personal sanctuary with features on luxury home designs and gardens in Vero Beach.

Space Close: January 15, 2026

APRIL 2026 // Sports & Leisure

We get outdoors this month, finding fun and exciting things to do while enjoying this beautiful environment we call home.

Space Close: February 15, 2026

MAY 2026 // Family

While navigating our busy lives, we focus on what gives us the most joy: family!

Special Advertising Opportunity:

Mother's Day Gift Guide

Space Close: March 15, 2026

JUNE 2026 // Living Like a Local

When the pace of our lives slows down in the summer months, we plan to help you explore our hometown a bit more in order to appreciate all that the area has to offer.

Special Advertising Opportunity:

Meet the Health Care Providers of Vero Beach

Space Close: April 15, 2026

JULY 2026 // Summer Fun

Whether relaxing on our gorgeous beaches or looking for a quick escape, the summer heat can't prevent us from having some Florida fun in the sun!

Space Close: May 15, 2026

AUGUST 2026 // Education

Come along with us while we discover what emerging technologies are helping our children learn and grow, but also delving into what lifelong learning opportunities are on the horizon for the rest of us.

Space Close: June 16, 2026

SEPTEMBER 2026 // Travel

The September travel issue is packed with places to go and ways to stay cool at the end of summer. It's also home to our annual photo contest!

Special Advertising Opportunity:

Faces of Vero Beach

Space Close: July 15, 2026

OCTOBER 2026 // Arts & Culture

If you're ready to fill up your calendar, then the October issue is for you. Vero Beach boasts a vibrant arts and culture scene, so get ready to be dazzled with all there is to see and do in the coming months!

Space Close: August 15, 2026

NOVEMBER 2026 // Food & Drink

The culinary landscape in Vero Beach is filled with coastal charm. Our November issue will inspire you with new experiences, recipes, and locales that will become part of your dining adventures.

Special Advertising Opportunity:

Real Estate Special Section

Space Close: September 15, 2026

DECEMBER 2026 // Celebrations

Festivities abound this time of year. We'll help you navigate the celebrations, the fun, and the food as we close out 2025 and look toward the New Year.

Special Advertising Opportunity:

Holiday Gift Guide

Space Close: October 15, 2026

2027 VERO BEACH HANDBOOK*

Space Close: October 17, 2026

2027 TIME & TREASURE*

Space Close: August 16, 2026

Photo Credit: Sam Wolfe

SPECIAL ISSUES

If you love Vero Beach, you'll love the *Official Vero Beach Handbook* – a popular, comprehensive guide to the county, packed with useful, updated information including:

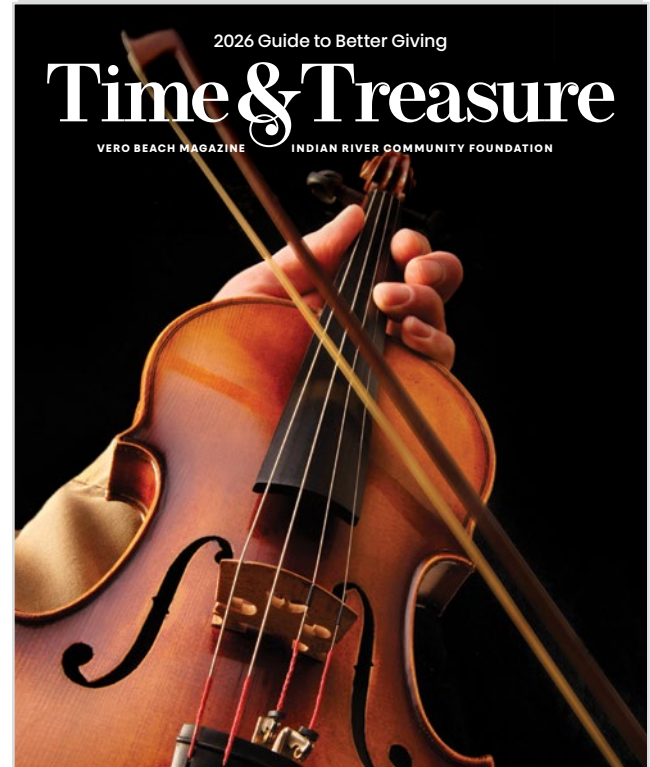
- Overview of Vero Beach, Sebastian and Fellsmere
- Restaurants, nightlife and farm stands
- Shopping districts
- Beaches, treasure hunting and lagoon adventures
- Boating and beyond
- Fishing tips, guides and gear
- Golf, tennis, pickleball and other sports
- Our great outdoors: local flora and fauna
- The arts scene, including theater and music
- Local history
- Practical city and county newcomer advice
- “Phone book” of advertisers by category

The *Official Vero Beach Handbook* is mailed in the polybag with *Vero Beach Magazine's* January issue and also distributed at multiple venues all year. Total distribution = 18,000 copies.



Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Cover 2, inside front cover
Half horizontal	Cover 3, inside back cover
Half vertical	Cover 4, back cover

Ad Size	Premium Location Options
Full page spread	Page 1
Full page	Back Cover
Half horizontal	
Half vertical	



Show your support for your local community – advertise (or underwrite an ad for a nonprofit) in *Time & Treasure*, an annual celebration of local volunteerism and philanthropy.

Polybagged with *Vero Beach Magazine's* October issue (8,000 copies) and then reprinted with a high-grade cover as a standalone magazine (4,000), *Time & Treasure* is distributed all year. Total distribution = 12,000 copies.

Time & Treasure magazine, the updated Guide to Better Giving with more feature stories and editorial content, is produced and distributed annually in partnership with the Indian River Community Foundation.

ADVERTISING RATES

AD POSITIONS	12x	9x	6x	3x	1x
Two Page Spread	\$2785	\$3025	\$3715	\$4450	\$4950
Full Page	\$1,545	\$1,680	\$2,075	\$2,470	\$2,755
Half Horizontal	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Half Vertical	\$985	\$1,125	\$1,460	\$1,610	\$1,780
Quarter	\$585	\$640	\$765	\$935	\$1015
Eighth	\$330	\$365	\$445	\$530	\$590
Group Half Horizontal	\$855				
Group Half Vertical	\$855				
Group Quarter	\$445				

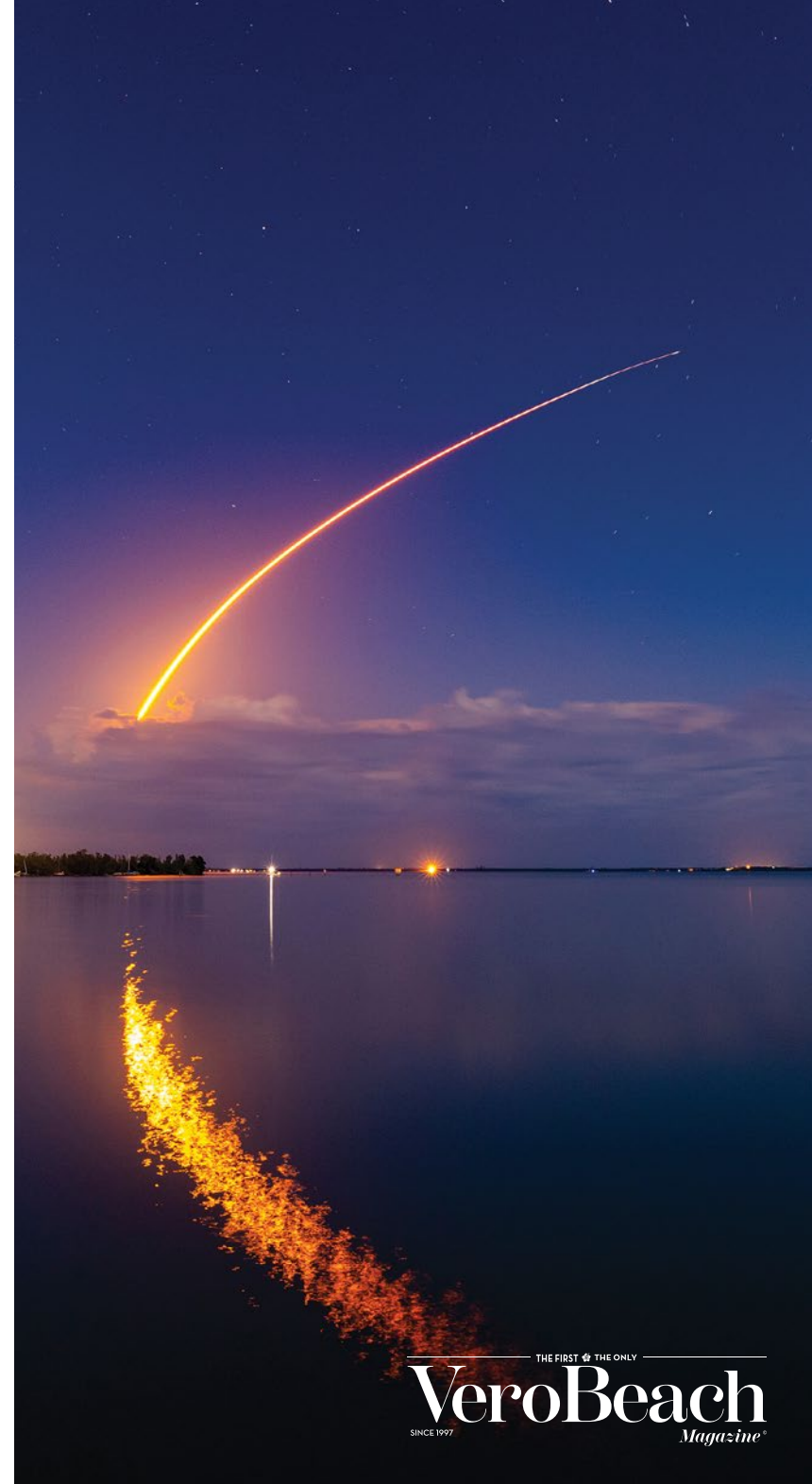
PREMIUM POSITIONS	12x	9x	6x	3x	1x
Page 1	\$2,205				
Cover 2	\$2,313				
Cover 3	\$2,010				
Cover 4	\$2,450				

VEROBEACHMAGAZINE.COM DIGITAL ADS	Monthly
Full Page Advertorial	\$650
Large Island (300 x 600 pixels)	\$400
Standard Island (300 x 250 pixels)	\$350

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

EBLAST	Each
	\$695

Photo Credit: Bill & Jennifer Larrabee



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DIGITAL MEDIA

The *Vero Beach Magazine* 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 VeroBeachMagazine.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results



IN EVERY ISSUE

WILD SIDE // Evelyn Wilde Mayerson looks at Florida's wild side

NEW & NOTEWORTHY // What's new at local business and nonprofit organizations

INDIAN RIVER INSIGHTS // Jeff Pickering, CEO of the Indian River Community Foundation, discusses community challenges

LIVING WELL // Renae Tesauro takes a fresh look at health topics

THE DISH // Chefs from our favorite restaurants share recipes for their favorite dishes

NEIGHBORS // Shines a spotlight on one person making a difference in our community

TRUE TAILS // Amy Robinson offers insights on our furry friends and answers reader questions

CLASSIC CARS // Patrick Merrell highlights classic cars from local collectors

DESTINATIONS // All about travel

WEDDINGS // 1-2 local weddings featured each month

THE SCENE // Photos from community events

GALLERY GUIDE // What's happening at local art galleries

CALENDAR // Full calendar of upcoming community events

BUSINESS DIRECTORY // Advertiser Listing

BY THE BOOK // Elizabeth Leonard of The Book Center helps you pick your next read

OFF THE VINE // Chris Fasolino takes you on a monthly trip around the world to learn about new - and old - wines

SPACES // Valerie Cruice talks with interior designers about how to make our Florida homes gorgeous

HOMEGROWN // Nickie Munroe gives us monthly gardening tips

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.

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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.

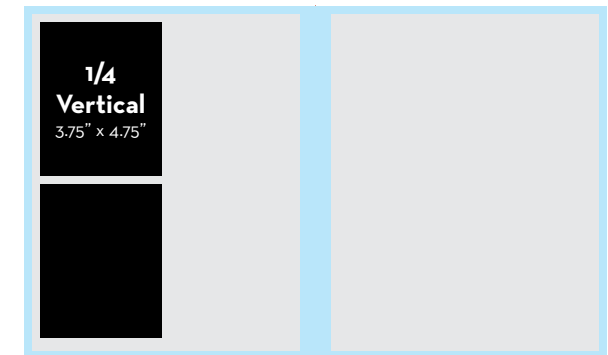
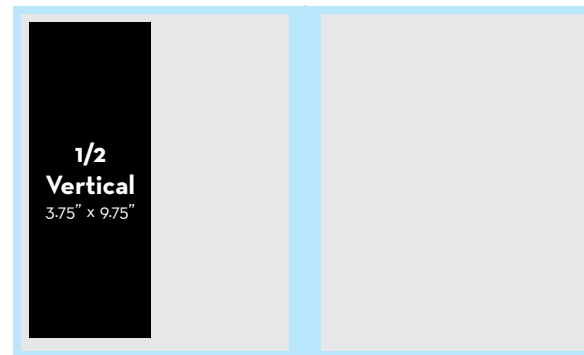
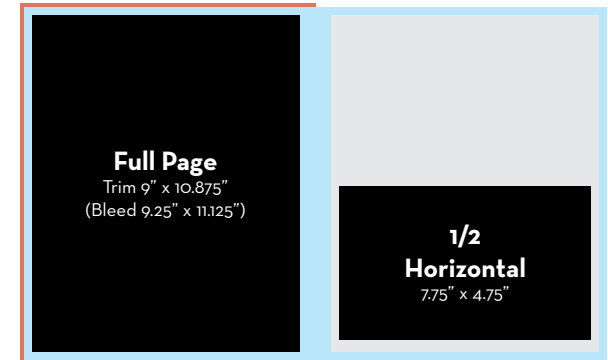
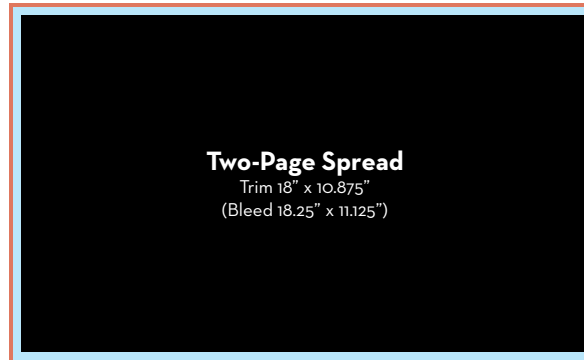
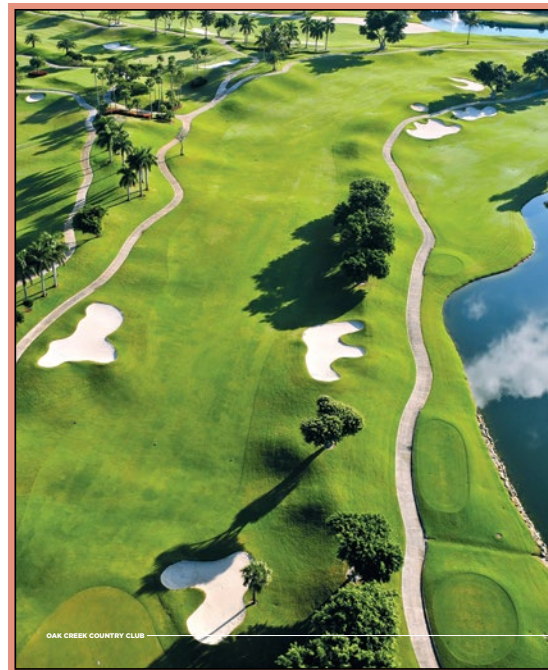
QUESTIONS

Ad Material Specs/Upload, Deadline Extensions

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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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The screenshot shows the Vero Beach Magazine website with several digital ad placements overlaid. The website header includes navigation links: Subscriptions, Advertise, About Us, Contact Us, and Submission Forms. The main navigation menu includes: EXPLORE THE AREA, VERO STYLE, LOCAL FLAVOR, HOME & GARDEN, LOCAL HISTORY, LOCAL RESOURCES, and MAGAZINE. A search icon is also present.

Leaderboard
728px x 90px

Slideshow
620px x 350px

Island
300px x 250px

Large Island
300px x 600px

Newsletter Ad
600px x 300px

The newsletter ad preview shows the following content:
Vero Beach
INSIDER
YOUR WEEKLY GUIDE FROM THE EDITORS OF VERO BEACH MAGAZINE
Vero's Heroes: Ricky Ray is a Rare Bird
A photo of Ricky Ray standing next to a sign that says "CRABGRASS CREEK".
Ricky Ray holds nothing back in his volunteer work for the Pelican Island Audubon Society. [Read More...](#)