THE FIRST THE ONLY

VeroBeach

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.

2027 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*



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
- Grand Harbor

Available on select newsstands:

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

Photo Credit: Daisy Burns





EDITORIAL CALENDAR

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JANUARY 2027 // A Fresh Start
- Built to bloom on Orchid Island
- Grand plans for Grand Harbor
- The future of Riverside Theatre

Special Advertising Opportunity:
Leaders in Vero Beach
Space Close: November 15, 2026

FEBRUARY 2027 // Style
- Fashion Unbuttoned: A designer's perspective
- A fashionista's guide to mixing vintage and modern
- Meet Vero's dashing gents
- Fresh looks from Vero's top boutiques

Space Close: December 15, 2026

MARCH 2027 // Home & Garden
- At home in John's Island
- Insights from a celebrity party planner
- Gardens of earthly delights
- Jungle in Bloom: Nature-inspired, immersive art

Space Close: January 15, 2027

APRIL 2027 // The Wellness Issue
- A nutritionist dishes on eating well
- A guide to Vero's best walking trails
- Health hacks from local pros
- The medspa trends everyone's talking about

Space Close: February 15, 2027

MAY 2027 // Family
- Families who work and play together
- A family's island haven
- Local nonprofits supporting families in crisis
- Mother's Day surprises for every personality

Special Advertising Opportunity:
Mother's Day Gift Guide
Space Close: March 15, 2027

JUNE 2027 // Living Like a Local
- Honoring our nation's heroes
- Diving for treasure from the 1715 fleet
- Following the historic paths of the Jungle Trail
- Preserving a juicy legacy

Space Close: April 15, 2027

JULY 2027 // Summer Fun
- Best places to surf, paddleboard, and kayak
- Destinations of distinction just a short drive away

Special Advertising Opportunities:
Meet the Health Care Providers of Vero Beach
Space Close: May 15, 2027

AUGUST 2027 // Changemakers
- Conserving land and water for future generations
- The future of Vero Beach Airport
- Guiding student athletes to greatness
- Local real estate pros on the state of the market

Space Close: June 16, 2027

SEPTEMBER 2027 // Travel (and photo contest)
- Photo Contest winners
- A Colombian birding adventure
- Bespoke journeys with a luxury travel expert

Space Close: July 15, 2027

OCTOBER 2027 // Arts & Culture
- Cultural Preview
- Local art collectors

Special Advertising Opportunity:
Faces of Vero Beach
Space Close: August 15, 2027

NOVEMBER 2027 // Food & Drink
- Vero's top tables
- Sips and bites for the festive season

Special Advertising Opportunity:
Real Estate Special Section Hot Properties
Space Close: September 15, 2027

DECEMBER 2027 // Celebrations
- Gifts guaranteed to bring joy
- Entertaining tips from a local pro
- Festive, Florida-fresh decor

Special Advertising Opportunity:
Holiday Gift Guide
Space Close: October 15, 2027

2027 VERO BEACH HANDBOOK*
Space Close: October 17, 2027

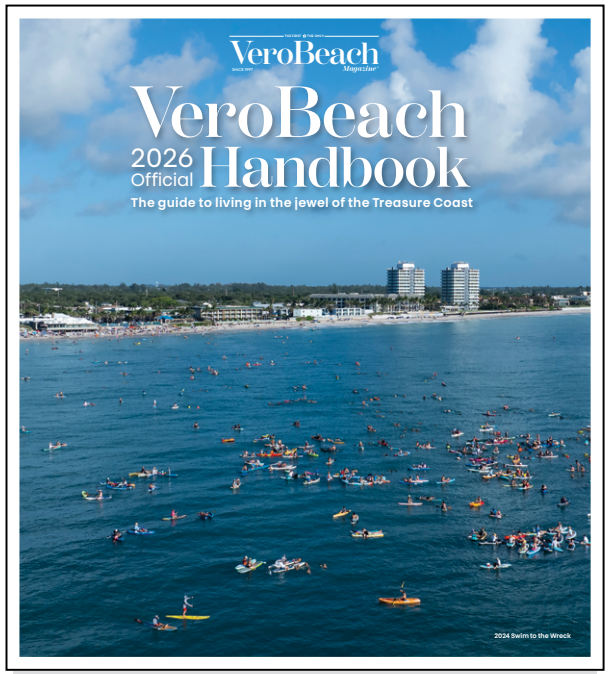
2027 VERO BEACH CHARITY REGISTER*
Space Close: August 16, 2027

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	$500				

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





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

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Photo Credit: Gyorgy Papp



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 prized dishes

NEIGHBORS // Shines a spotlight on people 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 oenophiles on a monthly trip around the world to learn about new – and vintage – wines

SPACES // Valerie Cruice shares interior design insights for making 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

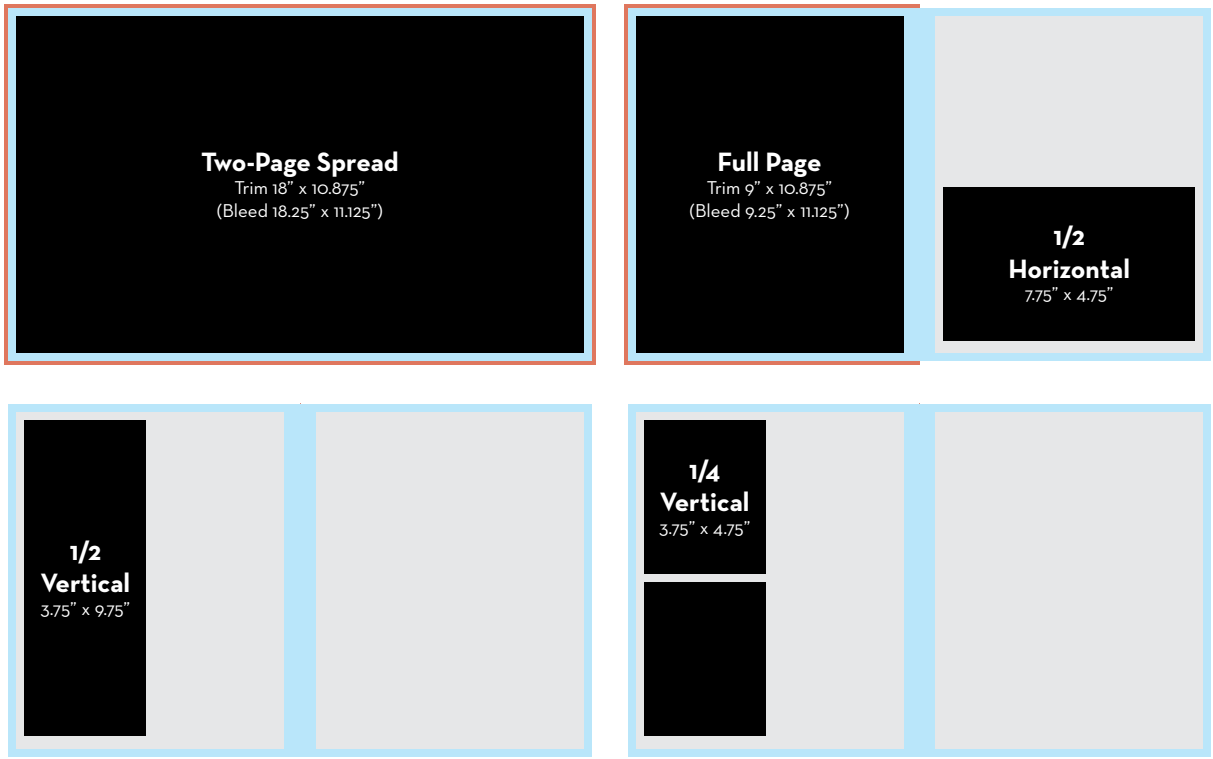
Please upload via our client center. An upload link will be emailed to you. **Contract Proof:** Clients may request to have a contract color proof sent to them. A $25 charge will apply.

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 $175.

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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