



MEDIA  
KIT 2018

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**PALM BEACH**<sup>®</sup>  
I L L U S T R A T E D

# WHO WE ARE

For more than 66 years, *Palm Beach Illustrated* has brought a considered and modern view of the affluent lifestyle into the homes of our readers. *Palm Beach Illustrated* has an ongoing and influential relationship with a worldly, well-traveled audience. This affinity has developed with their interests and desires always top of mind. Palm Beachers rely on *PBI* as their guide to new discoveries for travel, dining, entertainment and fashion.

When asked to site sources of influence, 63% of *Palm Beach Illustrated* readers mention the magazine as a key factor in making buying decisions. Reaching luxury consumers when they are focused and open to new opportunities is an important component to making an impact on spending choices.

By adding your marketing message to this enduring relationship, you are engaging the known and developed resource that is *Palm Beach Illustrated*. You are investing in future growth. Come grow with us and benefit from 66 years of expertise with the affluent lifestyle in Palm Beach.

# AUDIENCE

- ◆ **59.5%** are female
- ◆ **40.5%** are male
- ◆ **92%** are homeowners
- ◆ **87%** plan to renovate or update their homes

- ◆ **42%** participate in charitable giving
- ◆ **68%** enjoy gourmet dining experiences
- ◆ **90%** drive a luxury automobile
- ◆ **20%** spend time on the golf course
- ◆ **15%** are boaters

- 📷 PBI Instagram followers: **12,900**
- 📘 PBI Facebook followers: **10,115**
- 🐦 PBI Twitter followers: **5,637**
- 🖱️ PBI.com Monthly Page Views: **37,627**
- 🖱️ PBI.com Monthly Users: **18,588**

Average Home Value **\$1.6 million**

Average Household Income **\$1.9 million**

Average Age of the *Palm Beach Illustrated* Reader **58**



# MARKET FOCUS

## PALM BEACH COUNTY TOURISM 2016-2017:

Source: Discover the Palm Beaches

**6.6** million domestic visitors

**739,000** international visitors

**4.4** million hotel room  
nights sold

**7%** increase in tourism

Five Palm Beach families made the *Forbes*  
billion-dollar list

- Source: *Forbes Magazine*

Palm Beach County had the second highest  
job growth rate compared to **20** metro  
areas in Florida

- Source: Palm Beach County's Business Development Board

Palm Beach is home to more than **4,700**  
multi-millionaires

- Source: *Wealth Movements*

## FROM 2015-2016:

Florida was listed as the 4th  
fastest growing state

- Source: U.S. Census

Palm Beach County Home prices  
increased **12%**

- Source: Ten-X

Palm Beach County's population  
grew by nearly 22,000 people

- Source: U.S. Census

# EDITORIAL CALENDAR 2018

JANUARY 2018

POWER  
ISSUE

FEBRUARY 2018

SPORT &  
LEISURE

MARCH 2018

STYLE  
ISSUE

APRIL 2018

EAT +  
DRINK

MAY 2018

SPRING  
FLING

JUNE 2018

SEASON  
IN REVIEW

JULY/AUGUST 2018

SUMMER  
LEISURE

SEPTEMBER 2018

PBI  
AWARDS

OCTOBER 2018

HOME &  
DESIGN

NOVEMBER 2018

CELEBRATION  
OF WOMEN

DECEMBER 2018

HOLIDAY **GLAMOUR**



# CIRCULATION

**44%** of PBI subscribers have enjoyed the magazine for **10** years or more

*Palm Beach Illustrated* is audited by the Alliance for Audited Media. The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Boca Raton to Vero Beach.

Readership: **210,500** per issue | Circulation targeting the ultra-affluent consumer: **32,391** copies per issue

**24,000** 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
- Palm Beach Polo
- Old Palm Golf Club
- The Bear's Club
- Trump National Golf Club, Jupiter
- One Watermark Place
- The Ritz-Carlton Residences, Singer Island, Palm Beach
- Mirasol
- Sailfish Point and more

High-profile targeted distribution, reaching the ultra-affluent market including newsstands: **3,791** copies

Specialty business distribution, designed to reach wealthy residents and visitors:

Skynet Aviation Group  
Stuart Jet Center  
Atlantic Aviation  
Palm Beach Tours and Transportation  
Park Limousine Service  
Financial Institutions  
Upscale Retail Centers  
Real Estate Firms  
Salons and Spas

**Select newsstands:**

Barnes & Noble  
Whole Foods  
Classic Bookshop  
Green's Pharmacy  
Fresh Market  
Publix  
Walgreens  
CVS  
Costco

**4,600** copies distributed monthly to luxury resorts and hotels from Boca Raton to Vero Beach:

Boca Raton Resort and Club  
The Breakers Palm Beach  
Eau Palm Beach Resort & Spa  
Four Seasons Resort Palm Beach

Jupiter Beach Resort & Spa  
The Seagate Hotel & Spa  
Hilton West Palm Beach  
Tideline Ocean Resort & Spa



TRACEY BENSON PHOTOGRAPHY

# WE'RE BETTER TOGETHER

"The Historical Society of Palm Beach County has established a relationship with *Palm Beach Illustrated* that goes far beyond a magazine to place our advertising. *Palm Beach Illustrated* is an invaluable resource we are grateful to have."

*Jillian J. Markwith, Director of Marketing & Special Events | Historical Society of Palm Beach County | Advertising Partner since 2001*

Our partnership with *Palm Beach Illustrated* always exceeds our expectations."

*Kelly Martin, Managing Broker | Coastal Sotheby's International Realty | Advertising Partner since 2010*

"*Palm Beach Illustrated* is the authority on luxury and culture in South Florida. We consider *Palm Beach Illustrated* a strategic partner—they get it!"

*Erin Devlin, Guest Services & Tourism Director | The Forbes Company, owner of the world-class shopping destination | The Gardens Mall | Advertising Partner since 1994*

"*Palm Beach Illustrated* is the ultimate luxury partner!"

*Robert M. Samuels, President | Provident Jewelry | Advertising Partner since 2007*

## LOCAL LUXURY PARTNERS

Provident Jewelry  
The Colonnade Outlets  
The Gardens Mall  
Seminole Casino

EAU Palm Beach Resort & Spa  
Hamilton Jewelers  
Loews Miami Beach  
Authentic Provence  
Clive Daniel Home

Hive Home  
American Heritage School  
Pinecrest School  
The Breakers Palm Beach  
Pioneer Linens  
Tideline Ocean Resort & Spa  
The Kitchen Strand

The Silver Fund  
Willoughby Construction  
Hass Plastic Surgery & MediSpa  
PGA National Resort & Spa  
Jupiter Medial Center  
Scripps Florida  
Mayors Jewelers

# BRAND PARTNERS

For more than 65 years, internationally recognized luxury brands have relied on *Palm Beach Illustrated* to deliver an affluent audience with the buying power to act on their marketing messages



- |                |                   |
|----------------|-------------------|
| AKRIS          | MICHAEL KORS      |
| ASSAEL         | MIKIMOTO          |
| BIRKS & MAYORS | NEIMAN MARCUS     |
| BREITLING      | NINI JEWELS       |
| CARTIER        | ROCHE BOBOIS      |
| CHRISTOFLE     | ROLEX             |
| COOMI          | SAKS FIFTH AVENUE |
| GRAFF          | TAMARA COMOLLI    |
| GUCCI          | TOURNEAU          |
| MAXMARA        | VERSACE           |
| MESSIKA        | YVEL              |

# COMMUNITY FOCUSED

The *Palm Beach Charity Register's* **2018/2019** edition will feature an exciting editorial lineup, providing a powerful environment for your marketing message including:

- ◆ Comprehensive social calendar
- ◆ The social season's most memorable moments
- ◆ Creative ways to give
- ◆ Party trends and ideas
- ◆ Charity spotlights
- ◆ Prominent philanthropists
- ◆ Leading corporate citizens
- ◆ Gala jewels
- ◆ The definitive guide to key social events
- ◆ Palm Beach County as the ultimate philanthropic community

## DISTRIBUTION

*Palm Beach Charity Register* will be mailed with the November issue of *Palm Beach Illustrated* and can also be found at high-visibility Palm Beach County locations, including:

- ◆ Prominent foundations
- ◆ Charitable organizations
- ◆ Country clubs and luxury properties
- ◆ Wealth management, doctors' and attorneys' offices
- ◆ Luxury auto dealerships and yacht brokers
- ◆ Private jet ports and limousines
- ◆ Exclusive salons and spas
- ◆ Special events throughout the year

Special social scene distribution at the best places "to see and be seen" including important philanthropic and charitable organizations and events.

*Palm Beach Illustrated* presents the  
**2018-2019**

*Palm Beach Charity Register*

**Space Close:** September 15, 2018

**Publication Date:** November 2018



# PALM BEACH MEDIA GROUP COLLECTION



## PALM BEACH ILLUSTRATED

Epitomizing sophisticated luxury living, *Palm Beach Illustrated* sets the standard for all other lifestyle magazines. Published 11 times per year, with ultra-affluent readers from Boca Raton to Vero Beach, *Palm Beach Illustrated* is audited by the Alliance for Audited Media.



## PALM BEACH CHARITY REGISTER

The definitive annual guide to the area's major charities and their main events, the *Palm Beach Charity Register* is valued by the most prominent, wealthy individuals in Palm Beach County. The *Palm Beach Charity Register* is published each November.



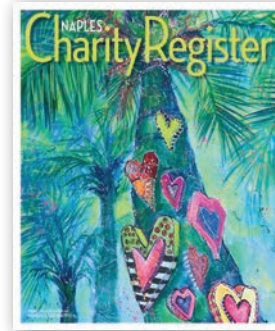
## COQUINA

*Coquina* is an annual publication dedicated to luxurious homes and designs. Published in October, it presents a showcase of South Florida's masterpieces of architecture and design. *Coquina* is targeted to a wealthy audience interested in the finest services and products for the home.



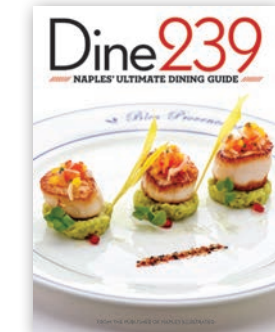
## NAPLES ILLUSTRATED

Celebrating the good life in Southwest Florida, *Naples Illustrated* reaches an ultra-affluent readership from Marco Island to Captiva. Published 10 times per year, *Naples Illustrated* is audited by the Alliance for Audited Media.



## NAPLES CHARITY REGISTER

The ultimate guide to the charity season, the *Naples Charity Register* is consulted by the most philanthropic, socially active people in Southwest Florida. The *Naples Charity Register* is published each November.



## DINE239

*Dine239* is a twice-a-year publication dedicated to the finest dining options in and around Naples. Published in October and March, it reaches affluent residents, visitors, and business travelers.

# PALM BEACH MEDIA GROUP CUSTOM COLLECTION



## TRADITIONS

The Magazine of The Breakers Palm Beach  
Frequency: 1x per year  
Publication Date: January 2019



## THE JEWEL OF PALM BEACH

The Magazine of The Mar-a-Lago Club  
Frequency: 1x per year  
Publication Date: January 2019



## SALUT!

The Magazine of The Naples Winter Wine Festival  
Frequency: 1x per year  
Publication Date: January 2019



## FIFTH AVENUE SOUTH

The Magazine of Naples' Fifth Avenue Business Improvement District  
Frequency: 1x per year  
Publication Date: November 2018



## ART&CULTURE

The Official Magazine of the Cultural Council of Palm Beach County  
Frequency: 3x per year  
Publication Dates: October 2018, January 2019, April 2019

For advertising sizes and specs,  
please [CLICK HERE](#)

**PALM BEACH**  
ILLUSTRATED

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