



# PALM BEACH<sup>®</sup>

## I L L U S T R A T E D



*Media Kit // 2020*

LIBBY VOLGYES

LUCIE PRISALOVA

# THE POWER OF PBI

## LARGEST TOTAL AUDIENCE

*Palm Beach Illustrated* delivers an affluent audience of more than 221,000 readers each month, the largest readership of any local lifestyle magazine.

For more than 67 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

**77** times more likely to have an advanced degree

**239** times more likely to have an annual income of **\$1,000,000** or more

**261** times more likely to shop at luxury retailers such as Saks Fifth Avenue

**208** times more likely to own a luxury vehicle

**274** times more likely to have a home valued at **\$1,000,000** or more

## AUDIENCE:

**41%**  
Male

**59%**  
Female

## MEDIAN AGE:

**58**

**44%**

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

**READERSHIP:**

**221,000**

Circulation targeting the ultra-  
affluent consumer:

**34,000**

copies per issue

**4,600**

copies delivered 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  
The Chesterfield Palm Beach  
Tideline Ocean Resort & Spa  
The Colony Hotel

## ***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.

**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

High-profile targeted distribution, reaching the ultra-affluent market including  
select newsstands: **4,000** copies

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

- Boca Raton Airport
- Landmark Aviation
- Stuart Jet Center
- Atlantic Aviation
- Palm Beach Tours and Transportation
- Park Limousine Service
- Financial Institutions
- Upscale Retail Centers
- Real Estate Firms
- Salons and Spas

Available on select newsstands: **1,400** copies

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

# EDIT CALENDAR

## JANUARY 2020 // THE EQUESTRIANS

**Special Advertising Opportunity:**  
Faces of Palm Beach

**Space Close:** November 15, 2019

## FEBRUARY 2020 // POWER PLAYERS

**Space Close:** December 15, 2019

## MARCH 2020 // PALM BEACH DANDIES

**Space Close:** January 15, 2020

## APRIL 2020 // FOOD AND WINE

**Special Advertising Opportunity:**  
Physician Profiles

**Space Close:** February 15, 2020

## MAY 2020 // HEALTH AND WELLNESS

**Space Close:** March 15, 2020

## JUNE 2020 // WEDDING ISSUE

**Space Close:** April 15, 2020

## JULY/AUGUST 2020 // TRAVEL

**Space Close:** May 15, 2020

## SEPTEMBER 2020 // EDUCATION ISSUE

**Special Advertising Opportunities:**  
Smart Guide, Top Lawyers

**Space Close:** July 15, 2020

## OCTOBER 2020 // HOME & DESIGN

**Special Advertising Opportunity:**  
Top Dentists

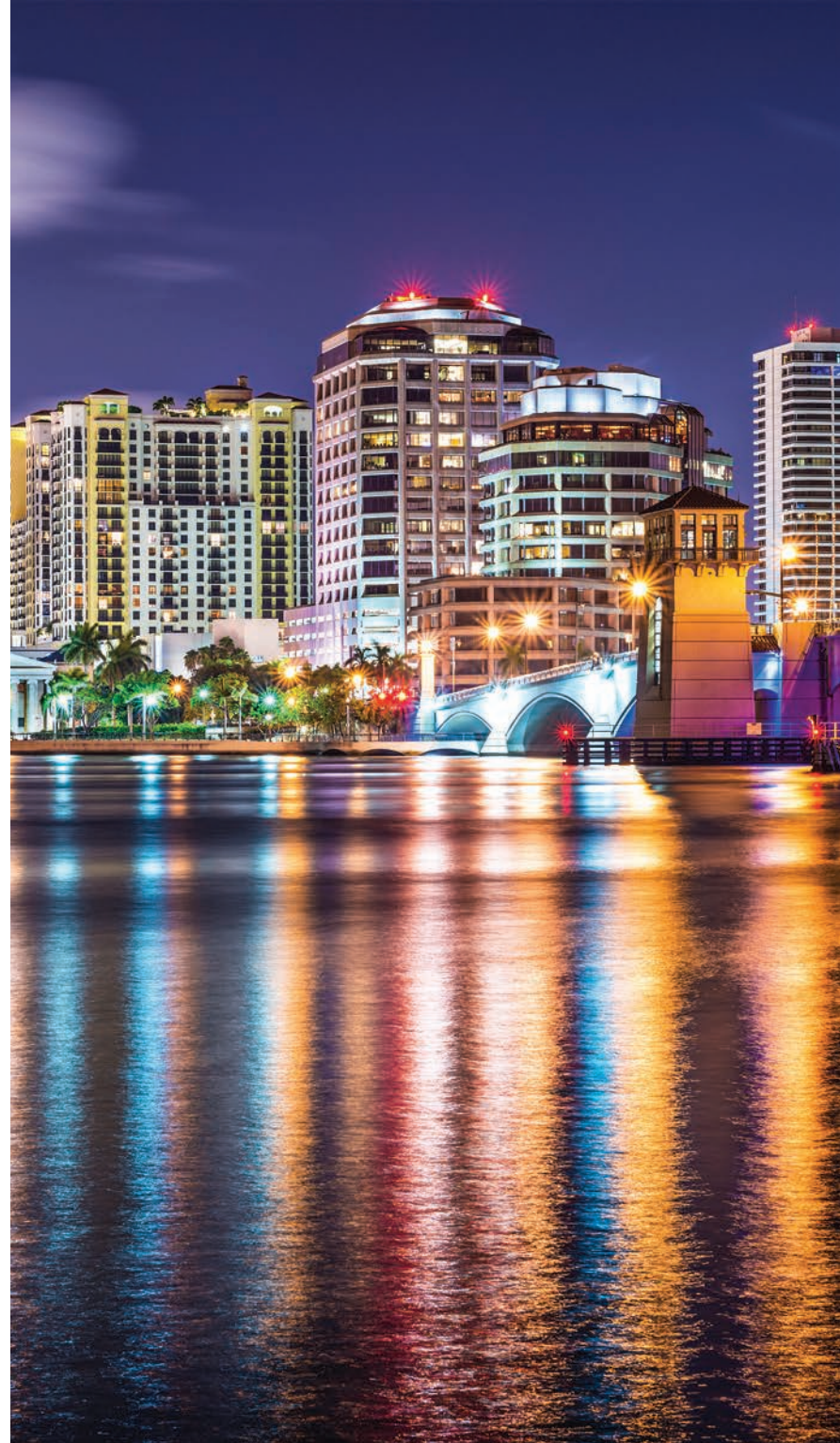
**Space Close:** August 15, 2020

## NOVEMBER 2020 // CULTURE ISSUE

**Space Close:** September 15, 2020

## DECEMBER 2020 // HOLIDAY GLAMOUR

**Space Close:** October 15, 2020



# *IN EVERY ISSUE*

**PARTY PICS** // Ultimate event photos

**INSIDER** // Your guide to the best of Palm Beach

**STYLE** // Fashion finds

**BIJOUX** // Jewels and baubles

**EMILY'S PICKS** // CBS12 correspondent Emily Pantelides on the latest trends

**ESCAPE** // Top travel destinations

**QUICK TRIPS** // The art of the weekend

**TRAVEL JOURNAL** // A curated guide to far-off places

**HIGH ROAD** // Auto reviews from our expert

**TASTE** // Dining out and the food scene

**MIXOLOGY** // What to drink now

**HOME** // Top architecture and design

**ELEMENTS** // Home accessories

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

**WEALTH** // Investment trends and wisdom

**AGENDA** // Top things to do now

\*Advertisers cannot pay to be featured in *Palm Beach Illustrated*. Selling editorial coverage would degrade our integrity and trust with our readers. It is because of this credibility that we are able to deliver the highest quality audience.

# PALM BEACH MEDIA GROUP COLLECTION

PBI MEDIA KIT 2019-2020



## PALM BEACH ILLUSTRATED

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



## NAPLES ILLUSTRATED

Celebrating the good life in Southwest Florida, *Naples Illustrated* reaches an ultra-affluent readership from Marco Island to Bonita Springs. Published 10 times per year, *Naples Illustrated* is audited by the Certification Verification Council.



## 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. It is published each November.

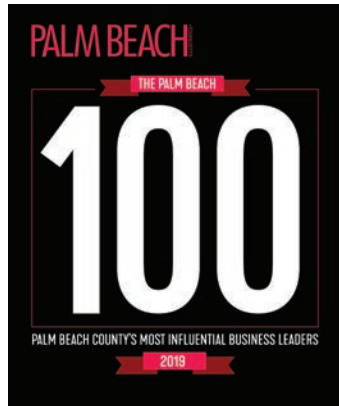


## NAPLES CHARITY REGISTER

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

# PALM BEACH MEDIA GROUP COLLECTION

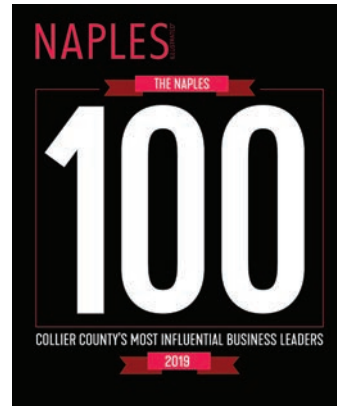
PBI MEDIA KIT 2019-2020



## PALM BEACH 100

The ultimate list of Palm Beach County's most influential business leaders, philanthropists and icons of the community.

**Publication Date:**  
November 2019



## NAPLES 100

The most influential business leaders, philanthropists and icons of the Naples community.

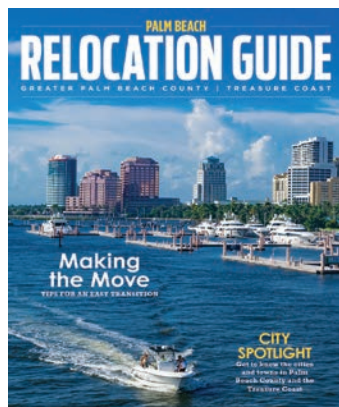
**Publication Date:**  
November 2019



## GO561

Explore the Palm Beaches with the essential annual visitor's guide.

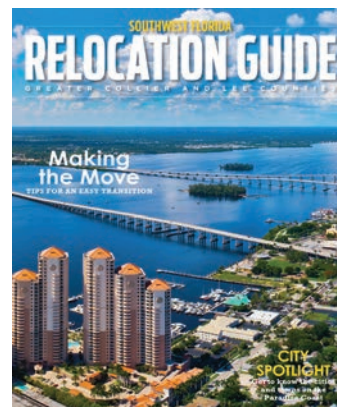
**Publication Date:**  
November 2019



## PALM BEACH RELOCATION GUIDE

The ultimate newcomer guide for Palm Beach County, designed to simplify the moving process; choosing the right location, housing, schools, services and more.

**Publication Dates:**  
September 2019, April 2020



## SOUTHWEST FLORIDA RELOCATION GUIDE

The definitive guide for new and soon-to-be residents of SWFL; everything newcomers need to know about where to live, work, and play.

**Publication Dates:**  
October 2019, April 2020



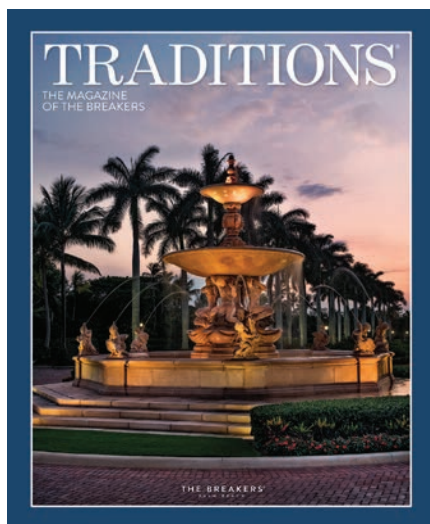
## SOUTH FLORIDA BABY AND BEYOND

A parent's guide for what to expect during pregnancy and new parenthood.

**Publication Date:**  
September 2019

# ***PALM BEACH MEDIA GROUP*** ***COLLECTION***

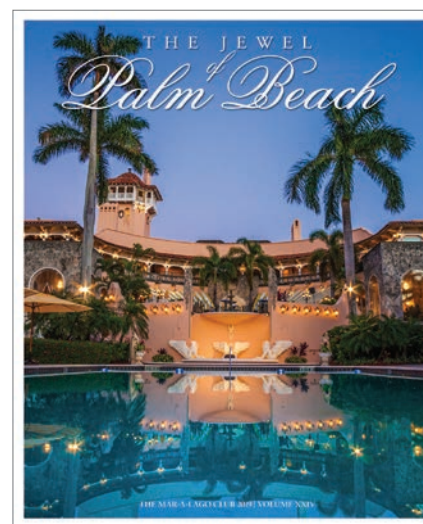
PBI MEDIA KIT 2019-2020



## **TRADITIONS**

The award-winning magazine of The Breakers Palm Beach, America's legendary resort destination. The hotel attracts the world's social, sports, and business elite.

**Publication Date:**  
January 2020



## **THE JEWEL OF PALM BEACH**

The exclusive magazine of the iconic Mar a Lago Club. The Jewel of Palm Beach reaches one of the world's most sought-after, wealthiest audiences.

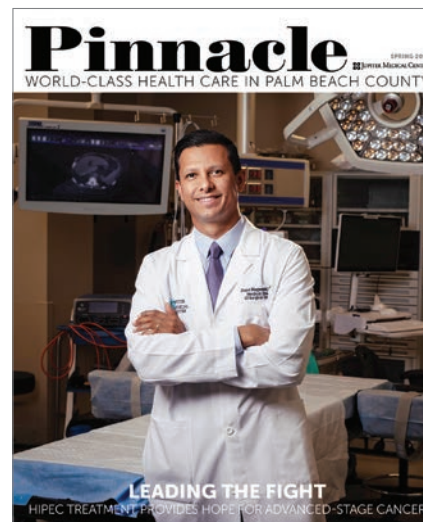
**Publication Dates:**  
January 2020



## **ART&CULTURE**

The magazine of the Cultural Council of Palm Beach County. Music, art, dance and performance; see the arts in the Palm Beaches through a new lens.

**Publication Dates:**  
October 2019,  
January 2020,  
April 2020



## **PINNACLE**

The official magazine of Jupiter Medical Center Foundation, this informative magazine focuses on the exceptional work and mission of this world-class healthcare organization.

**Publication Dates:**  
October 2019,  
May 2020,  
October 2020

# *PALM BEACH MEDIA GROUP* **COLLECTION**

PBI MEDIA KIT 2019-2020



## **SALUT!**

The official magazine of the prestigious Naples Winter Wine Festival, one of the premier wine auctions in the world, attracting ultrawealthy VIP attendees from around the globe.

**Publication Date:**  
January 2020



## **NAPLES ON THE GULF**

The essential guide to the Naples community and its sophisticated lifestyle, a wealth of information and resources so visitors and newcomers can make the most of their Naples experience.

**Publication Date:**  
January 2020



## **5TH AVENUE SOUTH**

Experience the best of Downtown Naples with the official guide to shopping, dining and enjoying 5th Avenue South.

**Publication Date:**  
November 2019

# CONTACT US

## PUBLISHER

Terry Duffy  
561.472.1908  
tduffy@palmbeachmedia.com

## SENIOR ACCOUNT MANAGER

Dee Wade  
561.472.1902  
dwade@palmbeachmedia.com

## ACCOUNT MANAGERS

Melissa Schwartz  
561.472.1922  
mschwartz@palmbeachmedia.com

Dina Turner  
561.472.2201  
dturner@palmbeachmedia.com

## SALES ADMINISTRATION MANAGER

Sue Martel  
561.472.1901  
smartel@palmbeachmedia.com

## PRODUCTION MANAGER

Selene Ceballo  
561.472.1907  
sceballo@palmbeachmedia.com

## PRODUCTION COORDINATOR

Brian Beach  
561.472.2203  
bbeach@palmbeachmedia.com

## ADVERTISING DESIGN COORDINATOR

Jeffrey Rey  
561.472.1911  
jrey@palmbeachmedia.com

## DIGITAL MEDIA COORDINATOR

Dallas Holland  
561.472.2208  
dholland@palmbeachmedia.com

## CIRCULATION/SUBSCRIPTION MANAGER

Marjorie Leiva  
561.472.1910  
mleiva@palmbeachmedia.com



# PALM BEACH MEDIA GROUP PRINT SPECS

PBI MEDIA KIT 2019-2020

AD SIZES	TRIM	BLEED
Spread:	18" x 10.875"	18.25" x 11.125"
Full Page	9" x 10.875"	9.25" x 11.125"
2/3 Vertical	4.75" x 9.75"	N/A
1/2 Island	4.75" x 7"	N/A
1/2 Vertical	3.75" x 9.75"	N/A
1/2 Horizontal	7.75" x 4.75"	N/A
1/3 Vertical	2.125" x 9.75"	N/A
1/3 Square	4.75" x 4.75"	N/A
1/4 Vertical	3.75" x 4.75"	N/A

## AD LAYOUT

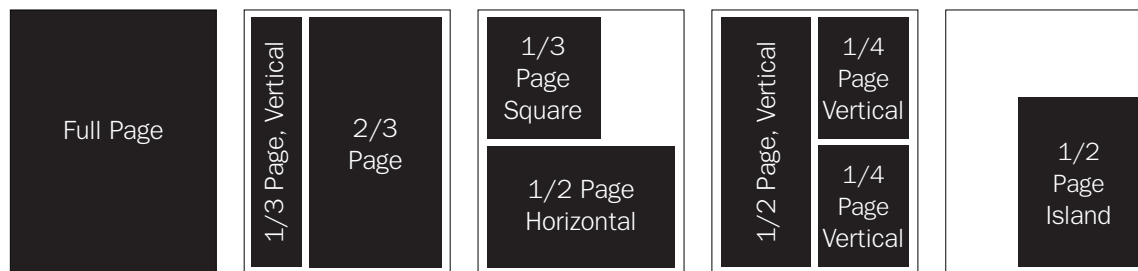
**Material Format:** PDF/X1-A. No color proofs are required.

**Safety:** .25" away from trim edges (.375" from bleed)

**Gutter Safety:** .5" on each side (1" in total)

**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.

**Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.



◀ Specs listed apply to *Palm Beach Illustrated*, *Naples Illustrated*, *Palm Beach Charity Register*, *Naples Charity Register*, *art&culture*, *Salut!*, and *Pinnacle*.

Other publication specs can be found at [palmbeachmedia.com](http://palmbeachmedia.com)

## 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 DELIVERY

Please upload via our client center. An upload link will be emailed to you.

## QUESTIONS

### Ad Material Specs/Upload, Deadline Extensions

Jeffrey Rey  
561.472.1911  
[jrey@palmbeachmedia.com](mailto:jrey@palmbeachmedia.com)

### Reprints, Paper, Inserts & Plant Operations

Brian Beach  
561.472.2203  
[bbeach@palmbeachmedia.com](mailto:bbeach@palmbeachmedia.com)