



PALM BEACH[®]

I L L U S T R A T E D



Media Kit // 2021

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

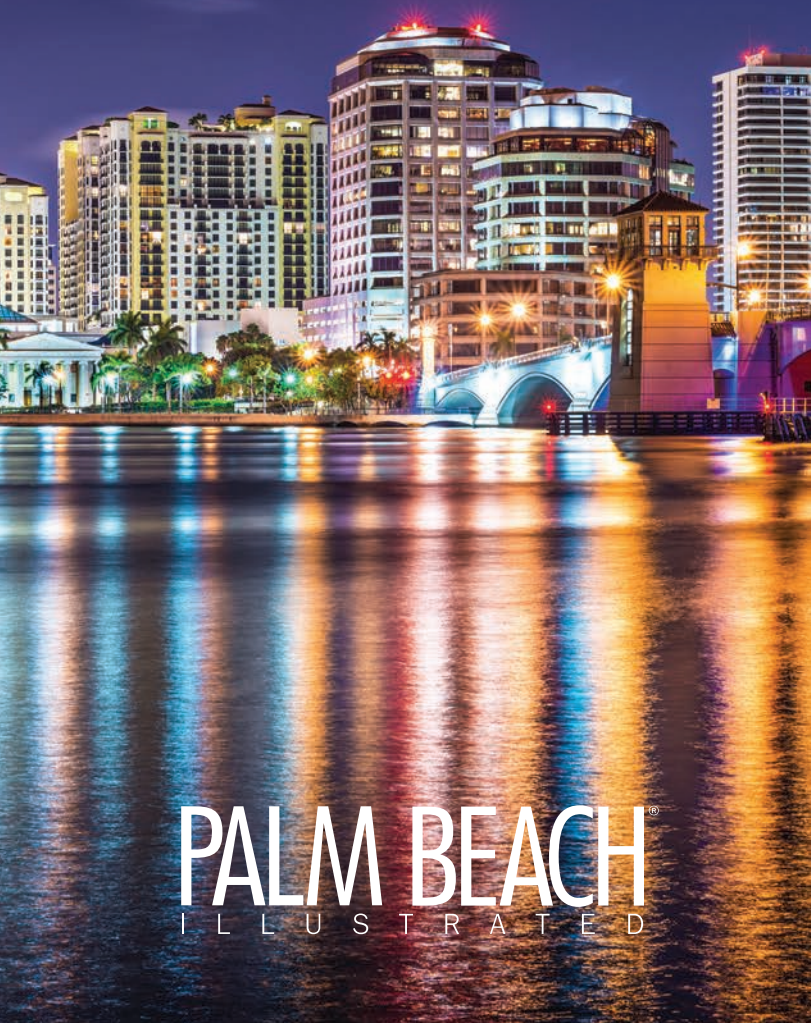
Specialty business distribution, designed to reach wealthy residents and visitors:

- 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

EDITORIAL CALENDAR



PALM BEACH
ILLUSTRATED

JANUARY 2021 // THE SUSTAINABILITY ISSUE

- The ultimate gardening guide
- Sustainable luxury autos

Special Advertising Opportunity:
Faces of Palm Beach

Space Close: November 15, 2020

FEBRUARY 2021 // EMPOWERMENT

- Female leaders in business, art, and philanthropy
- Innovators and creators

Space Close: December 15, 2020

MARCH 2021 // PALM BEACH DANDIES

- Our most stylish men
- Wearable art

Space Close: January 15, 2021

APRIL 2021 // HEALTH + WELLNESS

- Go Slow: the power of simplicity
- Good-for-you cocktails

Special Advertising Opportunity:
Physician Profiles

Space Close: February 15, 2021

MAY 2021 // THE DINING ISSUE

- Best desserts
- Dining alfresco

Space Close: March 15, 2021

JUNE 2021 // FAMILIES

- Palm Beach weddings
- Multigenerational activities

Space Close: April 15, 2021

JULY/AUGUST 2021 // SUMMER VIBES

- Foodie road trip
- The ultimate beach day

Space Close: May 15, 2021

SEPTEMBER 2021 // ALL ABOUT COMMUNITY

- A salute to educators
- Best of the county: insiders' picks

Special Advertising Opportunities:
Smart Guide, Top Lawyers

Space Close: July 15, 2021

OCTOBER 2021 // AT HOME

- Green living: tips and trends
- Floral masterpieces

Special Advertising Opportunity:
Top Dentists

Space Close: August 15, 2021

NOVEMBER 2021 // ART + DESIGN

- A guide to art show season
- Collectors at home

Space Close: September 15, 2021

DECEMBER 2021 // A PALM BEACH HOLIDAY

- Jewelry showcase
- Celebration essentials

Space Close: October 15, 2021

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



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

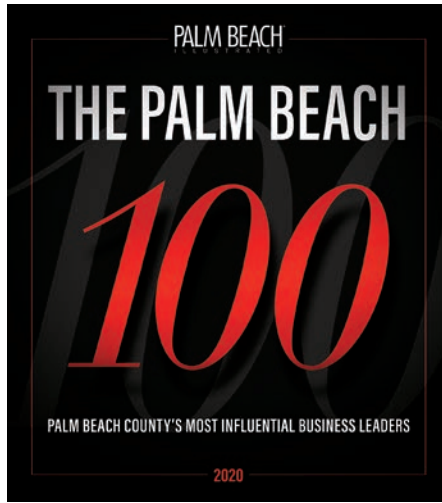
The definitive annual guide to the area's major charities and their main events, the *Palm Beach Charity Register* is valued by the most prominent, wealthy individuals in Palm Beach County. It is published each November.



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.

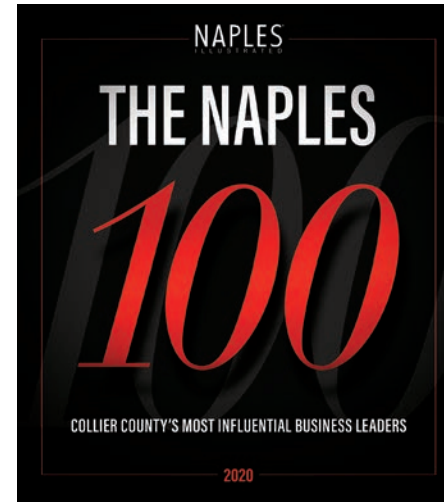
PALM BEACH MEDIA GROUP COLLECTION



PALM BEACH 100

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

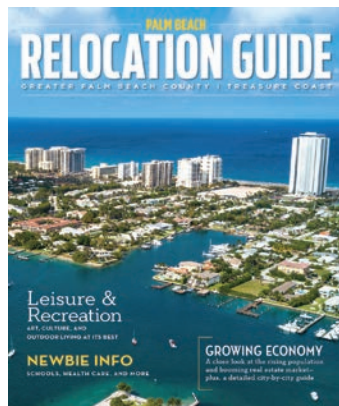
Publication Date:
November 2021



NAPLES 100

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

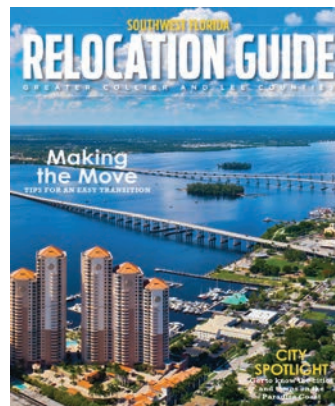
Publication Date:
November 2021



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:
April 2021, September 2021



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:
April 2021, October 2021

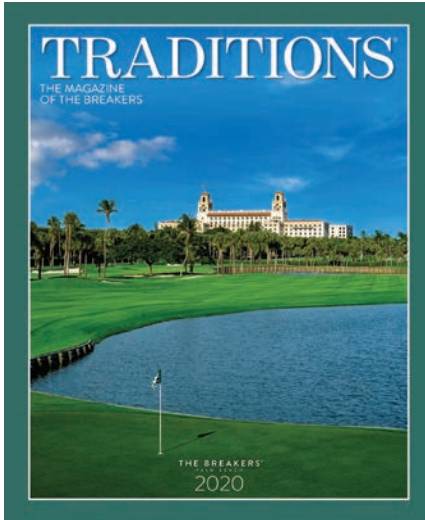


GO561

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

Publication Date:
November 2021

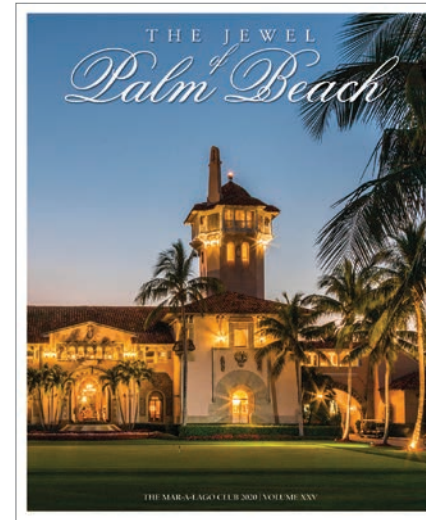
PALM BEACH MEDIA GROUP COLLECTION



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 2022



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 2021



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:
January 2021,
April 2021,
October 2021



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:
May 2021,
October 2021

PALM BEACH MEDIA GROUP ***COLLECTION***



5TH AVENUE SOUTH

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

Publication Date:
November 2021



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 2021

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PALM BEACH MEDIA GROUP PRINT SPECS

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

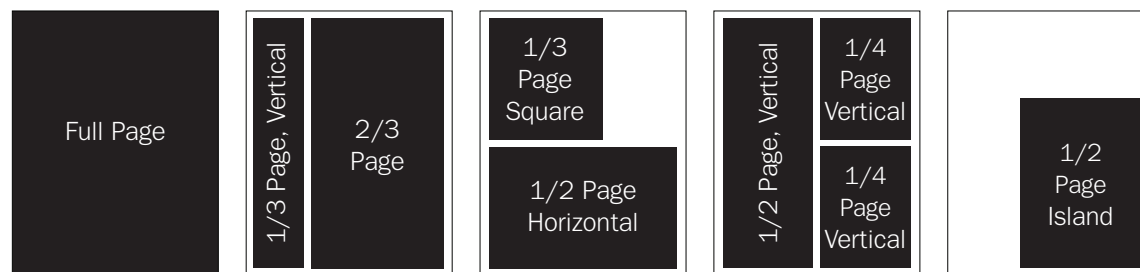
Material Format: PDF/X1-A. No color proofs are required.

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 all Palm Beach Media Group titles with the following exceptions:

5th Avenue South, Traditions, Jupiter Magazine, Stuart Magazine, Palm Beach Relocation Guide, Southwest Florida Relocation Guide, South Florida Baby and Beyond, Go561, The Jewel of Palm Beach, & all Florida Design titles

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

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