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
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

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 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

THE PALM BEACH
100
Palm Beach County’s most influential business leaders, philanthropists and icons of the community.

Publication Date: November 2021

NAPLES

THE NAPLES
100
Collier County’s most influential business leaders.

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

NAPLES

RELOCATION GUIDE
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

60561
Go561
Explore the Palm Beaches with the essential annual visitor’s guide.

Publication Date: November 2021
**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

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**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

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**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

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**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
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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AD SIZES

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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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