



# PALM BEACH<sup>®</sup>

I L L U S T R A T E D



LUCIE PRSALOVA

*Media Kit // 2021*



# 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!

# CIRCULATION

READERSHIP:

221,000

Circulation targeting the ultra-affluent consumer:

34,000

copies per issue

*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

4,600

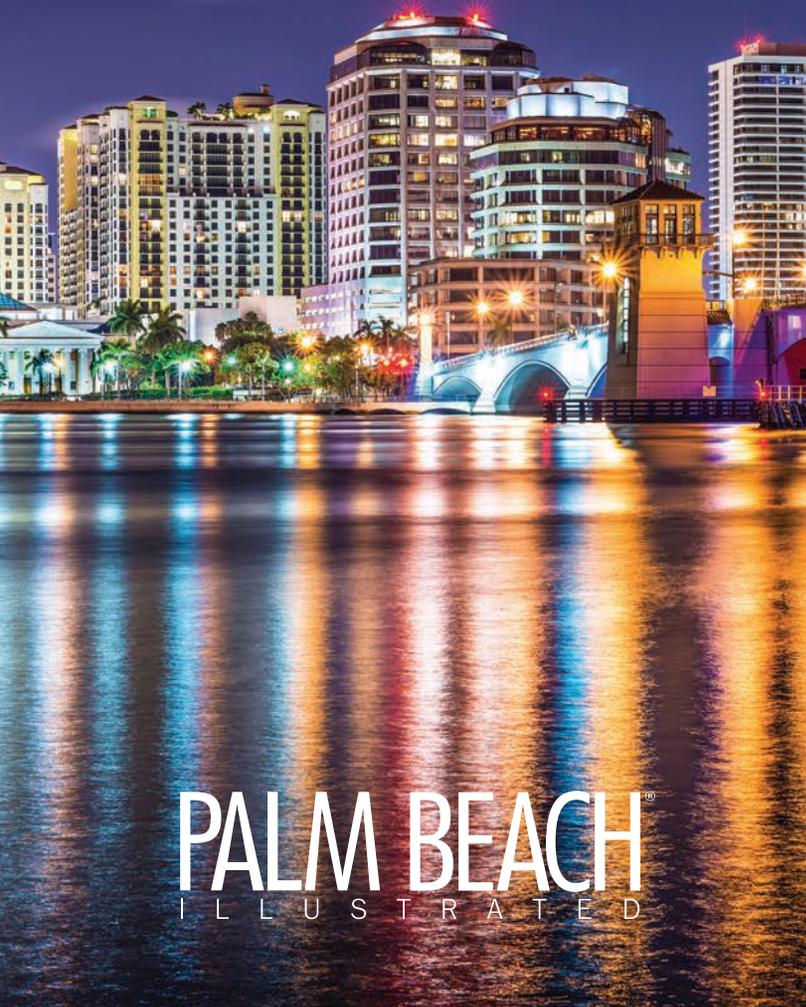
copies delivered to luxury resorts and hotels from Boca Raton to Vero Beach:

- 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

Available on select newsstands: 1,400 copies

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

# EDITORIAL CALENDAR



**PALM BEACH**<sup>®</sup>  
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

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## FEBRUARY 2021 // EMPOWERMENT

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

**Space Close:** December 15, 2020

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## MARCH 2021 // PALM BEACH DANDIES

- Our most stylish men
- Wearable art

**Space Close:** January 15, 2021

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## APRIL 2021 // HEALTH + WELLNESS

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

**Special Advertising Opportunity:**  
Physician Profiles

**Space Close:** February 15, 2021

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## MAY 2021 // THE DINING ISSUE

- Best desserts
- Dining alfresco

**Space Close:** March 15, 2021

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## JUNE 2021 // FAMILIES

- Palm Beach weddings
- Multigenerational activities

**Space Close:** April 15, 2021

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## JULY/AUGUST 2021 // SUMMER VIBES

- Foodie road trip
- The ultimate beach day

**Space Close:** May 15, 2021

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## 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

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## OCTOBER 2021 // AT HOME

- Green living: tips and trends
- Floral masterpieces

**Special Advertising Opportunity:**  
Top Dentists

**Space Close:** August 15, 2021

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## NOVEMBER 2021 // ART + DESIGN

- A guide to art show season
- Collectors at home

**Space Close:** September 15, 2021

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## DECEMBER 2021 // A PALM BEACH HOLIDAY

- Jewelry showcase
- Celebration essentials

**Space Close:** October 15, 2021

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# 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.



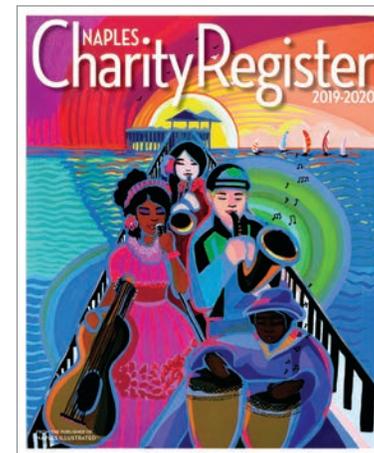
## NAPLES ILLUSTRATED

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

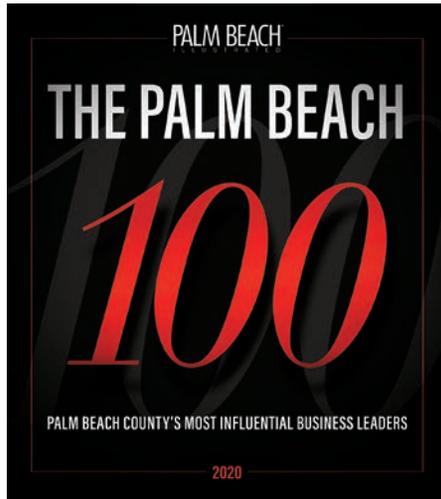
The definitive annual guide to the area's major charities and their main events, the *Palm Beach Charity Register* is valued by the most prominent, wealthy individuals in Palm Beach County. It is published each November.



## 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.

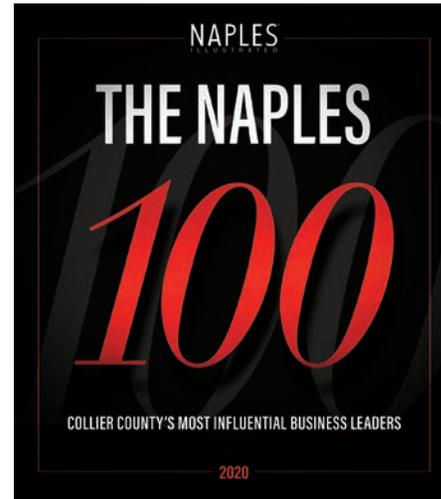
# PALM BEACH MEDIA GROUP COLLECTION



## PALM BEACH 100

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

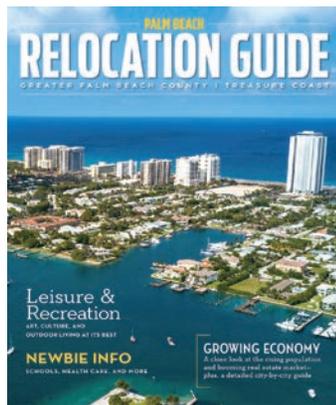
**Publication Date:**  
November 2021



## NAPLES 100

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

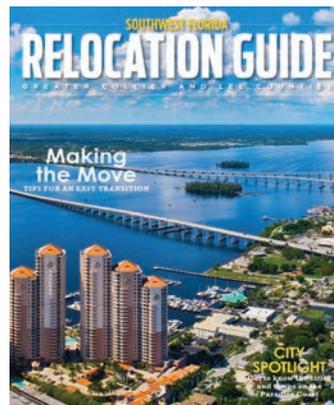
**Publication Date:**  
November 2021



## 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

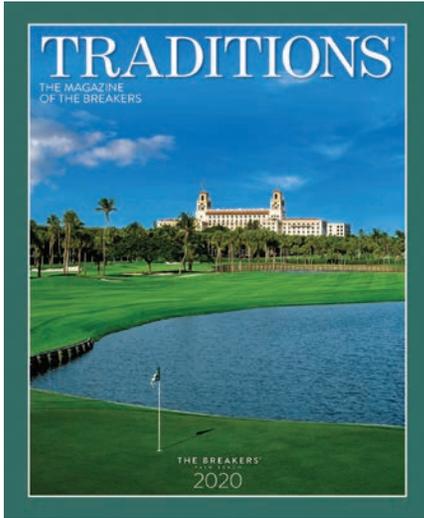


## G0561

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

**Publication Date:**  
November 2021

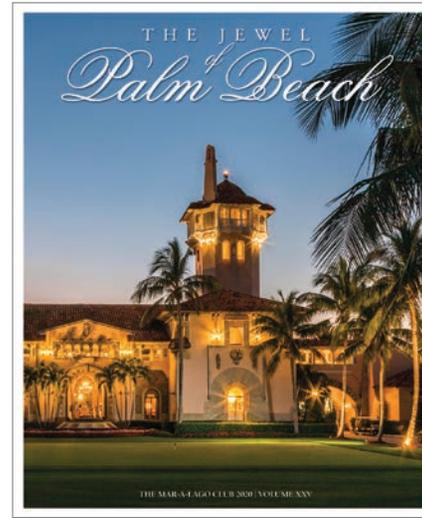
# PALM BEACH MEDIA GROUP COLLECTION



## 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.

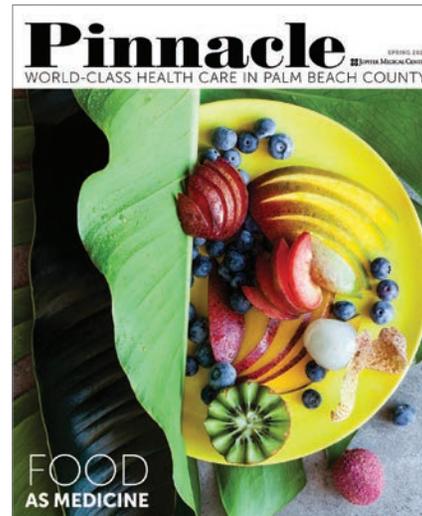
**Publication Dates:**  
January 2021



## 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

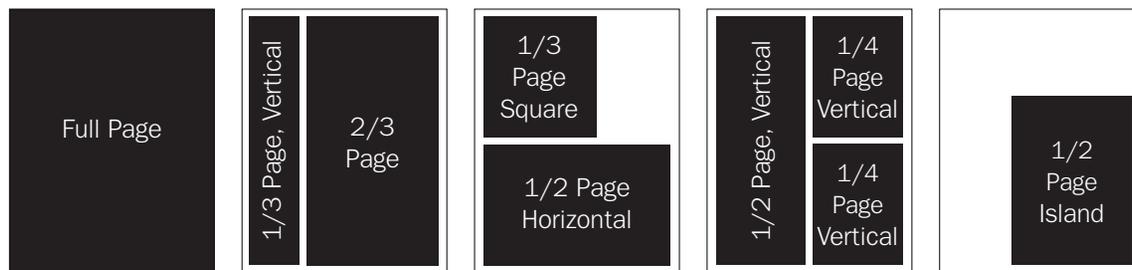
**Material Format:** PDF/X1-A. No color proofs are required.

**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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### Reprints, Paper, Inserts & Plant Operations

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