WHO WE ARE

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 70 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 engaged

77% frequently purchase products or services from ads seen in Palm Beach Illustrated

65% have a household income above $150,000 per year

75% have a college or graduate level degree

80% have a home valued at $1,000,000 or more

Photo Credit: Olivia Graham

AUDIENCE

35% Male   **65%** Female

MEDIAN AGE:

58

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
- Old Palm Golf Club
- The Bear's Club
- Trump National Golf Club, Jupiter
- Mirasol

High-profile targeted distribution, reaching the ultra-affluent market including select newsstands: 8,600 copies. Specialty business distribution, designed to reach wealthy residents and visitors:

- Boca Raton Airport
- Landmark Aviation
- Stuart Jet Center
- Financial Institutions
- Upscale Retail Centers
- Real Estate Firms
- Salons and Spas
- The Breakers
- Eau Palm Beach Resort & Spa
- Four Seasons Resort Palm Beach
- The Colony Hotel

Available on select newsstands: 1,400 copies

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

Photo Credit: Daniel Newcomb

PALM BEACH
ILLUSTRATED

EDITORIAL CALENDAR

JANUARY 2023 // The Equestrian Issue
- Women in polo
- Athletes to watch

Special Advertising Opportunity:
Faces of Palm Beach
Space Close: November 15, 2022

FEBRUARY 2023 // The Future is Now
- The changing face of West Palm Beach
- eSports explosion
Space Close: December 15, 2022

MARCH 2023 // The Style Issue
- Palm Beach Dandies
- Diary of a show dog
Space Close: January 15, 2023

APRIL 2023 // Health & Wellness
- Guide to plant-based eating
- Epic outdoor adventures

Special Advertising Opportunity:
Physician Profiles
Space Close: February 15, 2023

MAY 2023 // The Dining Issue
- An icon celebrates 20 years in Palm Beach
- Gorgeous low-proof cocktails
Space Close: March 15, 2023

JUNE 2023 // Sustainability
- Eco-friendly entertaining
- Save the planet: how to live sustainably now
Space Close: April 15, 2023

JULY 2023 // Summer
- Island getaways
- The ultimate South Florida fishing guide
Space Close: May 15, 2023

AUGUST 2023 // Strictly Business
- Shop local, shop small
- Why corporate philanthropy is good for business

Space Close: June 15, 2023

SEPTEMBER 2023 // The Education Issue
- Meet Palm Beach County's top educators
- Innovators and game-changers

Special Advertising Opportunities:
Smart Guide, Top Lawyers
Space Close: July 15, 2023

OCTOBER 2023 // Home & Design
- Iconic home tours
- Dream kitchens

Special Advertising Opportunities:
Top Dentists
Space Close: August 15, 2023

NOVEMBER 2023 // Female Focus
- Designing women
- Next-gen movers and shakers
Space Close: September 15, 2023

DECEMBER 2023 // Celebrations
- Editors' gift guide
- Festive fashion for gala season
- Holiday desserts
Space Close: October 15, 2023

Photo Credit: Gabor Jurina

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ADVERTISING RATES

AD POSITIONS (COLOR OR B&W)	1x	4x	7x	12x
Full Page	$6,135	$5,215	$4,690	$4,220
Two-Page Spread	$11,045	$9,390	$8,445	$7,605
Two-Thirds Page	$5,215	$4,435	$3,990	$3,595
Half Page	$4,295	$3,650	$3,285	$2,955
One-Third Page	$3,375	$2,865	$2,590	$2,320

PREMIUM POSITIONS	1x	4x	7x	12x
Inside Cover	$9,850	$8,370	$7,535	$6,780
Inside Back Cover	$9,030	$7,675	$6,905	$6,215
Back Cover	$10,935	$9,295	$8,365	$7,520

PBI.COM DIGITAL ADS	Monthly
Leaderboard (728 x 90 pixels)	$350
Premium Island (300 x 250 pixels)	$400
Large Island (300 x 600 pixels)	$350
Standard Island (300 x 250 pixels)	$350
Slideshow (620 x 350 pixels)	$650

INSIDER'S GUIDE NEWSLETTER	Weekly
Newsletter Premium (600 x 300 pixels)	$345
Newsletter Standard (600 x 300 pixels)	$245

EBLAST	Each
eBlast (600 x 800 pixels)	$695

Photo Credit: Jerry Rabinowitz

PALM BEACH ILLUSTRATED

DIGITAL MEDIA

The Palm Beach Illustrated Digital Studio is a suite of digital marketing services available to help all types of businesses and industry segments. Services include:

- Social Media Advertising
- Google Display and Programmatic Advertising
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM/Google PPC)
- Website Remarketing
- Video, YouTube and Connected TV Advertising
- Digital Radio Advertising
- Custom Email Marketing
- Digital Consultation

These new capabilities serve as the perfect complement to the digital advertising options currently available on PalmBeachIllustrated.com as well as our e-newsletters.

- Stand Out
- Improve ROI
- Deliver Specific Measurable Results

Photo Credit: Tristan Kenton

PALM BEACH®
ILLUSTRATED

IN EVERY ISSUE

Photo Credit: Gabor Jurina

PALM BEACH
ILLUSTRATED

Palm Beach Media Group

COLLECTION

Following the unparalleled success of the market leading Palm Beach Illustrated, Palm Beach Media Group has continued to expand into new markets. Our family of Luxury LIfestyle publications reach more than 730,000 Floridians each month.

PALM BEACH®
ILLUSTRATED

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PRINT SPECS

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 LAYOUT

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

AD DELIVERY

Please upload via our client center. An upload link will be
emailed to you. **Contract Proof:** Clients may request to
have a contract color proof sent to them. A $25 charge will
apply.

QUESTIONS

Ad Material Specs/Upload, Deadline Extensions
Jeffrey Rey | 561.472.1911
jrey@palmbeachmedia.com

Reprints, Paper, Inserts & Plant Operations
Selene Ceballo | 561.472.1907
sceballo@palmbeachmedia.com

PALM BEACH®
ILLUSTRATED

Safety
.25" from trim

Bleed
.125"

Gutter
Safety
.5" from trim

OAK CREEK COUNTRY CLUB

Full Page
Trim 9" x 10.875"
(Bleed 9.25" x 11.125")

**1/2
Horizontal**
7.75" x 4.75"

**1/2
Vertical**
3.75" x 9.75"

**1/3
Vert**
2.125"
x
9.75"

**2/3
Vertical**
4.75" x 9.75"

**1/2
Island**
4.75" x 7"

**1/4
Vertical**
3.75" x 4.75"

**1/3
Square**
4.75" x 4.75"
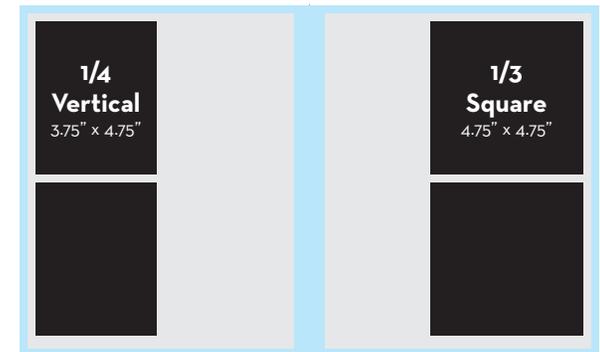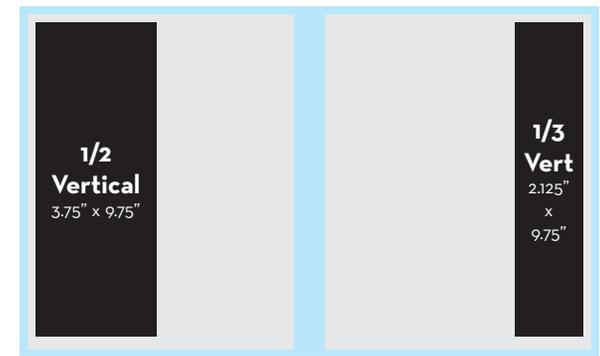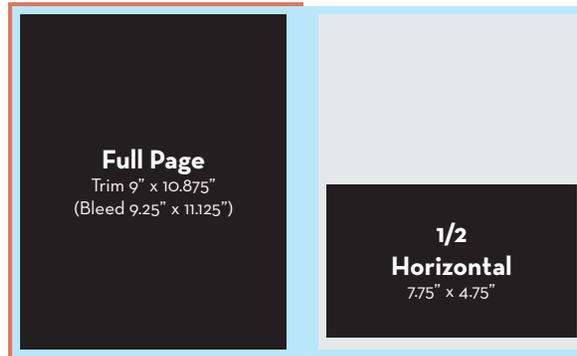
DIGITAL SPECS

ARTWORK REQUIREMENTS

Files provided must be jpeg, png, or gif. Please include URL that your artwork will link to when image is clicked; only one URL per ad or eBlast.

For a dedicated eBlast please also include subject line & additional email addresses that should be on the distribution.

Materials are due 10 business days prior to campaign start. Submit web ready materials. Design services are available for a fee of $150.

AD DELIVERY

Submit materials directly to the client center: https://pbmg.apps.maghub.com/clients. An upload link will be provided.

QUESTIONS

Selene Ceballo
561.472.1907
sceballo@palmbeachmedia.com
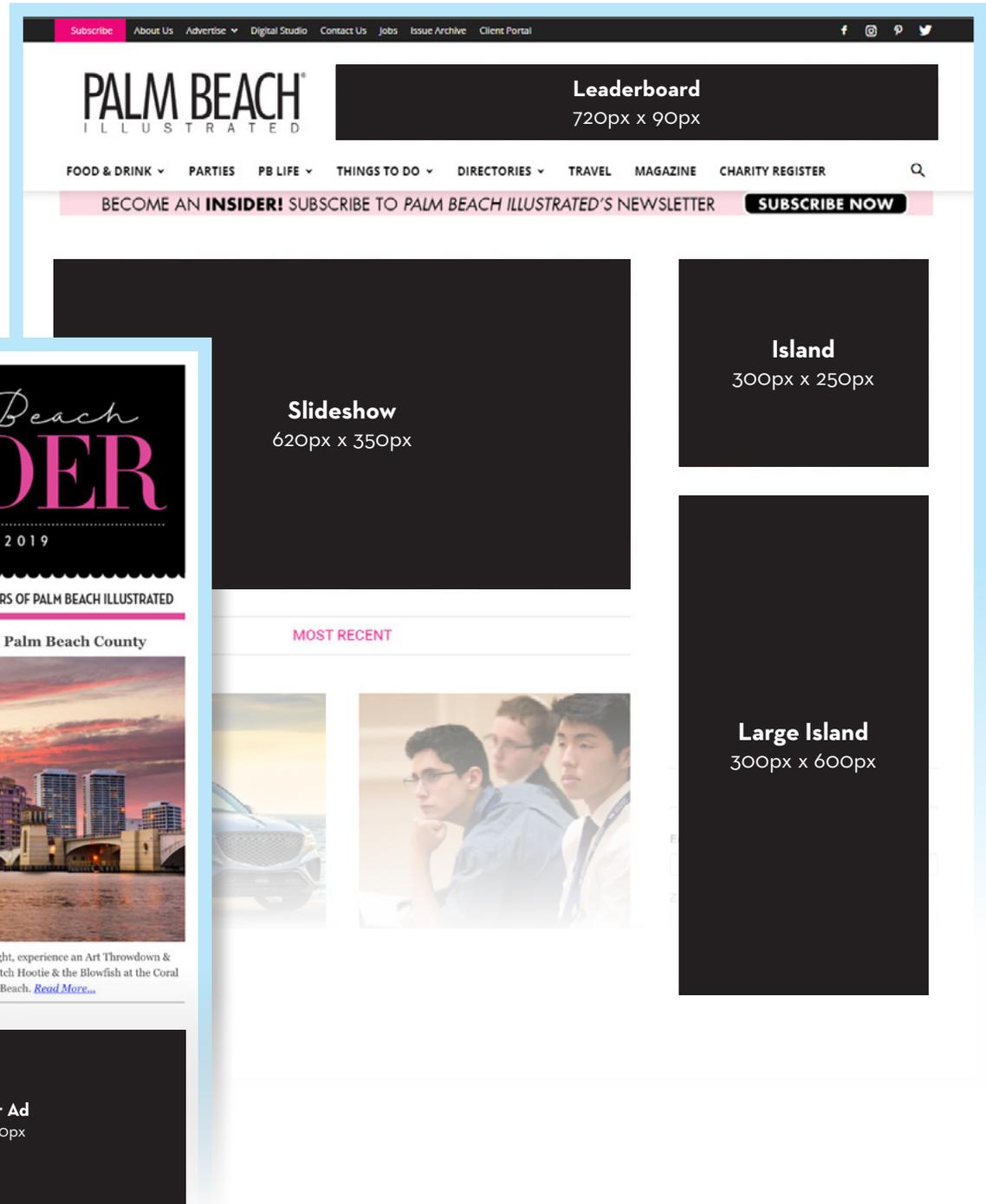
Leaderboard
720px x 90px

Island
300px x 250px

Slideshow
620px x 350px

Large Island
300px x 600px

Newsletter Ad
600px x 300px

PALM BEACH ILLUSTRATED

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Palm Beach **INSIDER**

JUNE 6TH, 2019

YOUR WEEKLY GUIDE FROM THE EDITORS OF PALM BEACH ILLUSTRATED

3 Things to Do This Week in Palm Beach County

Celebrate summer with a special Clematis by Night, experience an Art Throwdown & Monster Drawing Rally at Arts Warehouse, and catch Hootie & the Blowfish at the Coral Sky Amphitheatre in West Palm Beach. *Read More...*

MOST RECENT