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

24,000 subscriber copies reaching ultra-affluent readers.

Residents of exclusive communities and ultra-luxury condominiums, such as:

- Admirals Cove
- Palm Beach Polo
- Old Palm Golf Club
- The Bear’s Club
- Trump National Golf Club, Jupiter
- One Watermark Place

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

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
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 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 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
**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

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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 2020

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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:**
October 2019, January 2020, April 2020

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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:**
October 2019, May 2020, October 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
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## AD SPECS

### 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.

### PRINT 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

### PRINT 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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