WHO WE ARE

THE POWER OF PBI

LARGEST TOTAL AUDIENCE

Palm Beach Illustrated delivers an affluent audience of more than 202,000 readers each month, the largest readership of any local lifestyle magazine.

Celebrating 75 years in 2027, 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: Joriann Maye-Keegan

CIRC ULATION

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.

20,000 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 in-room at resorts, jet ports, targeted events and philanthropic activities. Specialty business distribution designed to reach wealthy residents and visitors: 7,410 copies

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

Available on select newsstands: 1,400 copies

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

Additional distribution at events, charitable fundraisers and galas: 1,000 copies

Delta Sky Lounges in West Palm Beach, Fort Lauderdale, and Miami airports: 300 copies





EDITORIAL CALENDAR

JANUARY 2027 // Go West
- Wellington's formidable expansion
- Women dominating the polo field

Special Advertising Opportunity:
Faces of Palm Beach
Space Close: November 15, 2026

FEBRUARY 2027 // Sizzling Style
- An extraordinary jewelry exhibition
- A tastemaker entertains

Space Close: December 15, 2026

MARCH 2027 // 75th Anniversary Edition
- A modern take on tradition
- The games Palm Beachers play
- Reliving iconic Palm Beach moments

Special Advertising Opportunity:
Golf561
Space Close: January 15, 2027

APRIL 2027 // To Your Health
- Warming elixirs for comfort and wellness
- Inside a fitness empire

Special Advertising Opportunity:
Physician Profiles
Space Close: February 15, 2027

MAY 2027 // Food and Wine
- Citrus delights
- A bar guide for the sober-curious

Space Close: March 15, 2027

JUNE 2027 // The Local
- The explosive growth of West Palm's north side
- Influencers' favorite haunts and finds

Space Close: April 15, 2027

JULY 2027 // Vacations And Staycations
- Inside a Palm Beacher's summer home
- Weird and wonderful Florida road trips

Space Close: May 15, 2027

AUGUST 2027 // Executive Power
- Five female leaders to know now
- The families that work together
- The Palm Beach 100

Space Close: June 15, 2027

SEPTEMBER 2027 // Education and Innovation
- Game-changing tech and research at our universities
- Leading lights in education

Special Advertising Opportunities:
Smart Guide, Top Lawyers
Space Close: July 15, 2027

OCTOBER 2027 // Home And Design
- A guide to local design centers
- Designers dissect Palm Beach style

Space Close: August 15, 2027

NOVEMBER 2027 // The Philanthropists
- The Impact 20: top philanthropists
- 27 for '27: causes to support now

Space Close: September 15, 2027

DECEMBER 2027 // A Glittering Holiday
- Christmas at home
- Jewels for the festive season

Space Close: October 15, 2027

Photo Credit: Jerry Rabinowitz

PALM BEACH ILLUSTRATED

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	
Sponsored Web Article	$750	Includes 300-600 words and 6 to 8 photos

INSIDER'S GUIDE NEWSLETTER	Weekly
Newsletter Premium (600 x 300 pixels)	$395
Newsletter Standard (600 x 300 pixels)	$295

EBLAST	Each
eBlast (600 x 800 pixels)	$745

All rates are net. Islands are 10% premium. Guaranteed Positions are 15% premium.

Photo Credit: Olivia Graham





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: Nick Mele

PALM BEACH ILLUSTRATED



IN EVERY ISSUE

NEW & NOW // Your guide to the best of Palm Beach
WORTH IT // Expert advice on collecting objects of value
LITERATI // Page-turners, author Q&As, and more
STYLE // Fabulous fashion finds
THE EDIT // Our editors' picks
BIJOUX // Sparkling essentials for your Palm Beach wardrobe
BEAUTY // Luxurious self-care
JOURNEYS // Top travel destinations
TRAVEL JOURNAL // Jet-setting Palm Beachers' insider travel tips
QUICK TRIPS // The art of the weekend
FLORIDIANA // Getaways in the Sunshine State
HIGH ROAD // Automotive reviews from our expert
HIGH SEAS // Your guide to the yachting life
SAVOR // Dining out and the food scene
TABLE TALK // Meet notable chefs and artisans
POUR DECISIONS // Wines to drink now
HOME // Top design and trends for home and garden
ELEMENTS // Have-to-have home accessories
INSPIRED LIVING // Essential tips for your Palm Beach lifestyle
BALANCE // Health and wellness tips and trends
GOOD NATURE // Intentional living through a connection to nature
SEASONED WITH STYLE // Optimum mind-body health, nutrition, and recipes
WEALTH // Experts weigh in on investing and money matters
CULTURE // Calendar of events and top picks for what to do now
RSVP / SOCIAL STUDIES // Social snapshots from Palm Beach events
DEAR LIZ // Fashionista Liz Lange shares lifestyle advice with signature wit

Photo Credit: Gyorgy Papp

Palm Beach Media Group

COLLECTION









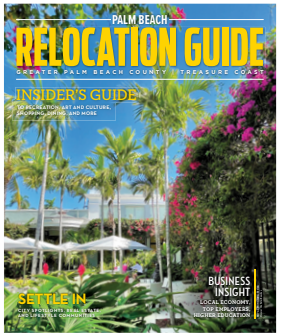












Following the unparalleled success of the market leading Palm Beach Illustrated, Palm Beach Media Group has continued to expand into new markets. Our family of Luxury Lifestyle publications reach more than 730,000 Floridians each month.

PALM BEACH ILLUSTRATED



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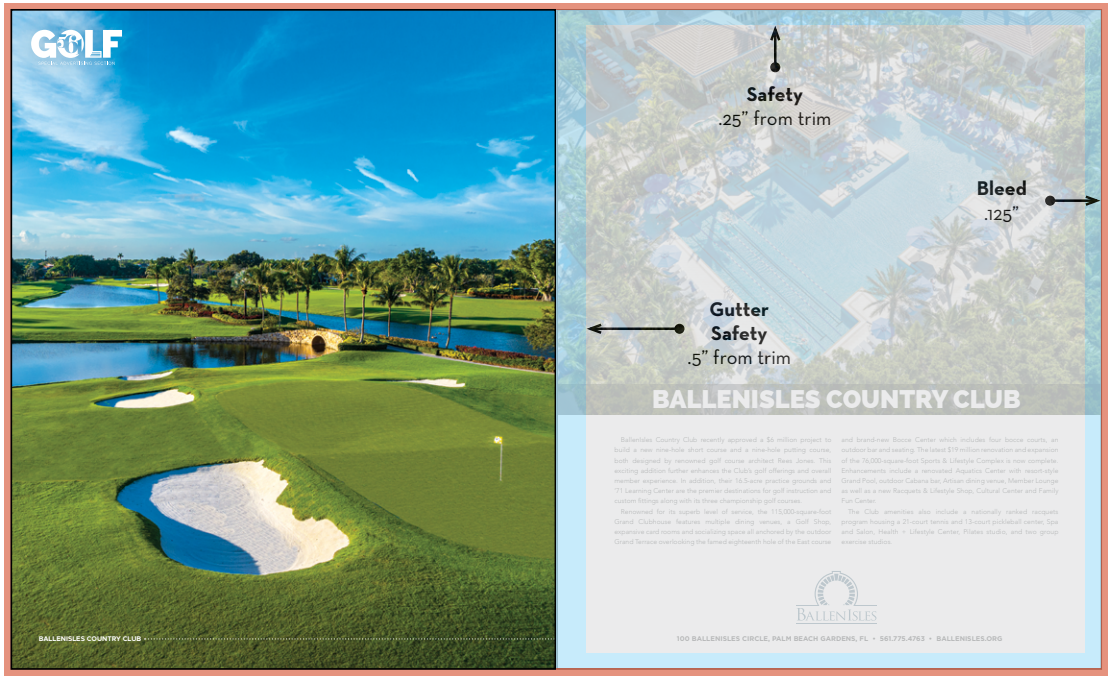
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Photo Credit: Jerry Rabinowitz

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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

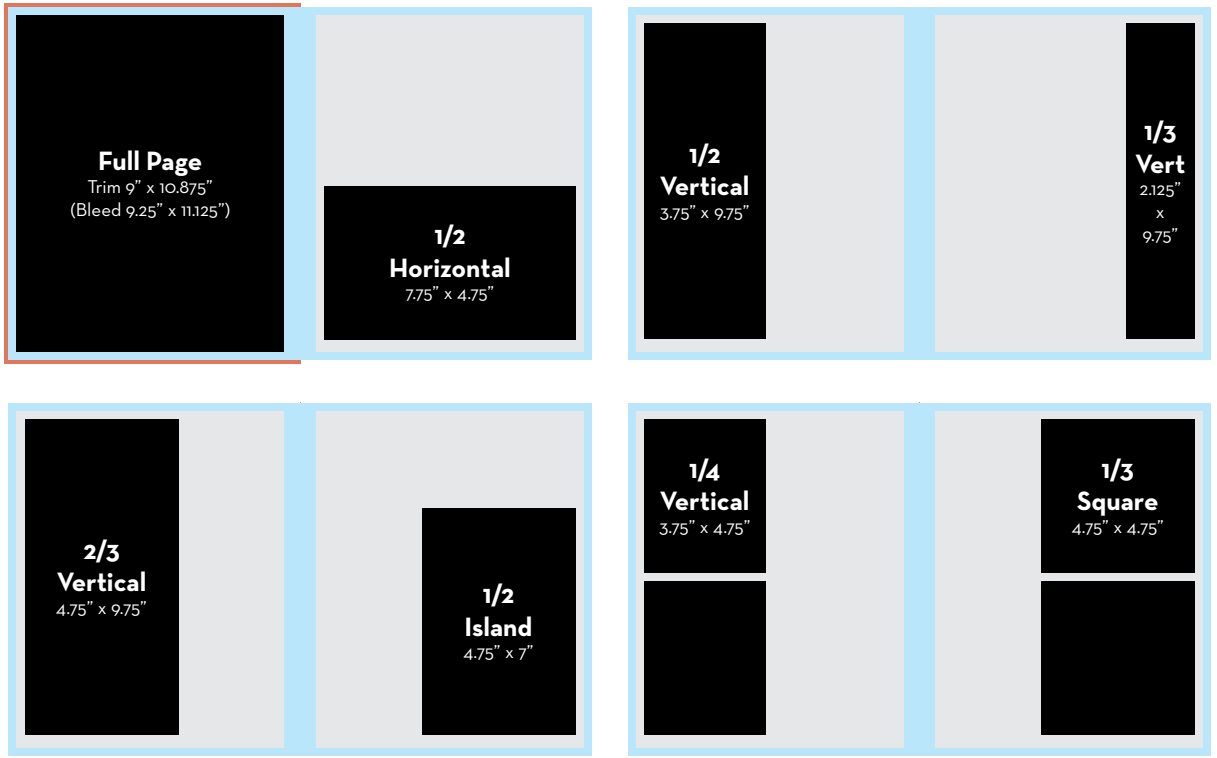
Please upload via our client center. An upload link will be emailed to you. **Contract Proof:** Clients may request to have a contract color proof sent to them. A $25 charge will apply.

QUESTIONS

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Reprints, Paper, Inserts & Plant Operations
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PALM BEACH ILLUSTRATED



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

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