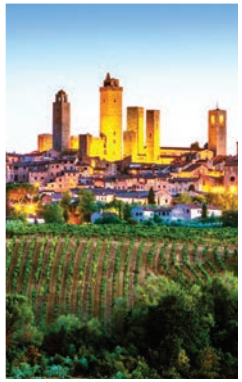
FORT LAUDERDALE
ILLUSTRATED®

Photo by DANNY CARDOZO

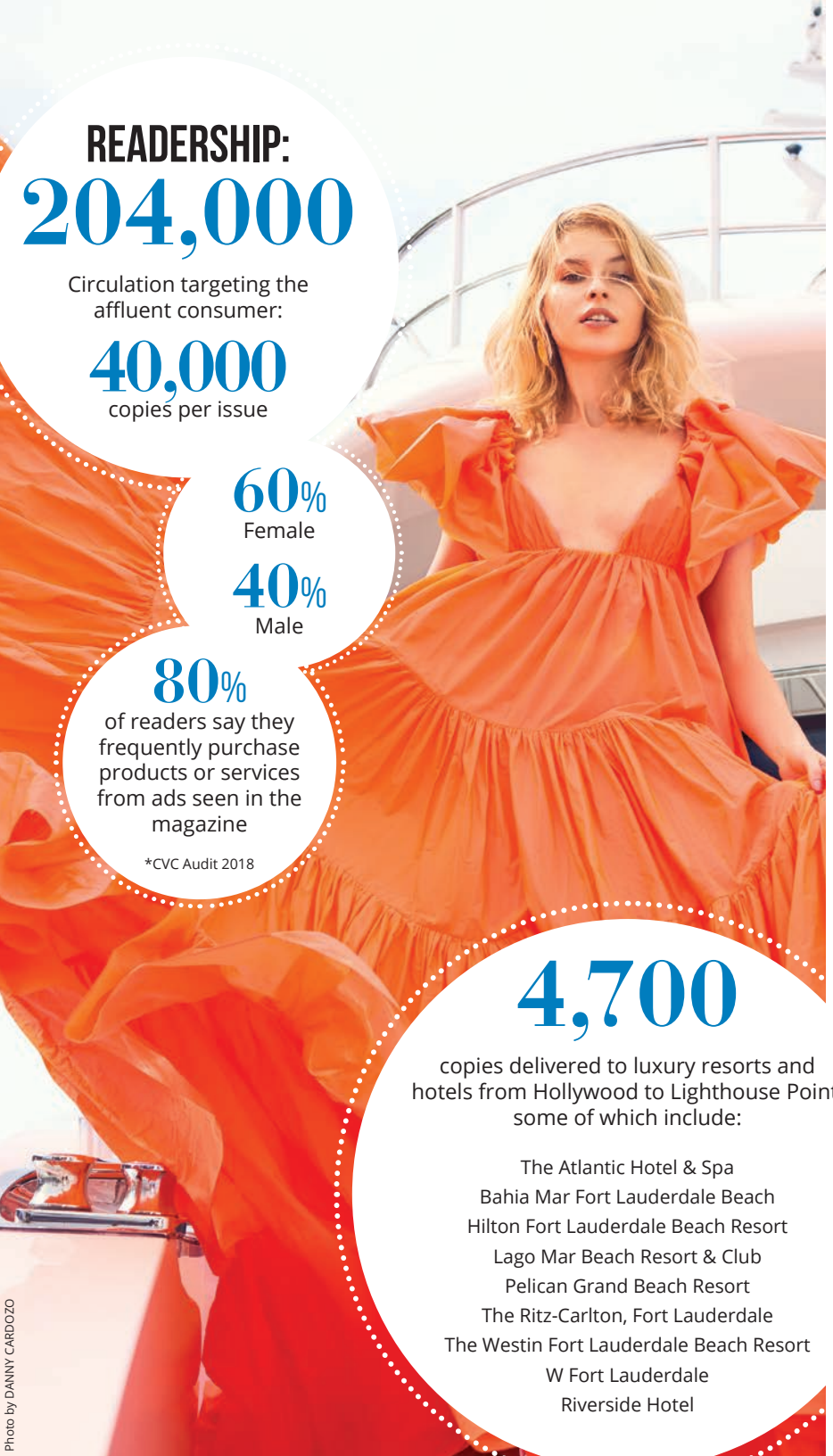
MEDIA KIT // 2020-2021



LOCAL. RELEVANT. AFFLUENT. ENGAGING. YOURS

Fort Lauderdale Illustrated, formerly *Gold Coast Magazine*, features content about city life, captivating personalities, art and entertainment, style and beauty trends, yachts, and the best places to dine. Each issue is thoughtfully curated to showcase the best of what Broward County has to offer. *Fort Lauderdale Illustrated* is the magazine of choice for those who live in and visit Fort Lauderdale and the surrounding area.

Fort Lauderdale Illustrated is part of the Palm Beach Media Group family of publications. PBMG is a proven leader with more than 68 years of publishing excellence. The company produces 25 magazines and nine websites.



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READERSHIP:

204,000

Circulation targeting the affluent consumer:

40,000
copies per issue

60%
Female

40%
Male

80%
of readers say they frequently purchase products or services from ads seen in the magazine

*CVC Audit 2018

4,700

copies delivered to luxury resorts and hotels from Hollywood to Lighthouse Point, some of which include:

The Atlantic Hotel & Spa
Bahia Mar Fort Lauderdale Beach
Hilton Fort Lauderdale Beach Resort
Lago Mar Beach Resort & Club
Pelican Grand Beach Resort
The Ritz-Carlton, Fort Lauderdale
The Westin Fort Lauderdale Beach Resort
W Fort Lauderdale
Riverside Hotel

CIRCULATION

Fort Lauderdale Illustrated offers our advertising and marketing partners powerful, results-producing, targeted distribution from Hollywood to Lighthouse Point.

25,000 subscriber copies reaching affluent readers, residents of exclusive communities and luxury condominiums.

- Alhambra Place Condominiums
- Aquazul Condominium
- Coconut Grove Residences
- Cristelle Condominium
- Europa by the Sea
- Everglades House
- Galt Ocean Club Condos
- Hampton Beach Club
- Harbourage Place Condominium
- Jackson Tower
- L'Hermitage Condominium
- L'Ambiance Condominiums
- Las Olas Beach Club
- Las Olas Grand Condominium
- Las Olas River House
- The Oceanage
- Oriana
- Riva
- Sapphire Condominium
- Sea Ranch Club
- The Symphony
- The WaterGarden

10,300 copies are delivered to specialty businesses and newstands, designed to reach wealthy residents and visitors:

- Barnes & Noble
- Fort Lauderdale/ Hollywood International Airport
- Publix
- Palm Beach International Airport
- Miami International Airport
- Shops on Las Olas Boulevard and other specialty shopping areas
- Major independent newsstands

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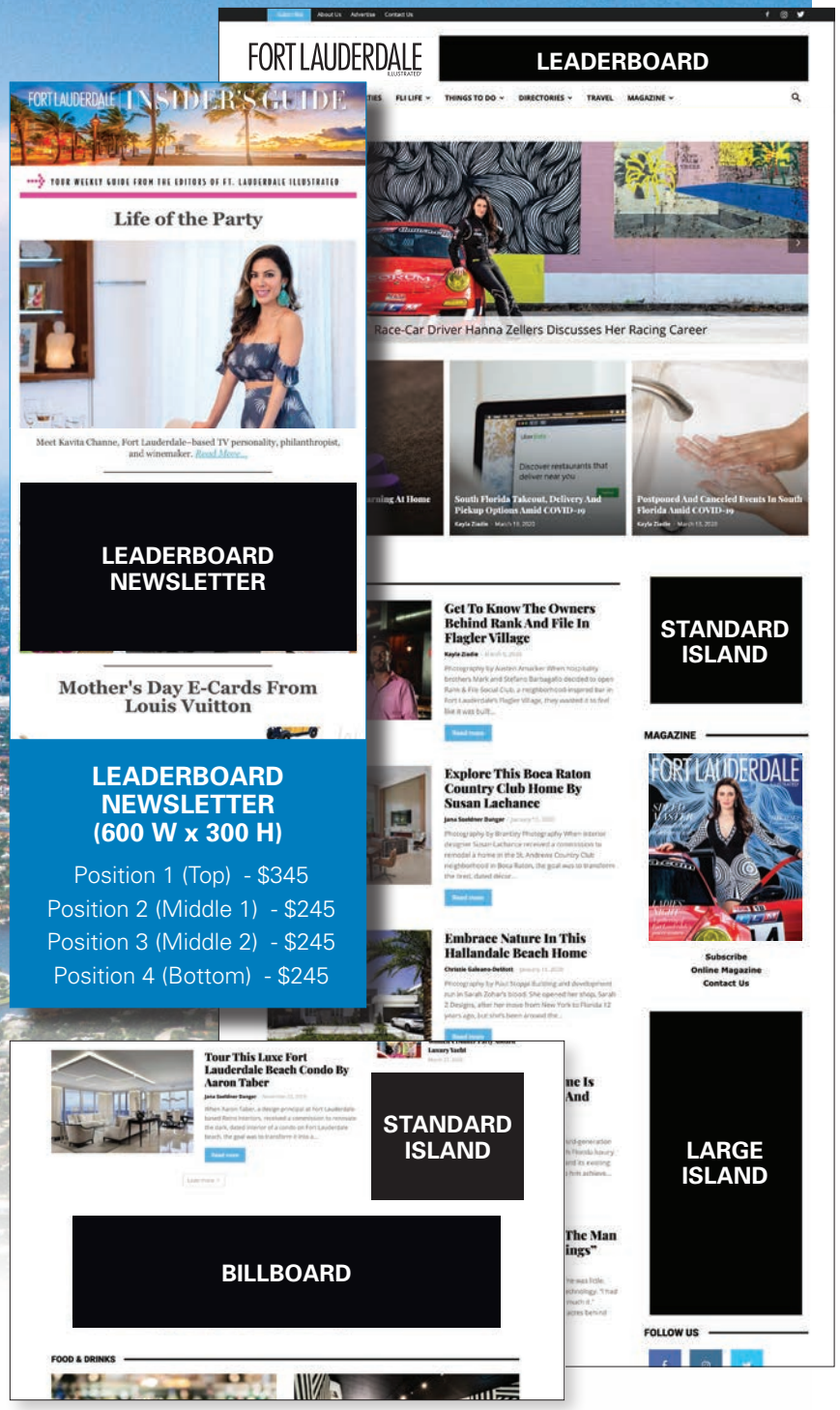

DIGITAL RATES

STANDARD ISLAND (300 W x 250 H)

- Position 1 (Top) on all Pages and Posts - $400
- Position 2 (Middle 1) on all Pages and Posts - $350
- Position 3 (Middle 2) on all Pages and Posts - $350
- Position 4 (Bottom) on all Pages and Posts - $350

LARGE ISLAND (600 W x 300 H) - $350

- Displayed on all Pages and Posts

LEADERBOARD (728 W x 90 H) - $350

- Displayed on top of all Pages and Posts

BILLBOARD (970 W x 250 H) - $650

- Displayed on bottom of all Pages and Posts

EBLAST (600 W x 800 H) - $695

- Clients can provide their own artwork or design assistance can be provided

FEATURED LISTING - $150

FORT LAUDERDALE ILLUSTRATED

EDITORIAL CALENDAR 2020 2021

MAY/JUNE 2020
ALL ABOUT FAMILY

- *Kid-friendly summer fun*
- *Kids' fashion*

Special Advertising Opportunities:
Medical Experts, Open House,
Top Doctors, Wealth Preservation

Space Close: April 15, 2020

JULY/AUGUST 2020
THE TRAVEL ISSUE

- *Resort fashion for jet-setters*
- *Road Trip!*

Special Advertising Opportunities:
Open House, Private Education Guide,
Summer Escapes

Space Close: May 15, 2020

SEPTEMBER 2020
THE STYLE ISSUE

- *Cool fall fashion*
- *Our most stylish men*

Special Advertising Opportunity:
Open House

Space Close: July 15, 2020

OCTOBER 2020
THE YACHTING ISSUE

- *Boat Show primer*
- *Yacht showcase*

Special Advertising Opportunities:
Open House, Top Lawyers, Ship to Shore

Space Close: August 15, 2020

NOVEMBER 2020
THE CULTURE ISSUE

- *Hot dates: Arts preview*
- *Artists we love*

Special Advertising Opportunities:
Art & Culture, Open House,
Who's Who in Charity & The Arts

Space Close: September 15, 2020

DECEMBER 2020
HOLIDAY MAGIC

- *Glittering jewels for your "nice" list*
- *Artisan gift guide*

Special Advertising Opportunities:
Holiday Gift Guide, Open House

Space Close: October 15, 2020

JANUARY 2021
THE POWER ISSUE

- *Power players*
- *Supercars*

Special Advertising Opportunities:
Open House, Power Women!

Space Close: November 15, 2020

FEBRUARY 2021
EAT + DRINK

- *Restaurants to savor*
- *Brewery guide*

Special Advertising Opportunity:
Open House

Space Close: December 15, 2020

MARCH 2021
AT HOME

- *Designers' favorite rooms*
- *Tabletop stylings*

Special Advertising Opportunities:
Open House, Smart Guide

Space Close: January 15, 2021

FORT LAUDERDALE ILLUSTRATED®

CONTACT US

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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

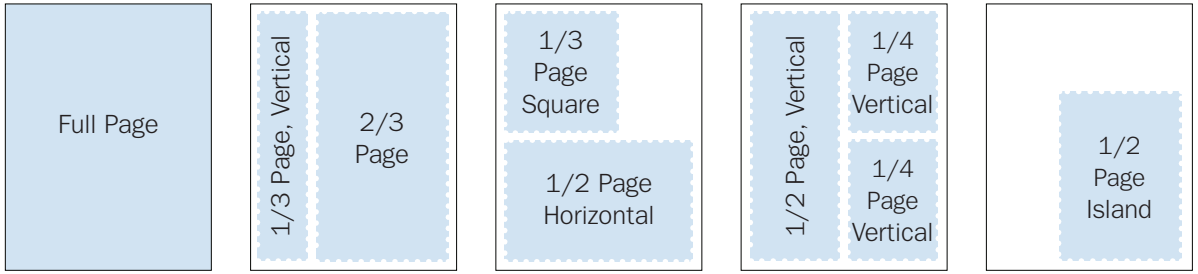
Material Format: PDF/X1-A. No color proofs are required.

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.



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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