



FLORIDA DESIGN

The magazine for interior
design and fine furnishings



MEDIA KIT 2023-2024

Florida Design reaches an audience of more than 660,000 readers per issue who appreciate interior design, fine furnishings, custom-built architecture, and a luxury lifestyle.

READER PROFILE*

- 67% Female / 33% Male
- Age: 45+
- Married: 67%
- Average Annual Income: \$187,921
- Median Home Value: \$854,608

CIRCULATION

165,000 total copies per issue

RESULTS-DRIVEN DISTRIBUTION

- Florida Design offers advertising partners powerful results-producing distribution through paid subscriptions, newsstand sales, comp copies to the trade and bulk delivery inside the state of Florida.
- Copies are mailed to subscribers throughout Florida, across the United States and worldwide.
- Florida Design is sold at hundreds of newsstands including Barnes & Noble, Publix and Whole Foods, CVS, Walgreens, domestic and international airports and many more.
- Copies are sent by direct mail to the owners of newly purchased high-value homes in target markets and to real estate agents and luxury home sales centers, galleries, design showrooms, trade centers and events.
- More than 27,700 copies per issue are sent to Architects, Builders and Interior Designers.

*Source: InfoUSA September 2019

Front cover photo credits:

Main image: Sean Murphy, Neptune Beach, FL

Right side, clockwise: Nikolas Sargent, West Palm Beach, FL;

Azimut Yachts, Fort Lauderdale; Gieves Anderson, Brooklyn, NY



Photography by Brandon Barré, Ontario, Canada

WINTER (32-4) JANUARY – MARCH 2023

ART & DESIGN

- **Feature Homes:** Estates, penthouses, and cottages from coast to coast
- **Buzz:** News and trends from the world of design
- **Room Focus:** The foyer
- **Art:** Galleries, museums, and creatives to know
- **Spotlight:** Standouts from High Point Market fall 2022
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!
- **Special Promotional Sections:** Art, Palm Beach, South Florida Design Park, The Collective, and DCOTA

SPRING (33-1) APRIL – JUNE 2023

AWARD-WINNING DESIGN

- **Feature Homes:** Architectural standouts, design-savvy condos, and second homes with pizzazz
- **Buzz:** News and trends from the world of design
- **Room Focus:** The kitchen
- **Special Feature:** Winners of the inaugural FD Seaglass Awards
- **Spotlight:** Standouts from Lightovation, Standouts from the High Point Market Fall 2022
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture and more!
- **Special Promotional Sections:** Lighting, Stone & Tile, Naples

SUMMER (33-2) JULY – SEPTEMBER 2023

THE GREAT OUTDOORS

- **Feature Homes:** Life by the water
- **Buzz:** News and trends from the world of design
- **Room Focus:** The powder room
- **Alfresco:** Top landscape architects and their work
- **Spotlight:** Standouts from KBIS
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!
- **Special Promotional Sections:** Kitchen & Bath, Outdoor Living, Sarasota, Miami

FALL (33.3) OCTOBER – DECEMBER 2023

THE COLOR ISSUE

- **Feature Homes:** Happy homes, beach retreats, and personal spaces with personality
- **Buzz:** News and trends from the world of design
- **Room Focus:** The home office
- **Spotlight:** Standouts from High Point Market Spring 2023
- **Palette:** Vibrant, bold spaces bursting with color
- **Covet:** Designers' favorite objects
- **IN EVERY ISSUE:** Gardens, product roundups, designer conversations, artisans, architecture, and more!
- **Special Promotional Sections:** Windows & Doors, Flooring, Fabrics and Wallcoverings, Vero Beach, Fort Lauderdale

The editorial calendar is subject to change without notice.



Photography by Kris Tamburello, Miami, FL

HOME PAGE BILLBOARD

- The only ad on the Home page

\$995 monthly

LARGE ISLAND

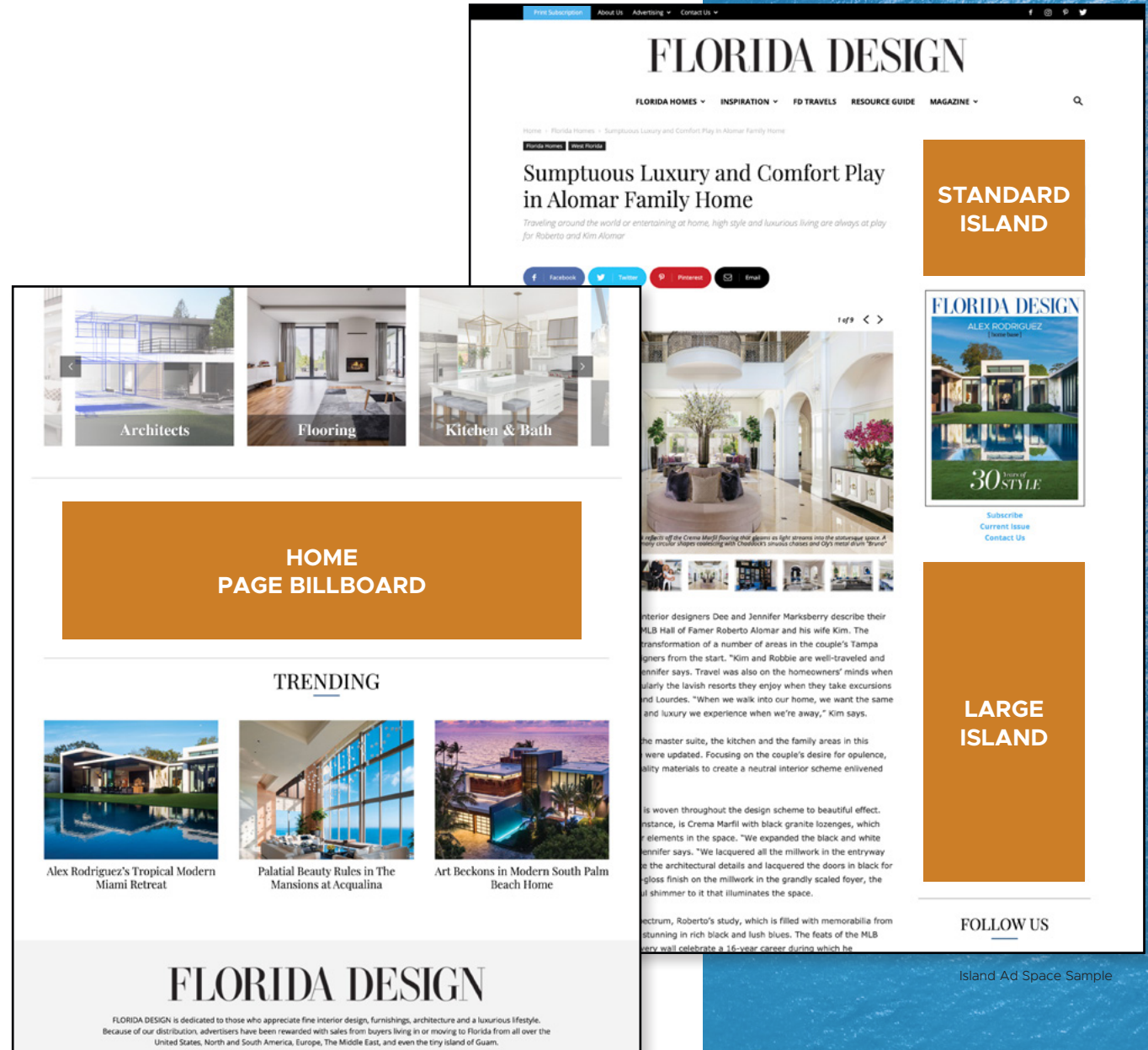
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

\$595 monthly

STANDARD ISLAND

- Appears in the right column of all landing pages except Resource Guide.
- Four island positions are available. Rotating ad with a maximum of 3 advertisers

\$395 monthly



Home Page Sample

Island Ad Space Sample

SPONSORED CONTENT

- Ad appears in advertorial format. Includes up to 500 words of text and up to 8 photo images
- Ads in this format are designed in-house by our creative team
- Ad cost includes one post on each Florida Design Social Media platform
- One-time fee and the page stays active on the site for one year

\$1,500

- Update the page with new photos and text + new social media posts

\$1,200

PROFILE PAGE

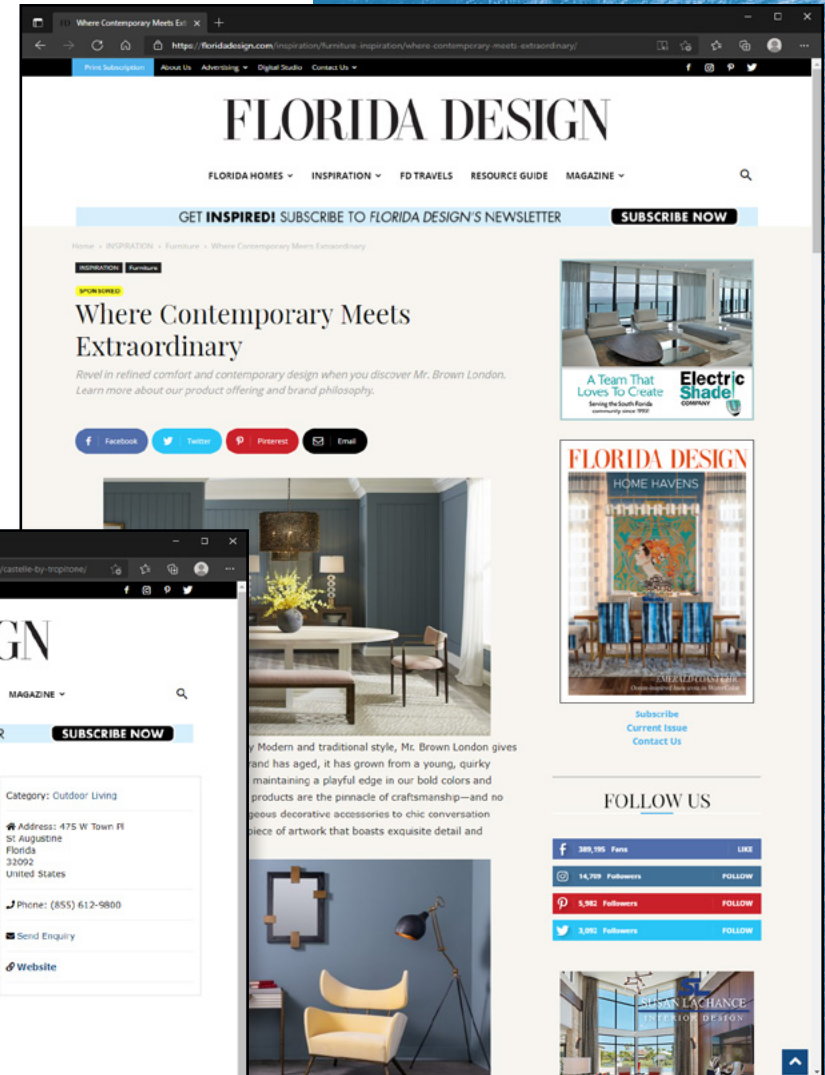
- Appears in the on-line Resource Guide, in your business category
- Includes up to 200 words of business description and 6 photos/product shots
- Annual commitment required

\$99 monthly

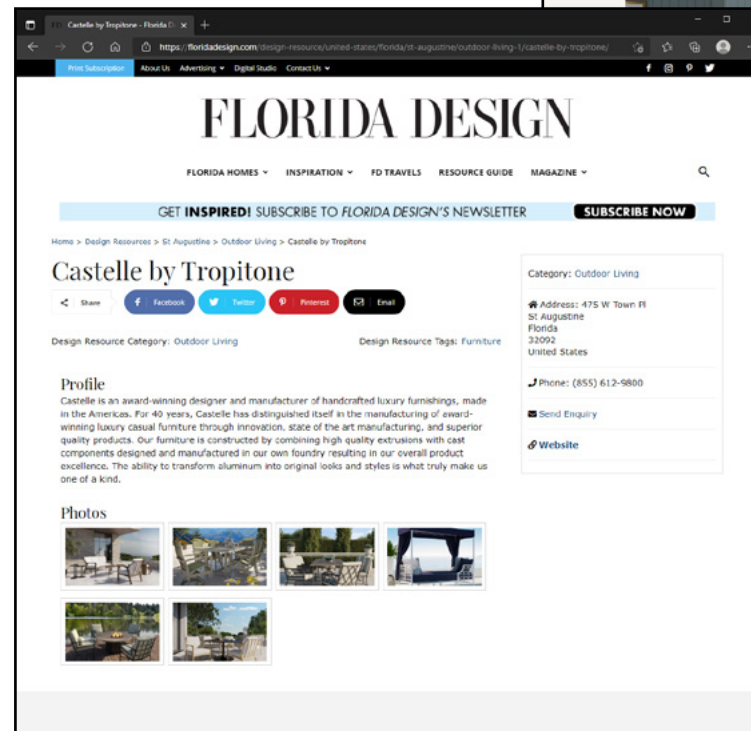
(for print advertisers)

\$199 monthly

(for non-print advertisers)



Sponsored Content Sample



Profile Page in Resource Directory Sample

FLORIDA DESIGN E-NEWSLETTER

Be a part of our weekly e-newsletter, “Inspired Living” that goes out each Monday by email to opt-in subscribers. Our highly anticipated newsletter reaches both end consumers and design trade professionals interested in custom homes and fine furnishings.

Your ad can link to your website, a video presentation, a coupon or invitation – the sky is the limit.

\$595 per issue

(3 Leaderboard positions available)

FLORIDA DESIGN DEDICATED E-BLAST

An email message that arrives in your prospect’s inbox with Florida Design’s name, acts as an endorsement for your company. We can help you expand your brand and increase sales by reaching our database of design trade professionals state-wide.

\$995 one-time

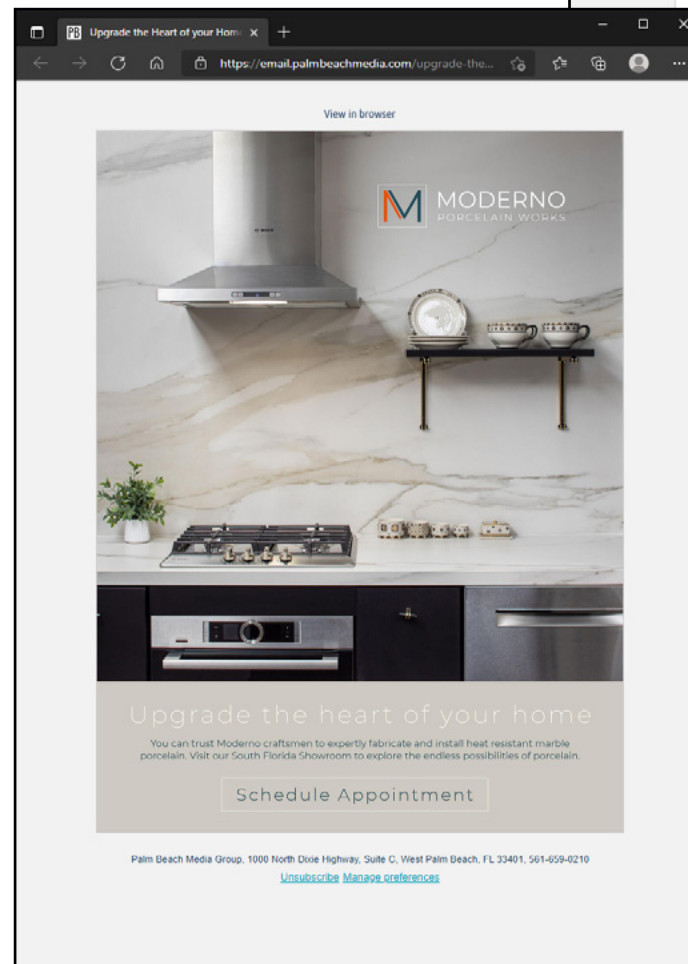
(One-time e-Blast deployment)

\$795 each

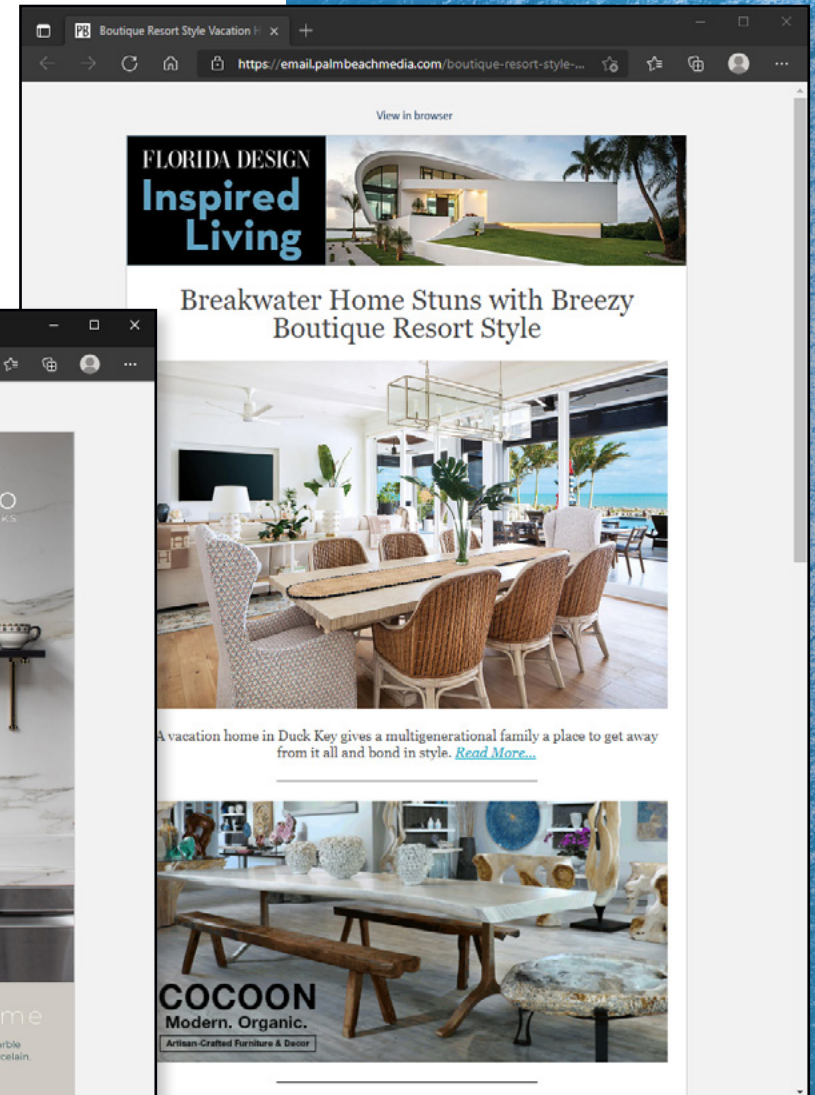
(2-3 e-Blasts to remind of an event or announcement)

\$695 each

(4+ e-Blasts)



Dedicated E-Blast Sample



E-Newsletter Sample

DIGITAL MEDIA SERVICES

Long regarded as the leading print magazine devoted to custom homes, interior design and fine furnishings, Florida Design now offers a full array of digital media services designed to meet your marketing strategy. Supporting your print advertising campaign with digital media allows you to reach a customized audience where they spend much of their time, on-line.

Since every business has different goals, we can tailor a one-of-a-kind program to target the buyers you are looking for within your budget.

- SEO – Search Engine Optimization
- SEM – Search Engine Marketing
- Social Media Advertising
- Social Media Management
- Google Display Ads
- Geofencing
- Remarketing
- Video, YouTube, Connected TV and Digital Radio

Let our team of in-house experts customize a digital strategy for you through a personal consultation.

We can help your brand stand out in Google searches, increase traffic to your website, improve engagement, attract new followers and provide you with leads to convert prospects into customers.

Each campaign is managed by a professional digital expert, dedicated to optimizing your ad program for top performance. Your campaign manager will provide detailed monthly reports and review these with you personally so that you know how your investment is performing.



Photography by Carmel Brantley, Ocean Ridge, FL

FLORIDA DESIGN TITLES

Florida Design is a part of the Palm Beach Media Group growing family of publications. For more than 30 years, *Florida Design* has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 68 years of publishing excellence, has mastered the art of attaining affluent readers with distribution nationally and internationally.

FLORIDA DESIGN



PO Box 3344, Palm Beach, FL 33480
phone 561-659-0210 fax 561-659-1736
floridadesign.com

Cover Photo Credits:
Florida Design: Jack Gardner, Valparaiso, FL
Florida Design Naples Edition: Lori Hamilton, Naples, FL
Florida Design Miami Edition: Troy Campell, Miami, FL
Florida Design Annual Sourcebook: Ken Heyden, Miami Beach, FL

PUBLISHER

Terry Duffy
tduffy@palmbeachmedia.com
561.472.1908

ASSOCIATE PUBLISHER

Susan Gibson Howard
sgibsonhoward@floridadesign.com
561.376.5767

ACCOUNT MANAGERS

Harvey Dana
hdana@floridadesign.com
305.984.6684

Jennifer Dardano
jdardano@floridadesign.com
561 472.1905

Elizabeth Goodman
lgoodman@floridadesign.com
239.595.7269

Jamie Altschul
jaltschul@floridadesign.com
646.641.8724

MARKETING MANAGER

Rebecca Desir
rdesir@palmbeachmedia.com
561.472.2209

PRODUCTION DIRECTOR

Selene Ceballo
sceballo@palmbeachmedia.com
561.472.1907

ADVERTISING DESIGN COORDINATOR

Johanna Perez
jperez@floridadesign.com
561.472.2210

PRODUCTION MANAGER

Lourdes Linares
llinares@palmbeachmedia.com
561.472.2203

DIGITAL MARKETING MANAGER

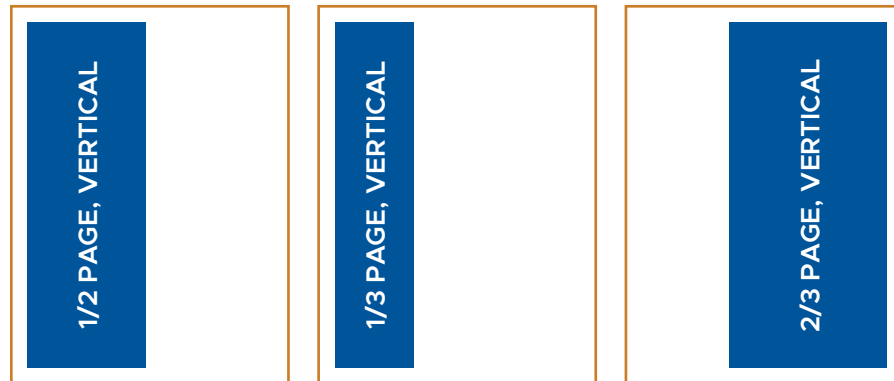
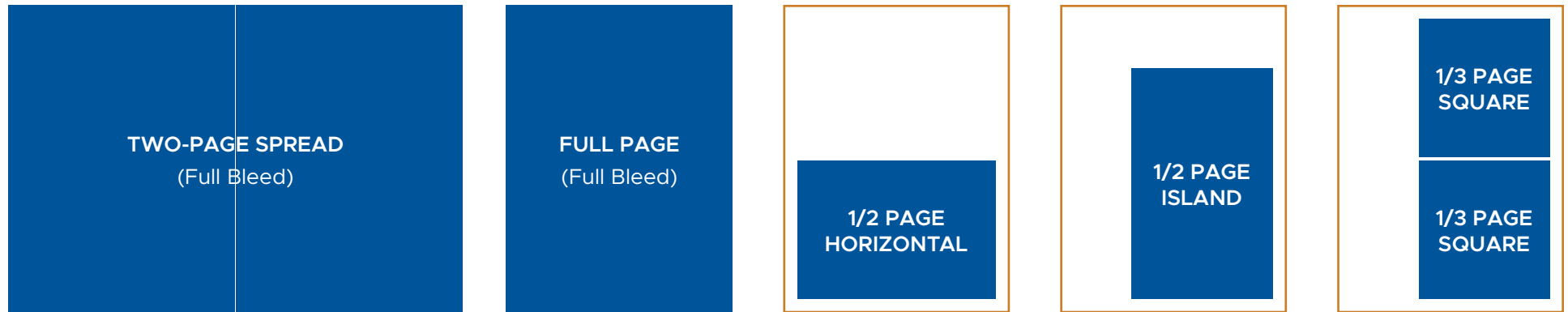
Tyler Sansone
tsansone@palmbeachmedia.com
561.472.2204



Photography by Tamara Alvarez, Key West, FL

AD REQUIREMENTS

FLORIDA DESIGN



AD SIZES

TRIM

BLEED

Spread:	16" x 10.875"	16.25" x 11.125"
Full Page	8" x 10.875"	8.25" x 11.125"
2/3 Vertical	4.5" x 9.875"	N/A
1/2 Island	5" x 8.125"	N/A
1/2 Vertical	3.375" x 9.875"	N/A
1/2 Horizontal	7" x 4.875"	N/A
1/3 Square	4.625" x 4.875"	N/A
1/3 Vertical	2.25" x 9.875"	N/A

TECHNICAL SPECIFICATIONS

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.

DEADLINES

SPRING (33-1)

Space Close February 6, 2023
Materials Due February 20, 2023
Publication Date March 2023

SUMMER (33-2)

Space Close May 4, 2023
Materials Due May 18, 2023
Publication Date June 2023

FALL (33-3)

Space Close August 4, 2023
Materials Due August 18, 2023
Publication Date September 2023

WINTER (33-4)

Space Close October 30, 2023
Materials Due November 13, 2023
Publication Date December 2023