

MIAMI EDITION

FLORIDA DESIGN

2019/2020

MEDIA KIT



MIAMI EDITION FLORIDA DESIGN

Florida Design Miami Edition Facts...

EDITORIAL FOCUS

The finest in Miami style, home furnishings, luxury real estate, upscale hotels, and high-end goods and services.

FREQUENCY

3 times per year

CIRCULATION

30,000

READERSHIP


190,000

DISTRIBUTION

Homes valued at \$1 million and up; airport, bookstore and supermarket newsstands; luxury designer and architectural showrooms; and more.

TARGETED AUDIENCE

Average Age	57
Median Household Income	\$201,000
Median Household Assets	\$1,584,326
Home Value	Over \$1 million



fact sheet

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Editorial Calendar

DECEMBER-MARCH

SPECTACULAR ART COLLECTIONS

Feature Homes: Artful Homes

Best of Show: Art Basel in Review, Design Miami, Miami Art Week: Art Miami, Spectrum Miami, Red Dot, SCOPE, and more

Gardens: Fairchild Tropical Botanic Garden

Promotional: Art Highlights, Miami Design District

APRIL-JULY

AT THE TOP OF THE MAGIC CITY

Feature Homes: Coastal Chic Condos

Best of Show: High Point, Lightovation, iSaloni Salone del Mobile

Gardens: Rooftop Gardens

Promotional: Kitchens & Baths, Outdoor Living

AUGUST-NOVEMBER

FASHION INSPIRED HOMES

Feature Homes: Designer abodes, runway style at home

Best of Show: High Point

Gardens: Landscapes and Hardscapes

Dining in Style: Hot New Restaurant Interior Design

Yachting: Luxury Yacht Interior Design

Promotional: Interior Design Showcase, Coral Gables

IN EVERY ISSUE:

Impressions: Showcasing the latest design trends and intriguing finds

Movers & Shakers: Profiling Miami's creative powerhouses and leading tastemakers

Snapshot: Highlighting design moments from Miami's top neighborhoods

A Design Resources highlight may be available to advertisers that qualify for the above categories. The editorial calendar is subject to change without notice.



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Family of Magazines

Florida Design Miami Edition is a part of the Palm Beach Media Group growing family of publications. For over thirty years, Florida Design has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 67 years of publishing excellence, has mastered the art of attaining affluent readers with distribution nationally and internationally.

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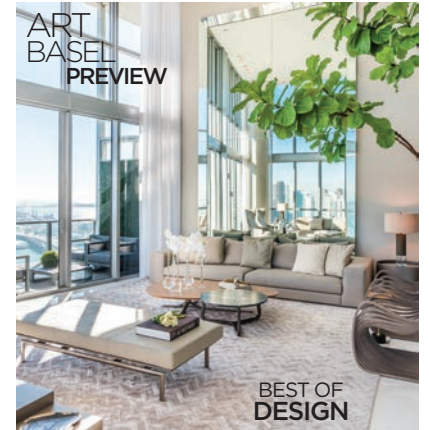
Realistic Rendering Courtesy of Ax Solutions, Miami, FL

*Florida Design, Florida Design Miami Edition,
Florida Design Naples Edition, Florida Design Annual Sourcebook*

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NAPLES EDITION FLORIDA DESIGN



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Ad Requirements

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.

ad sizes	final trim	live area (type)	bleed
2 page spread	20" x 12"	19" x 11"	20.25" x 12.25"
full page	10" x 12"	9" x 11"	10.25" x 12.25"
1/2 page horizontal	-	9" x 5.375"	-
1/2 page vertical	-	4.375" x 11"	-
1/2 page island	-	6.375" x 9.25"	-
1/3 page horizontal	-	5.9375" x 5.375"	-
1/3 page vertical	-	2.8125" x 11"	-
2/3 page vertical	-	5.9375" x 11"	-
1/4 page vertical	-	4.375" x 5.375"	-

*Limited Availability

FULL PAGES ONLY: Please keep type 1/2" away from edges of page.

For a full page bleed, provide document page size as 10"x12" and add 1/8" bleed on all sides.

2 PAGE SPREAD: Please submit as a 2 page spread and make sure no type falls in the 1" gutter.

Ad Delivery

Please upload via our client center. An upload link will be emailed to you.

Ad Material Specs/Upload, Deadline Extensions

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digital
requirements