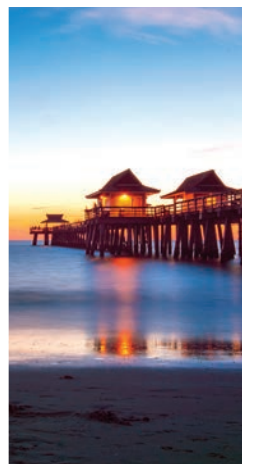


NAPLES[®]

ILLUSTRATED

Media Kit // 2018-2019



WHO WE ARE

LARGEST TOTAL AUDIENCE

Naples Illustrated delivers an affluent audience of more than 185,000 readers each month, the largest readership of any local lifestyle magazine.

For more than 20 years *Naples Illustrated* has captured the imagination and attention of this extraordinary audience with a lifestyle magazine that exemplifies a life well lived. Residents and visitors recognize *NI* as the leading authority on all things Southwest Florida including restaurants, arts and entertainment, fashion, and home trends.

Spectacular photography and outstanding original editorial content features couture fashion, luxurious automobiles, culture, fine dining, entertainment, personalities, and world travel in every issue.

AUDIENCE:

39%* Male **61%*** Female

MEDIAN AGE:

46*

READER PROFILE

Naples Illustrated readers are affluent and

695 times more likely to have an annual income of **\$500,000** or more**

159 times more likely to own a luxury vehicle**

101 times more likely to have an advanced college degree**

253 times more likely to have a home valued at **\$500,000** or more**

79 times more likely to have a home valued at **\$1,000,000** or more**

*Media Audit 2016

**Media Audit 2018

51%

of NI subscribers
have enjoyed the
magazine for 10 years
or more!

READERSHIP:

185,250

Circulation targeting the ultra-
affluent consumer:

28,500

copies per issue

2,400

copies delivered to luxury resorts and
hotels in Southwest Florida, including:

The Ritz-Carlton Resorts of Naples
Naples Grande Beach Resort
LaPlaya Beach & Golf Resort
The Naples Beach Hotel & Golf Club
Inn on 5th • Trianon Hotels
Hilton Naples • Edgewater Beach Hotel
Inn at Pelican Bay
Hyatt House

CIRCULATION

Naples Illustrated is audited by the CVC (Circulation Verification Council). The publication offers our advertising and marketing partners powerful, results-producing, targeted distribution from Marco Island to Bonita Springs.

20,000 subscriber copies reaching ultra-affluent readers.

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

- Grey Oaks Country Club
- Vanderbilt Beach
- Vineyards
- Mediterra
- Aqualane Shores
- Kensington Golf & Country Club
- Naples Cay
- Bay Colony
- Talis Park
- Tiburón
- Lely Resort Golf & Country Club
- Fiddler's Creek
- Port Royal
- Twin Eagles
- Pelican Bay
- Quail West
- Colliers Reserve
- Olde Cypress

High-profile targeted distribution, reaching the ultra-affluent market: **4,500** copies

Specialty business distribution and noteworthy events, designed to reach affluent consumers and visitors:

- Waterside Shops
- Fifth Avenue
- Third Street South concierge
- Naples Chamber of Commerce
- Physician Regional Healthcare System
- Private jet carriers
- Leading wealth management/ financial institutions
- Real estate firms
- Salons and spas
- High-end retail outlets
- Important charitable events

Available on select newsstands: **1,600** copies

- Barnes & Noble
- Costco
- Walgreens
- Whole Foods
- CVS
- Wynn's Market
- Publix
- Lucky's Market
- Fresh Market

EDIT CALENDAR

SEPTEMBER 2018 // SUPER MEN

Special Advertising Opportunity:
Top Lawyers

Space Close: July 15, 2018

OCTOBER 2018 // HOME

Special Advertising Opportunities:
Design Directory, Spaces

Space Close: August 15, 2018

NOVEMBER 2018 // ART & CULTURE

Special Advertising Opportunities :
The List, Top Dentists,
Wealth Preservation

Space Close: September 15, 2018

DECEMBER 2018 // HOLIDAY SPARKLE

Space Close: October 15, 2018

JANUARY 2019 // LONGEVITY

Special Advertising Opportunity:
Wealth Preservation

Space Close: November 15, 2018

FEBRUARY 2019 // FOOD & WINE

Special Advertising Opportunities:
Design Directory, Spaces

Space Close: December 15, 2018

MARCH 2019 // STYLE

Special Advertising Opportunities:
The List, Wealth Preservation

Space Close: January 15, 2019

APRIL 2019 // LEADING LADIES

Special Advertising Opportunity:
Top Physicians

Space Close: February 15, 2019

MAY/JUNE 2019 // WEDDING

Special Advertising Opportunity:
Top Chiropractors

Space Close: March 15, 2019

JULY/AUGUST 2019 // TRAVEL

Space Close: May 15, 2019



ASHLEY MEYER

IN EVERY ISSUE

IN FOCUS // Ultimate event photos

INSIDER // Insightful interviews, expert advice, people to watch, and things to do

STYLE // Fashion trends

BIJOUX // Latest jewelry

THE GOODS // Local boutique owners share insights

FINDS // Premier local products and retail trends

ABODE // Ideas and inspiration for home design and decor

ESCAPE // Ultimate travel destinations

QUICK TRIPS // Weekend excursions

HIGH ROAD // Expert reviews of luxury automobiles

TASTE // Chef profiles, dining guide, and the food scene

POUR // What to drink now

BALANCE // Health, wellness, and beauty tips and trends

WEALTH // Trends in managing investments and financial planning

AGENDA // What's happening in arts and culture

SENSE OF PLACE // Notable Neapolitans reveal their favorite things

*Advertisers cannot pay to be featured in *Naples 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 readers.



ANTHONY D'ARMELEE

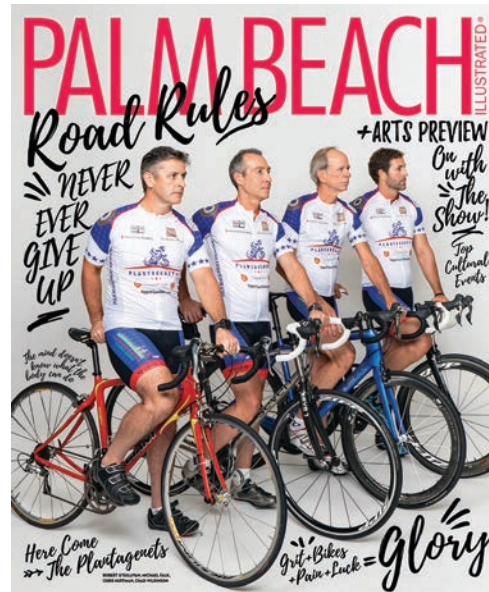
PALM BEACH MEDIA GROUP COLLECTION

NI MEDIA KIT 2018-2019



NAPLES ILLUSTRATED

Celebrating the good life in Southwest Florida, *Naples Illustrated* reaches an ultra-affluent readership from Marco Island to Bonita Springs as the leading regional luxury lifestyle magazine. Published 10 times per year, *Naples Illustrated* is audited by the Certification Verification Council.



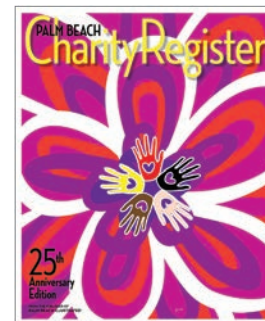
PALM BEACH ILLUSTRATED

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 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. The *Naples Charity Register* is published each November.



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. The *Palm Beach Charity Register* is published each November.



DINE239

Dine239 is a publication dedicated to the finest dining options in and around Naples. Published in October it reaches affluent residents, visitors, and business travelers.

CUSTOM COLLECTION



SALUT!

The Magazine of
The Naples Winter
Wine Festival

Frequency: 1x per year

Publication Date:
January 2019

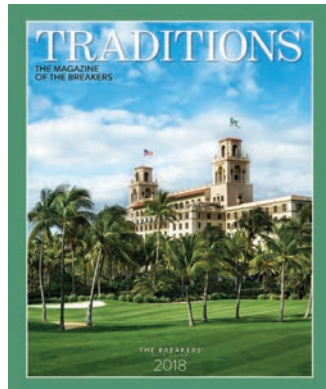


FIFTH AVENUE SOUTH

The Magazine of Naples'
Fifth Avenue Business
Improvement District

Frequency: 1x per year

Publication Date:
November 2018

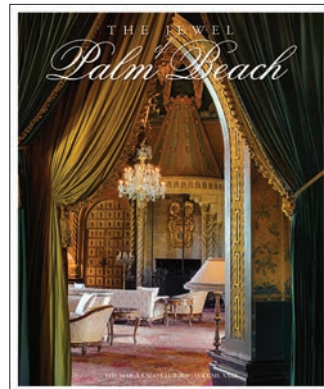


TRADITIONS

The Magazine of The
Breakers Palm Beach

Frequency: 1x per year

Publication Date:
January 2019



THE JEWEL OF PALM BEACH

The Magazine of
The Mar-a-Lago Club

Frequency: 1x per year

Publication Date:
January 2019



ART&CULTURE

The Magazine of the
Cultural Council of
Palm Beach County

Frequency: 3x per year

Publication Date:
October 2018,
January 2019, April 2019



PINNACLE

The Magazine of the
Jupiter Medical
Center Foundation

Frequency: 2x per year

Publication Date:
October 2018, May 2019,
October 2019

PALM BEACH MEDIA GROUP TESTIMONIALS

NI MEDIA KIT 2018-2019



"BIGHAM JEWELERS AND NAPLES ILLUSTRATED, TWENTY-YEAR PARTNERS AND STILL GOING STRONG."

Kathy Bigham, Owner, Bigham Jewelers, Advertising Partner since 1998

"NAPLES ILLUSTRATED REFLECTS THE LIFESTYLE OF OUR VALUED CUSTOMERS."

Susan Bay, Owner, Bay Design Store, Advertising Partner since 2003



"ADVERTISING IN NAPLES ILLUSTRATED ENSURES WE REACH OUR TARGET MARKET."

Daniel Lubner, President, Clive Daniel Home, Advertising Partner since 2012

"WE GET RESULTS WITH NAPLES ILLUSTRATED."

Claudine Léger-Wetzel, Vice President of Sales and Marketing, Stock Development, Advertising Partner since 1999



"ADVERTISING WITH NAPLES ILLUSTRATED PRODUCES POSITIVE RESULTS. THANK YOU, NI, FOR HELPING US GROW!"

Quenby Tilley & Ashley Means, Owner, Audrey's of Naples, Advertising Partner since 2009



PALM BEACH MEDIA GROUP PRINT SPECS

NI MEDIA KIT 2018-2019

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

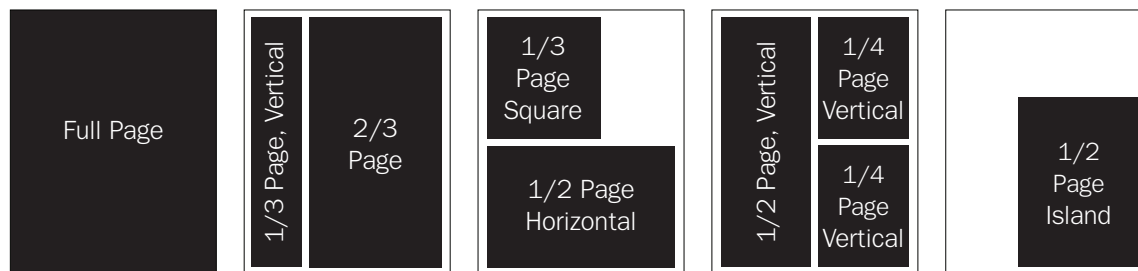
Material Format: PDF/X1-A. No color proofs are required.

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.



◀ Specs listed apply to all Palm Beach Media Group titles with the following exceptions:

Dine239, 5th Avenue South, Traditions, & The Jewel of Palm Beach

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.

For questions, please contact:

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jrey@palmbeachmedia.com

QUESTIONS

Ad Material Specs & Upload, Extensions

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Cover Photo Credits:

Fashion: Anthony Parmelee **Travel:** Mark Snyder
Home: Naples Kenny **Food:** Vanessa Rogers

