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 21 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.

**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**

**AUDIENCE:**

- Male: 39%*
- Female: 61%*

**MEDIAN AGE:**

- 46*

*Media Audit 2016
**Media Audit 2018
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
- Mediterra
- Naples Cay
- Tiburón
- Port Royal
- Quail West
- Vanderbilt Beach
- Aqualane Shores
- Bay Colony
- Lely Resort Golf & Country Club
- Twin Eagles
- Colliers Reserve
- Vineyards
- Kensington Golf & Country Club
- Talis Park
- Fiddler’s Creek
- Pelican Bay
- 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
- The Greater 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
- Publix
- Costco
- Lucky’s Market
- Wynn’s Market
- Whole Foods
- Sprouts
- CVS
- Walgreens
- Fresh Market

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

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- Hilton Naples • Edgewater Beach Hotel
- Inn at Pelican Bay
- Hyatt House

51% of NI subscribers have enjoyed the magazine for 10 years or more!
EDIT CALENDAR

SEPTEMBER 2019 // RISING STARS
Special Advertising Opportunity: Top Lawyers
Space Close: July 15, 2019

OCTOBER 2019 // HOME
Special Advertising Opportunities: Design Directory, Spaces
Space Close: August 15, 2019

NOVEMBER 2019 // ART & CULTURE
Special Advertising Opportunities: The List, Top Dentists, Wealth Preservation
Space Close: September 15, 2019

DECEMBER 2019 // HOLIDAY SPARKLE
Space Close: October 15, 2019

JANUARY 2020 // FOOD & WINE
Special Advertising Opportunity: Wealth Preservation
Space Close: November 15, 2019

FEBRUARY 2020 // LEADING LADIES
Special Advertising Opportunities: Design Directory, Spaces
Space Close: December 15, 2019

MARCH 2020 // STYLE
Special Advertising Opportunities: The List, Wealth Preservation
Space Close: January 15, 2020

APRIL 2020 // WELLNESS
Special Advertising Opportunity: Physician Profiles
Space Close: February 15, 2020

MAY/JUNE 2020 // WEDDING
Special Advertising Opportunity: The Black Book
Space Close: March 15, 2020

JULY/AUGUST 2020 // TRAVEL
Special Advertising Opportunity: Second Season
Space Close: May 15, 2020
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
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.
NAPLES ILLUSTRATED
Celebrating the good life in Southwest Florida, Naples Illustrated reaches an ultra-affluent readership from Marco Island to Bonita Springs. 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.

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. It is published each November.

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. It is published each November.
NI MEDIA KIT 2019-2020

PALM BEACH MEDIA GROUP
CUSTOM COLLECTION

NAPLES 100
The most influential business leaders, philanthropists and icons of the Naples community.
Publication Date: November 2019

PALM BEACH 100
The ultimate list of Palm Beach County’s most influential business leaders, philanthropists and icons of the community.
Publication Date: November 2019

GO561
Explore the Palm Beaches with the essential annual visitor’s guide.
Publication Date: November 2019

NAPLES 100
The most influential business leaders, philanthropists and icons of the Naples community.
Publication Date: November 2019

PALM BEACH RELLOCATION GUIDE
The ultimate newcomer guide for Palm Beach County, designed to simplify the moving process; choosing the right location, housing, schools, services and more.
Publication Dates: September 2019, April 2020

PALM BEACH 100
The ultimate list of Palm Beach County’s most influential business leaders, philanthropists and icons of the community.
Publication Date: November 2019

SOUTHWEST FLORIDA RELLOCATION GUIDE
The definitive guide for new and soon-to-be residents of SWFL; everything newcomers need to know about where to live, work, and play.
Publication Dates: October 2019, April 2020

SOUTH FLORIDA BABY AND BEYOND
A parent’s guide for what to expect during pregnancy and new parenthood.
Publication Date: September 2019

3066 TAMIAI TRAIL N., SUITE 102, NAPLES, FL 34103 • 239.434.6966 • NAPLESILLUSTRATED.COM
NI Media Kit 2019-2020

Palm Beach Media Group
Custom Collection

Salut!
The official magazine of the prestigious Naples Winter Wine Festival, one of the premier wine auctions in the world, attracting ultrawealthy VIP attendees from around the globe.

Publication Date:
January 2020

Naples on the Gulf
The essential guide to the Naples community and its sophisticated lifestyle, a wealth of information and resources so visitors and newcomers can make the most of their Naples experience.

Publication Date:
January 2020

5th Avenue South
Experience the best of Downtown Naples with the official guide to shopping, dining and enjoying 5th Avenue South.

Publication Date:
November 2019

Salut!
The magazine of the Naples Winter Wine Festival.
**TRADITIONS**
The award-winning magazine of The Breakers Palm Beach, America’s legendary resort destination. The hotel attracts the world’s social, sports, and business elite.

**Publication Date:** January 2020

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**THE JEWEL OF PALM BEACH**
The exclusive magazine of the iconic Mar a Lago Club. The Jewel of Palm Beach reaches one of the world's most sought-after, wealthiest audiences.

**Publication Dates:** January 2020

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**ART&CULTURE**
The magazine of the Cultural Council of Palm Beach County. Music, art, dance and performance; see the arts in the Palm Beaches through a new lens.

**Publication Dates:** October 2019, January 2020, April 2020

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**Pinnacle**
The official magazine of Jupiter Medical Center Foundation, this informative magazine focuses on the exceptional work and mission of this world-class healthcare organization.

**Publication Dates:** October 2019, May 2020, October 2020

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**PINNACLE**
The official magazine of Jupiter Medical Center Foundation, this informative magazine focuses on the exceptional work and mission of this world-class healthcare organization.

**Publication Dates:** October 2019, May 2020, October 2020
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**AD SIZES**

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**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**
  Jeffrey Rey
  561.472.1911
  jrey@palmbeachmedia.com

- **Reprints, Paper, Inserts & Plant Operations**
  Brian Beach
  561.472.2203
  bbeach@palmbeachmedia.com
“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