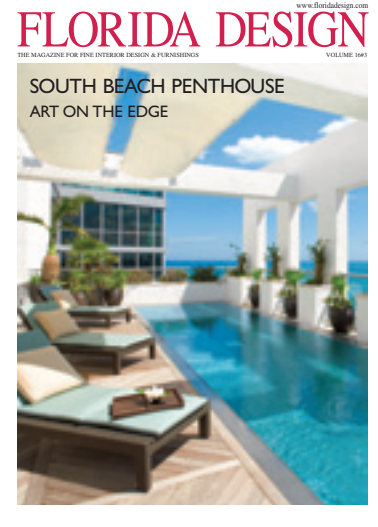


FLORIDA DESIGN

THE MAGAZINE FOR FINE INTERIOR DESIGN & FURNISHINGS



digital requirements

Please give this sheet to your ad designer to save the most amount of money possible on your next ad.

Florida Design only accepts files in the following programs for ads:
 Quarkxpress & Adobe Software CS2 (InDesign, Photoshop or Illustrator)
 Ads must be Macintosh formatted.

\$39 printer file conversion charge for all new ads. If the ad isn't provided per our specifications, there will be a \$69 disk alteration charge.

Ads, images and logos must be in one of the following formats:
 EPS, TIFF, JPEG or PDF. They must be a minimum of 300 DPI and CMYK.

\$69 charge for RGB conversion.

Please submit a color proof of the ad for our printer to use as a guideline when printing the magazine. Our printer requires SWOP standard proofs. If a SWOP standard proof isn't provided we will output one for a charge of \$89 per page.

*Note some color proofs aren't accurate as they are made from different calibrations, inks and papers.

Images and ads can be supplied on CD, DVD, E-mail or FTP.

Please include all images, fonts and logos when submitting your ad.

Submitting a PDF: Please see ad requirements on our website at www.floridadesign.com

Send ad via FTP Server: please call 561-997-1660 or e-mail production@floridadesign.com

| ad sizes | final trim | live area (type) | bleed | decimal equivalents |
|-----------------------|-----------------|------------------|------------------|---------------------|
| 2 page spread | 16" x 10-7/8" | 15" x 10" | 16.25" x 11.125" | 16" x 10.875" |
| full page | 8" x 10-7/8" | 7" x 10" | 8.25" x 11.125" | 8" x 10.875" |
| 2/3 page - vertical | 4-1/2" x 9-7/8" | — | — | 4.5" x 9.875" |
| 1/2 page - horizontal | 7" x 4-7/8" | — | — | 10.25" x 12.25" |
| 1/2 page - vertical | 3-3/8" x 9-7/8" | — | — | 3.375" x 9.875" |
| 1/2 page - island* | 5" x 8-1/8" | — | — | 5" x 8.125" |
| 1/3 page - square | 4-5/8" x 4-7/8" | — | — | 4.625" x 4.875" |
| 1/3 page - vertical* | 2-1/4" x 9-7/8" | — | — | 2.25" x 9.875" |
| 1/4 page - vertical | 3-3/8" x 4-7/8" | — | — | 3.375" x 4.875" |
| 1/6 page - vertical | 2-1/4" x 4-7/8" | — | — | 2.25" x 4.875" |

*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 8"x10-7/8" and add 1/8" bleed on all sides.

2 PAGE SPREAD: Please submit as single facing pages and make sure no type falls in the 1" gutter.

digital requirements
 2009-2010

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487
 phone 561/997-1660 fax 561/997-1663 floridadesign.com

Cover Photography by Tom Crane, Bryn Mawr, FL

MEDIA KIT 06/15/09

FLORIDA DESIGN'S

MIAMI

HOME & DECOR

digital requirements

size of magazine

10" x 12"

digital specifications

Miami Home & Decor only accepts files in the following programs for ads Quarkxpress, InDesign, Photoshop or Illustrator.

Ads, images and logos must be in one of the following formats: EPS, TIFF, JPEG or PDF. Also, they must be a minimum of 300 DPI and CMYK.

Please submit a color proof of the ad for our printer to use as a guideline when printing the magazine. When submitting a PDF, please see our ad requirements on our website at www.floridadesign.com

Images and Ads can be supplied on CD, DVD, E-Mail or FTP.

Please include all images, fonts and logos when submitting your ad.

| 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" | - |
| 1/4 page vertical | - | 4.375" x 5.375" | - |
| 1/6 page vertical | - | 2.8125" x 5.375" | - |

FULL PAGES ONLY: please keep type 1/2" away from edges of page.
For a full page bleed add 1/8" bleed on all sides beyond actual page/trim size.
2 PAGE SPREAD please submit as single facing pages.
E-mailing: we can't accept files over 5 megs.
FTP: for instructions, please call 561-997-1660 or
e-mail: production@floridadesign.com

*For 1/2, 1/3 or 1/6 page bleed ads, ask your sales rep for special pricing and sizes.



digital requirements 2009-2010

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487
phone 561/997-1660 fax 561/997-1663 floridadesign.com

Cover Photography by Massimiliano M. Molinari, Milano, Italy

MEDIA KIT 06/15/09

FLORIDA DESIGN'S

PALM BEACH

THE ISLAND

digital requirements

Size of Magazine

10" x 12"

Digital Specifications

Palm Beach The Island only accepts files in the following programs for ads: Quarkxpress, InDesign, Photoshop or Illustrator.

Ads, images and logos must be in one of the following formats: EPS, TIFF, JPEG or PDF. Also, they must be a minimum of 300 DPI and CMYK. Please submit a color proof of the ad for our printer to use as a guideline when printing the magazine. When submitting a PDF, please see our ad requirements on our website at www.floridadesign.com.

Images and ads can be supplied on CD, DVD, Email or FTP. Please include all images, fonts and logos when submitting your ad.

| 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" | - |
| 1/3 page horizontal | - | 5.9375" x 5.375" | - |
| 1/3 page vertical | - | 2.8125" x 11" | - |
| 1/4 page vertical | - | 4.375" x 5.375" | - |

FULL PAGES ONLY: please keep type 1/2" away from edges of page.
For a full page bleed, add 1/8" bleed on all sides beyond actual page/trim size.
2 PAGE SPREAD: please submit as single facing pages.
Emailing: we can't accept files over 5 megs.
FTP: for instructions, please call 561/997-1660 or send an e-mail to production@floridadesign.com

*For 1/2 page or 1/3 page bleed ads, ask your sales rep for special pricing and sizes.



digital requirements 2009-2010

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487
phone 561/997-1660

Cover Photography by Peter Langone
MEDIA KIT 06/15/09