2021



MIAMI EDITION

FLORIDA DESIGN

MEDIA KIT

Photo by Michael Wolk

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

4 times per year

CIRCULATION

25,000

READERSHIP

190,000

TARGETED AUDIENCE

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

DISTRIBUTION

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



Photo by Kris Tamburello

P.O. Box 3344 | Palm Beach, FL 33480
561.659.0210 | floridadesign.com

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EDITORIAL CALENDAR

SPRING (23.1) FEBRUARY – APRIL 2027

Outdoor Interests | Garden Greatness | Life Alfresco

- **Home Base:** Nature-inspired interiors
- **Flower Power:** Gardens by Miami's top pros
- **Making a Splash:** The latest in pool design
- **Somewhere In Between:** Indoor/outdoor retreats
- **IN EVERY ISSUE:** Gorgeous interiors, furniture and accessories roundups, tastemakers to know, design conversations, fresh ideas for the season, and more

SUMMER (23.2) MAY – JULY 2027

Brazilian Design | Kitchen & Bath | Next in Design

- **Brazil Touch:** Interiors by Brazilian designers in Miami
- **Kitchen & Bath 2027:** The latest designs and collections Design Intel: Smart homes and AI innovations
- **Wow-Factor:** Design-centric gadgets that make life better
- **IN EVERY ISSUE:** Gorgeous interiors, furniture and accessories roundups, tastemakers to know, design conversations, fresh ideas for the season, and more

FALL (23.3) AUGUST – OCTOBER 2027

Architecture 2027 | Starchitects to Know | Lighting Focus

- **Design Style:** Miami's defining architecture
- **Personal Space:** Local architects at home
- **Vertical Stars:** The starchitects shaping the city skyline
- **All is Bright:** Superior lighting collections
- **IN EVERY ISSUE:** Gorgeous interiors, furniture and accessories roundups, tastemakers to know, design conversations, fresh ideas for the season, and more

WINTER (23.4) NOVEMBER 2027 – JANUARY 2028

Design & Art | Homegrown Talent | Art Week Musts

- **Art in Residence:** Interiors with artistic appeal
- **Palette Precise:** Bold color at home
- **Talent Pool:** Miami creatives you need to know
- **Art & the City:** An insider's look at Art Week 2027
- **IN EVERY ISSUE:** Gorgeous interiors, furniture and accessories roundups, tastemakers to know, design conversations, fresh ideas for the season, and more



Photo by Michael Ruiz

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PRINT 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”

*Limited Availability

2 PAGE SPREAD: Please submit as a 2 page spread and make sure no type falls in the 1” gutter.
FULL PAGES ONLY: Please keep type 1/2” away from edges of page.
FULL PAGE BLEED: Provide document page size as 10”x12” and add 1/8” bleed on all sides.

AD DELIVERY

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

Ad Material Specs/Upload
Johanna Perez | 561.472.2210 | jperez@floridadesign.com

Reprints, Paper, Inserts & Plant Operations
Selene Ceballo | 561.472.1907 | sceballo@palmbeachmedia.com



Photo courtesy of Justin Joy

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WEBSITE ADVERTISEMENTS

HOME PAGE BILLBOARD

- The only ad on the Home page

$995 monthly

LARGE ISLAND

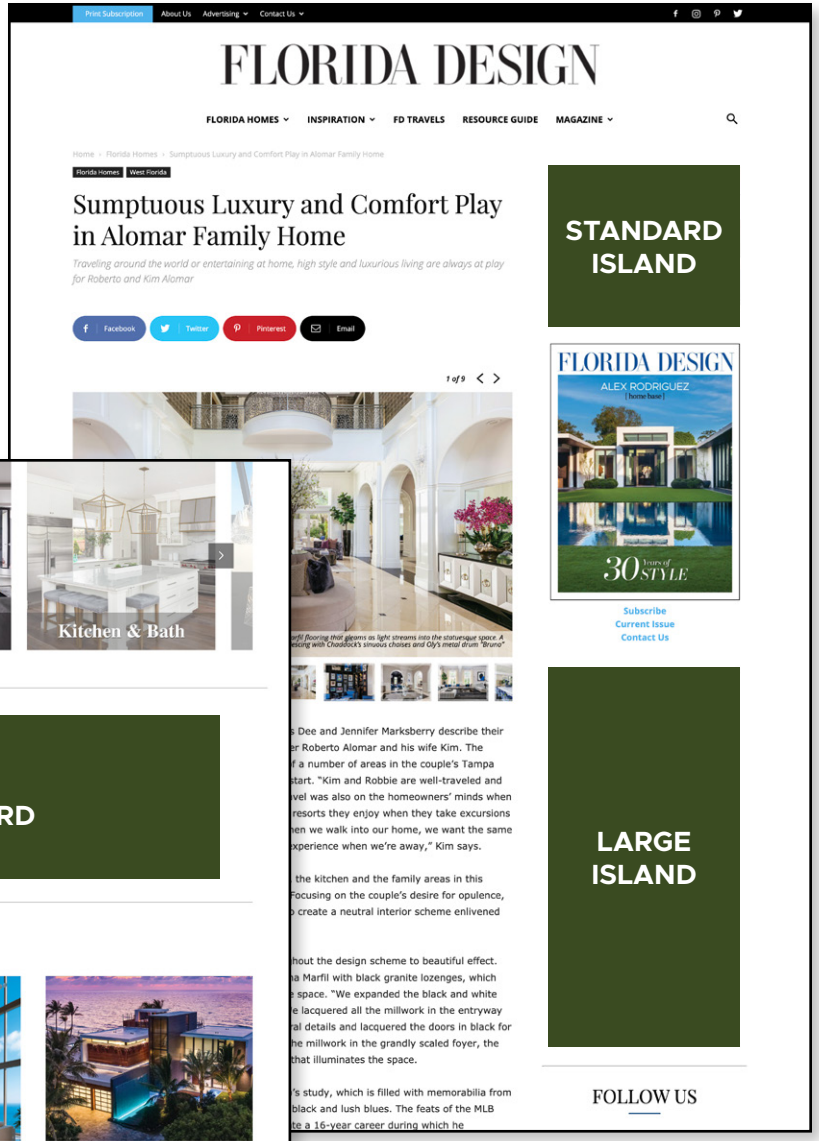
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

$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



Island Ad Space Sample

Home Page Sample

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WEBSITE ADVERTORIALS

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

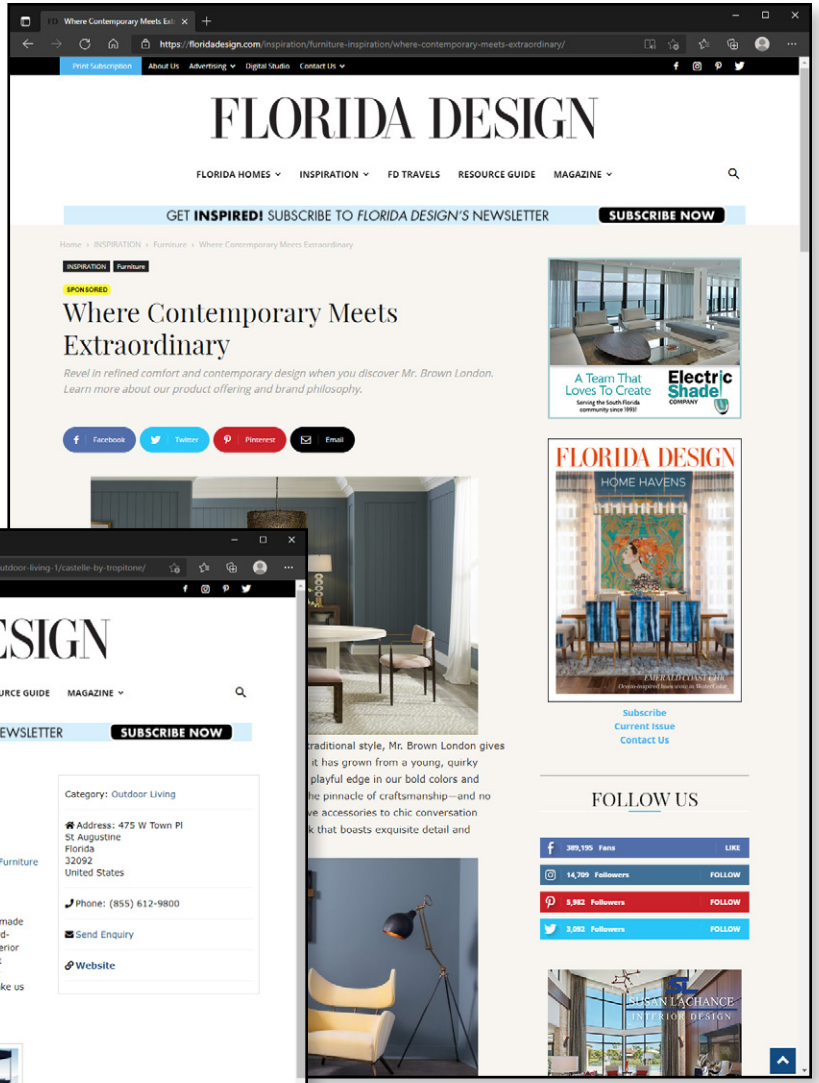
$1,200

PROFILE PAGE

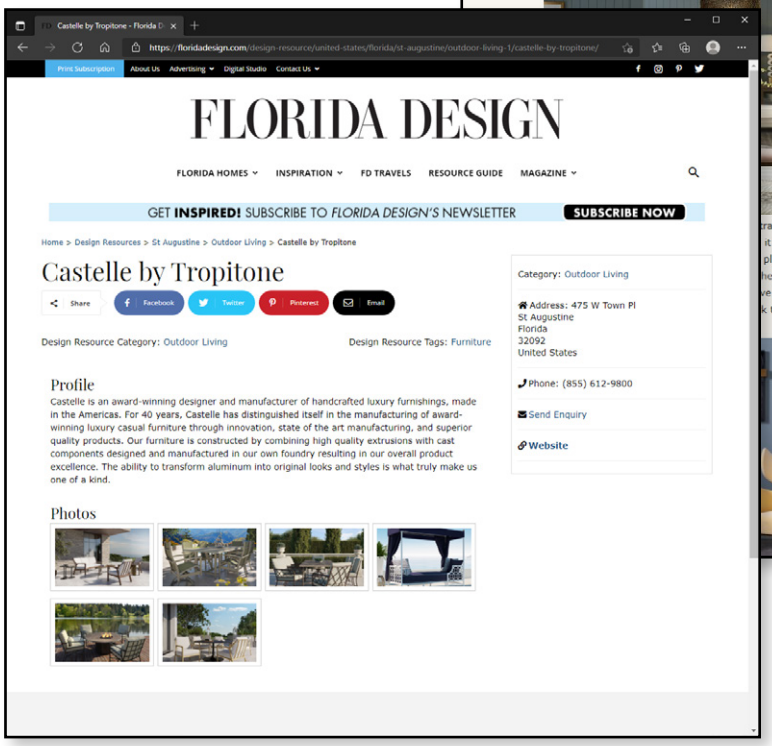
- Appears in the on-line Resource Guide, in your business category
- Includes up to 200 words of business description and 6 photos/product shots
- Annual commitment required

$99 monthly
(for print advertisers)

$199 monthly
(for non-print advertisers)



Sponsored Content Sample



Profile Page in Resource Directory Sample

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ENEWSLETTERS & EBLASTS

FLORIDA DESIGN MIAMI E-NEWSLETTER

Be a part of our weekly e-newsletter, “Inspired Living” that goes out each Monday by email to our opt-in subscribers. Our highly anticipated newsletter reaches 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)

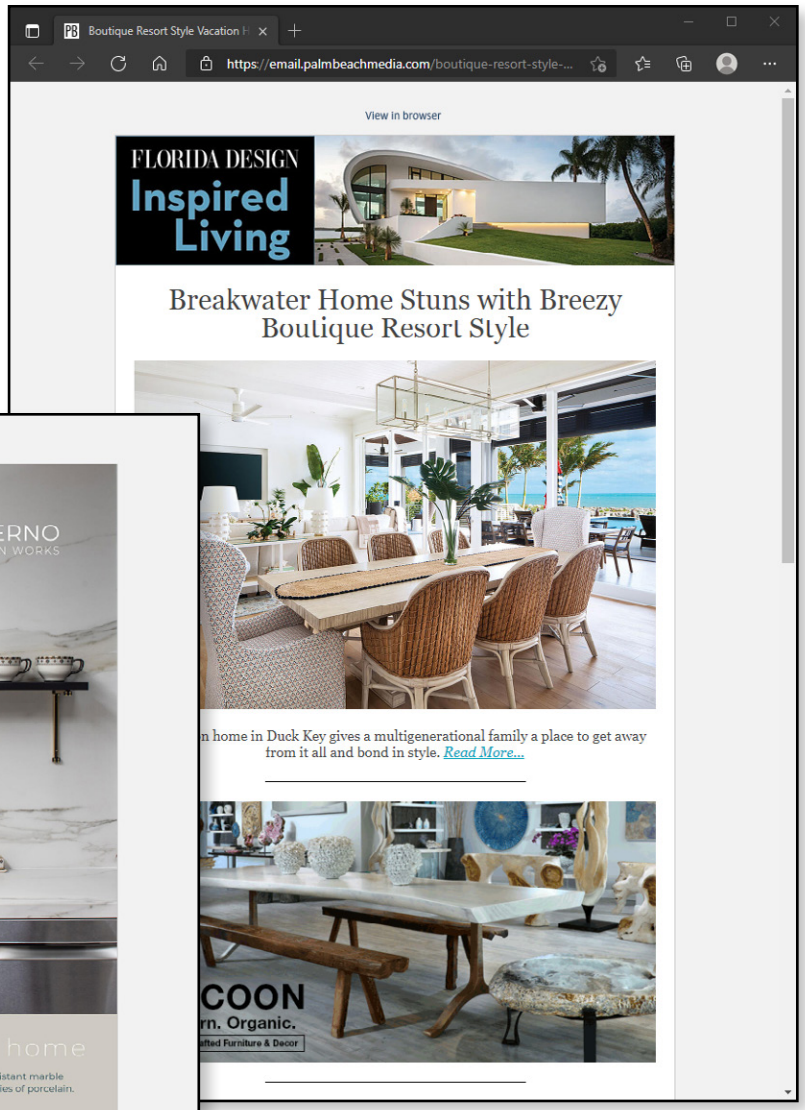
FLORIDA DESIGN MIAMI DEDICATED E-BLAST

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.

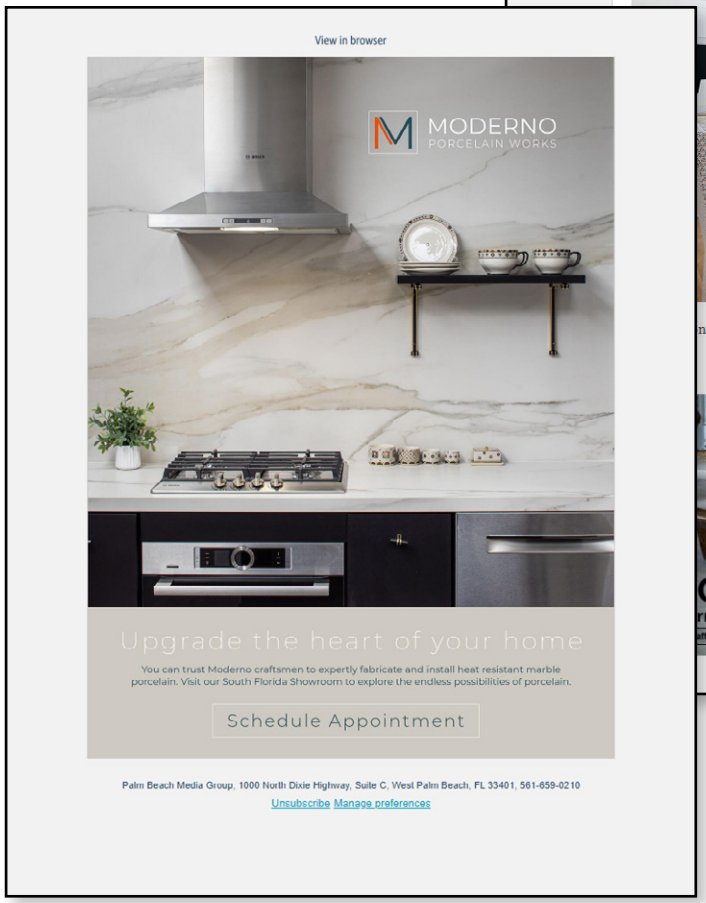
$995 one-time
(One-time e-Blast deployment)

$795 each
(2-3 e-Blasts to remind of an event or announcement)

$695 each
(4+ e-Blasts)



E-Newsletter Sample



Dedicated E-Blast Sample

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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 – Seach 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.



Photo by Jeanne Canto

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AWARDS & RECOGNITION

FLORIDA DESIGN Seaglass AWARDS

Florida Design presents the annual Seaglass Awards. Honoring Florida's premier Interior Design, Architecture and Builder projects, as evaluated by a distinguished panel of acclaimed design professionals and award-winning journalists.

Calls for entry begin in October with awards presented each May.

Go to floridadesign.com/seaglass to find out more about how you can join the competition. Sponsorship opportunities are available.

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STUDIO NIDO

Photography by Bos Images

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ANNUAL SOUCEBOOK

A twenty-year tradition, the Annual Sourcebook provides readers across Florida with a Resource Guide to the most sought after architects, builders, interior design services and custom furnishings for their homes. Created in advertorial format, this 10 x 12” oversize publication stays on coffee tables all year round.



Photo by Barry Grossman

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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.

- Florida Design
- Florida Design Miami Edition
- Florida Design Naples Edition
- Florida Design Sarasota Edition
- Florida Design Annual Sourcebook





Photography credits for covers:
Florida Design Miami Edition: Craig Denis
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Photo by Gabriel Volpi

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