FLORIDA DESIGN

The Design Authority for Florida







MEDIA KIT 2027

TARGETED AFFLUENT READERSHIP

Florida Design reaches an audience of more than 660,000 readers per issue who appreciate interior design, fine furnishings, custom-built architecture, and a luxury lifestyle.

READER PROFILE*

- 67% Female / 33% Male
- Age: 45+
- Married: 67%
- Average Annual Income: $235,108
- Median Home Value: $1,806,687

CIRCULATION

140,000 total copies per issue

- 47% Newsstand
- 38% Design Showrooms
- 10% Direct Mail
- 5% Events and Requested

DELTA SKY LOUNGES

- Florida Design partners with Delta Airlines to bring our family of magazines to 58 exclusive Sky Lounge Clubs across the US. Find complimentary copies of Florida Design and our Miami, Naples and Sarasota regional editions at Sky Lounges wherever your travels take you.

SKY CLUB MEMBERS

- 71% Age 25 – 54
- 95% Make $100K+ annually
- 59% are CEO / VP or Executives with assets between $1 - $5M. Ave members complete 30 round trips yearly

BARNES & NOBLE

- Florida Design can be found in 553 Barnes & Noble bookstore locations across all 50 states. Point of Purchase display units in all 47 Florida locations highlight *Florida Design* magazine titles.

RESULTS-DRIVEN DISTRIBUTION

- Florida Design offers advertising partners powerful results-producing distribution through paid subscriptions, newsstand sales, comp copies to the design trade and hand-delivered copies inside the state of Florida.
- 15,000 copies are mailed to subscribers throughout Florida, across the United States and worldwide.
- Florida Design is sold at hundreds of newsstands including Barnes & Noble, Publix, Whole Foods, CVS, Walgreens, domestic and international airport newsstands and many more.
- Copies are hand delivered to real estate agents and to luxury home sales centers, galleries, design showroooms, trade centers and events.
- More than 16,000 copies per issue are sent to Architects, Builders and Interior Designers.

*Source: InfoUSA September 2019

Front cover photo credits:
Main image: Douglas Friedman, New York, NY
Right side, clockwise: Kris Tamburello, Miami, FL;
Azimut Yachts, Fort Lauderdale, FL; Carmel Brantley, Delray, FL



Photography by Gabriel Volpi, Miami, FL

EDITORIAL CALENDAR

SPRING 37.1 APRIL – JUNE 2027

PALM BEACH 2027 – THE GREAT OUTDOORS – GARDEN MAESTROS

- **Palm Beach Spotlight:** An entire issue dedicated to design and architecture in Florida's most glamorous county
- **Under the Sun:** Alfresco design and essentials
- **Flower Power:** PB landscape architects you need to know
- **IN EVERY ISSUE:** Decor roundups, spectacular yachts, alfresco style, design news, showroom openings, tastemaker interviews, and more.

SUMMER 37.2 JULY – SEPTEMBER 2027

SEAGLASS AWARDS – WINNING DESIGN – TASTEMAKERS AT HOME –

- **Florida Excellence:** Special section highlighting the winners of the 2027 Florida Design Seaglass Awards
- **Best of the Fairs:** Highlights from Salone, High Point, Coverings, and other top design trade shows
- Personal Spaces: Designers, architects, and other design pros at home
- **Panhandle Perspective:** What's new and now in design in this region of the state
- **IN EVERY ISSUE:** Decor roundups, spectacular yachts, alfresco style, design news, showroom openings, tastemaker interviews, and more.

FALL 37.3 OCTOBER – DECEMBER 2027

KITCHEN PORTFOLIO – DREAM BATHROOMS – JETS & YACHTS

- **Room Focus:** Stylish and utilitarian kitchens
- **Bath & Beyond:** Enchanting spaces for grooming
- **Design on the Move:** Florida designers take on jets and yachts
- **Central Florida Focus:** What's new and now in design in this region of the state
- **IN EVERY ISSUE:** Decor roundups, spectacular yachts, alfresco style, design news, showroom openings, tastemaker interviews, and more.

WINTER 37.4 JANUARY – MARCH 2028

THE FLORIDA DESIGN 100 – ART AROUND THE STATE – COLORFUL DESIGN

- **The Florida Design 100:** Florida's top 100 designers
- **Art & Soul:** The state's creative scene
- **Color Cachet:** Palette-forward interiors
- **IN EVERY ISSUE:** Decor roundups, spectacular yachts, alfresco style, design news, showroom openings, tastemaker interviews, and more.

The editorial calendar is subject to change without notice.



Photography by Gabriel Volpi, Miami, FL

HOME PAGE BILLBOARD

- The only ad on the Home page

$995 monthly

LARGE ISLAND

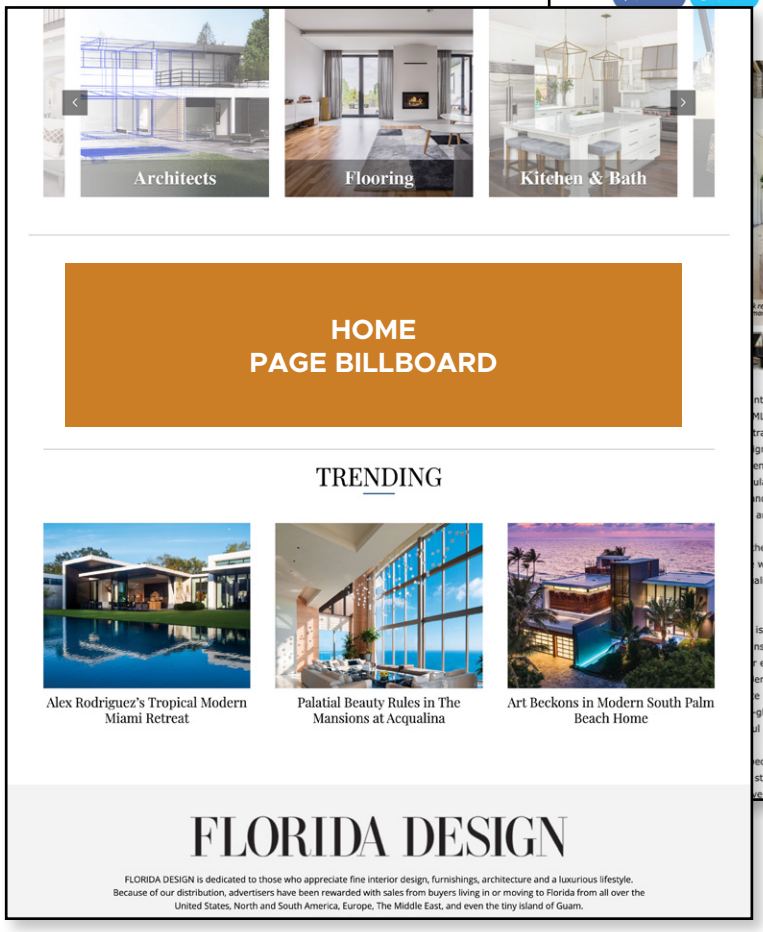
- Appears in the right column of all landing pages except Resource Guide.
- Rotating ad with a maximum of 3 advertisers

$595 monthly

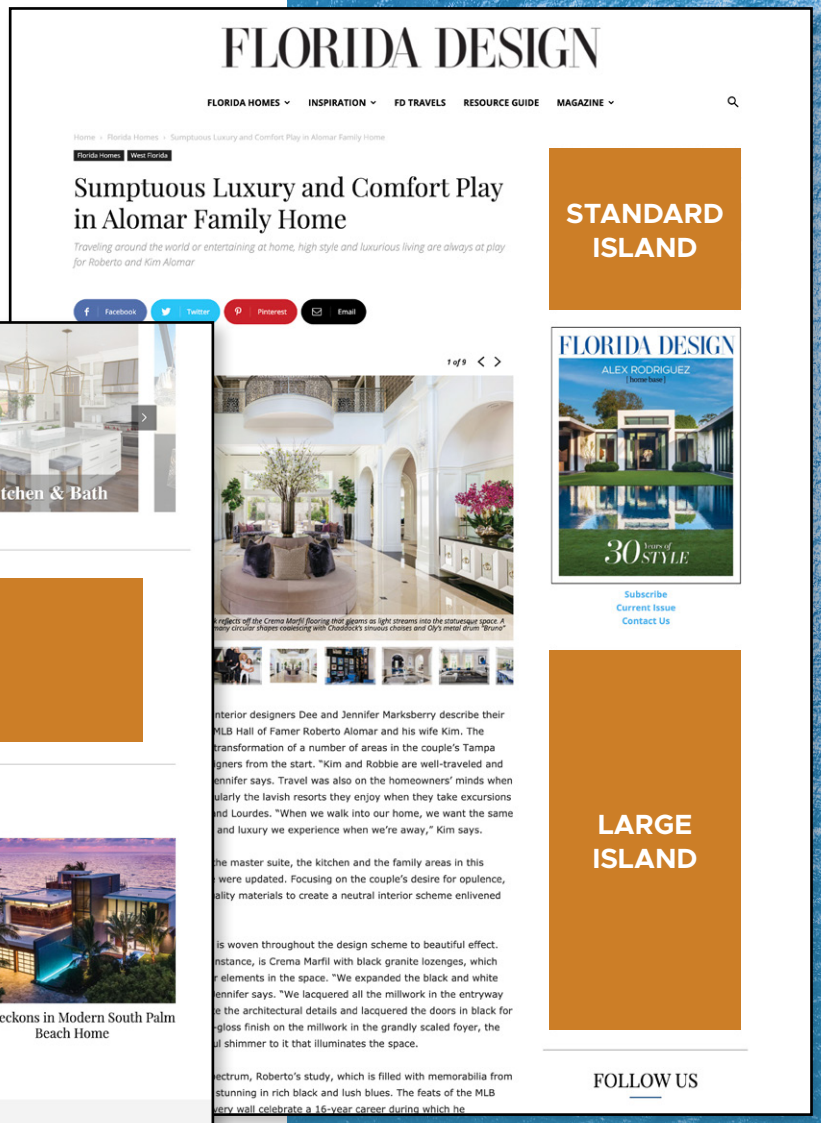
STANDARD ISLAND

- 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



Home Page Sample



Island Ad Space Sample

SPONSORED CONTENT

- Your page appears in advertorial format. Includes up to 500 words of text and up to 8 photo images
- Our in-house team will create the page for you
- One-time fee and the page stays active on the site for 90 days

$1,500

- Update the page with new photos and text + new social media posts

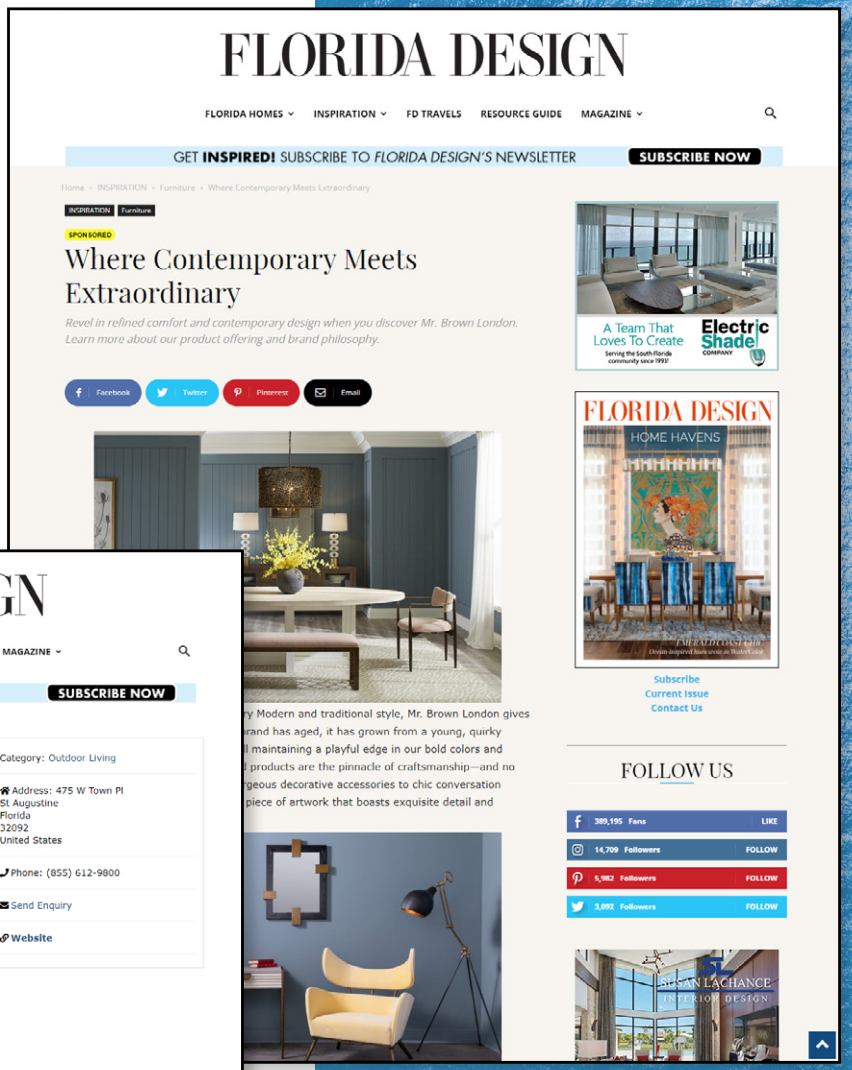
$1,200

- for next 90 days

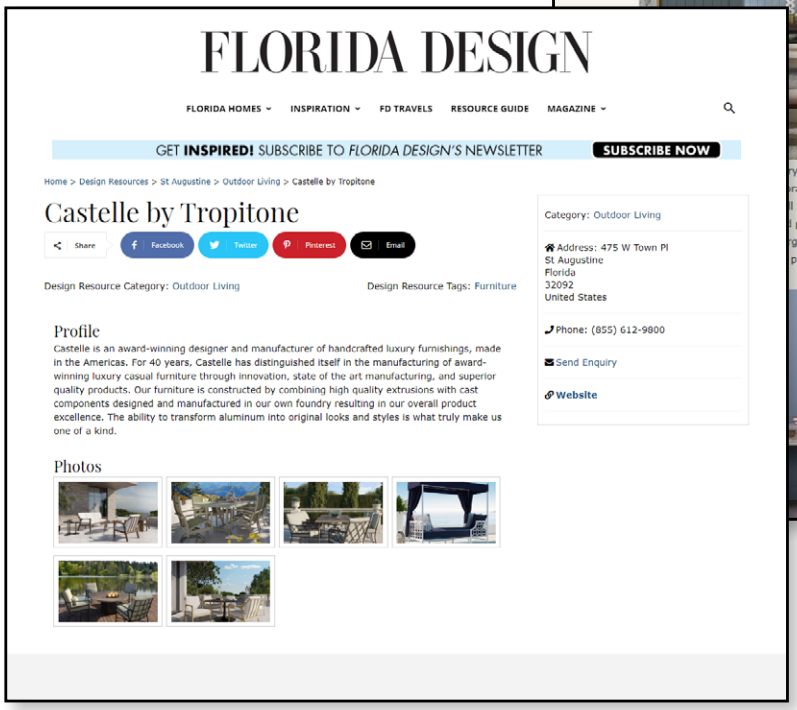
PROFILE PAGE

- 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

$199 monthly



Sponsored Content Sample



Profile Page in Resource Directory Sample

FLORIDA DESIGN BRANDED DIGITAL SERVICES

FLORIDA DESIGN

FLORIDA DESIGN E-NEWSLETTER

Our weekly e-newsletter, “Inspired Living” goes out each Monday to opt-in subscribers. Our highly anticipated newsletter reaches both 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)

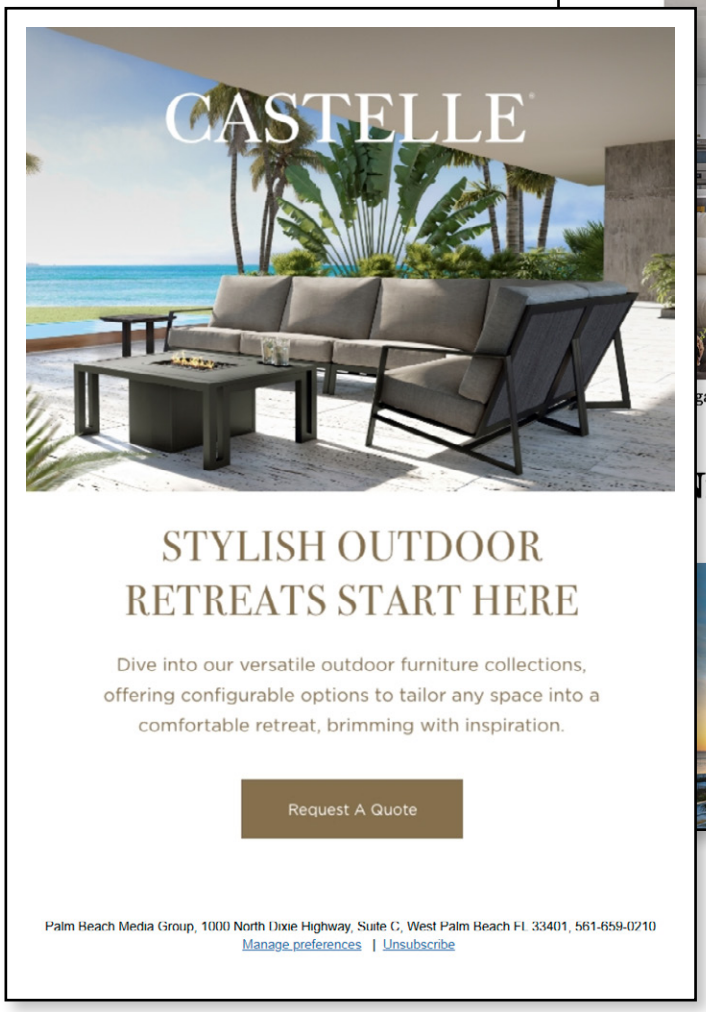
FLORIDA DESIGN DEDICATED E-BLAST

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. E-newsletters and dedicated e-Blasts reach approximately 5,200 recipients with an average open rate of 40%.

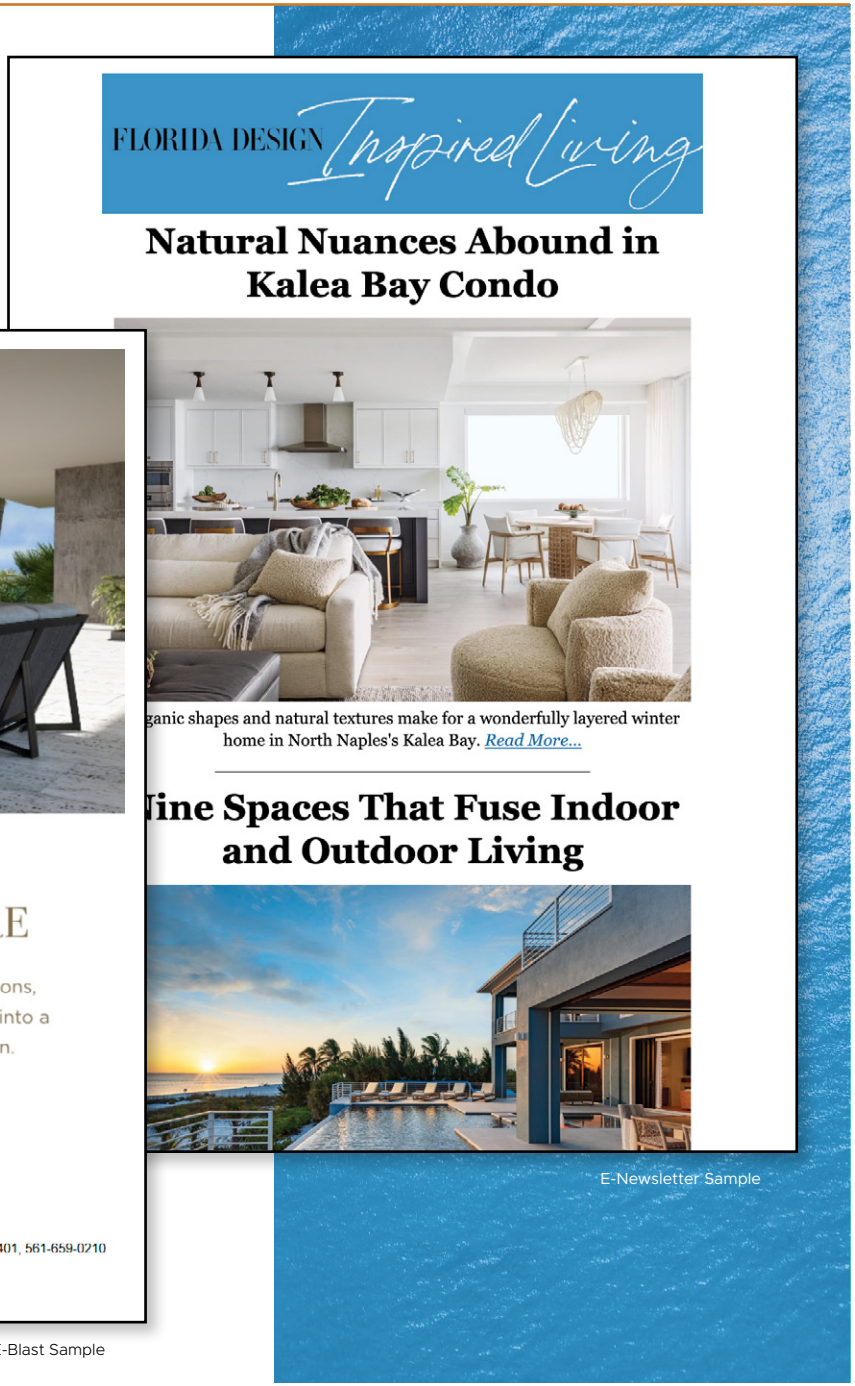
$995 one-time
(One-time e-Blast deployment)

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

$695 each
(4+ e-Blasts)



Dedicated E-Blast Sample



E-Newsletter Sample

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.

- Site Impact Customized Email Campaign
- 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.



Photography by Gabriel Volpi, Miami, FL

FLORIDA DESIGN TITLES

Florida Design is a part of the Palm Beach Media Group growing family of publications. For more than 35 years, *Florida Design* has created new content for the ultra-luxury market. Palm Beach Media Group, with more than 70 years of publishing excellence, has mastered the art of attaining affluent readers with distribution locally, nationally, and internationally.





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.

FLORIDA DESIGN Seaglass AWARDS
- WINNER -



Photo courtesy of P & H Interiors

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, and offers advertisers a large-format canvas to tell their story.



Photo by Barry Grossman, Miami and Orlando FL

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THE DESIGN AUTHORITY FOR FLORIDA

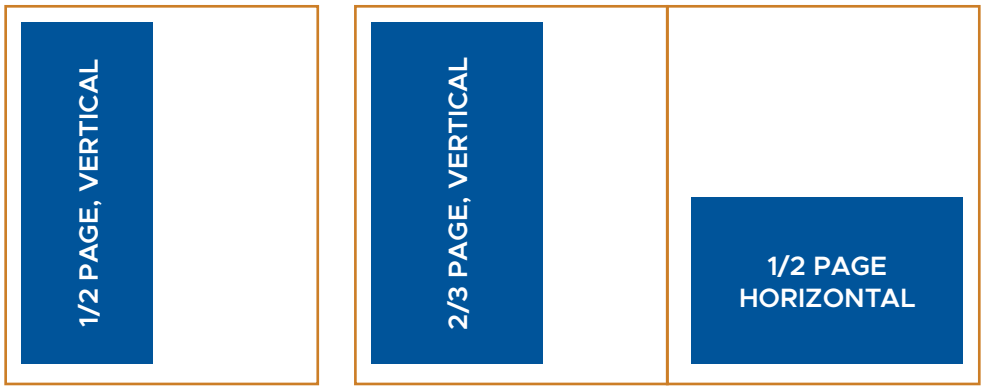


Photography by Mark Roskams, New York, NY

AD REQUIREMENTS



Brochures, Reprints, Gatefold and Bellyband special advertising units are available upon request. Please contact us for a personalized quote.



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 Vertical	3.75” x 9.75”	N/A
1/2 Horizontal	7.75” x 4.75”	N/A
1/2 Island	4.75” x 7”	N/A
1/4 Vertical	3.75” x 4.75”	N/A

TECHNICAL SPECIFICATIONS

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.

DEADLINES

SPRING 37-1

Space Close	February 15, 2027
Materials Due	March 2, 2027
Publication Date	April 2027

SUMMER 37-2

Space Close	May 10, 2027
Materials Due	May 25, 2027
Publication Date	July 2027

FALL 37-3

Space Close	August 9, 2027
Materials Due	August 24, 2027
Publication Date	October 2027

WINTER 37-4

Space Close	October 22, 2027
Materials Due	November 8, 2027
Publication Date	January 2028