

JUPITER
M A G A Z I N E

THE
PALMBEACHER

2016-2017
MEDIA KIT

JupiterMag.com

PalmBeacherMagazine.com

PRINT • DIGITAL • SOCIAL



SMART. ENGAGING. LOCAL. AFFLUENT. YOURS.

SOUTH FLORIDA'S **LONGEST RUNNING** GLOSSY MAGAZINE PUBLISHER

Jupiter Magazine and *The Palm Beacher* (Gulfstream Media Group publications) have been at the forefront of delivering award-winning features and insights on Northern/Central Palm Beach and South Florida for over the past decade. From local trends in fashion, interior design and dining to profiles of the people who impact the community, *Jupiter Magazine* and *The Palm Beacher* define upscale lifestyle in one of the most affluent regions in the United States.

Beginning with *Gold Coast* magazine in 1965, Gulfstream Media Group has grown to be Southeast Florida's largest and most well-branded print/digital affluent lifestyle magazine publisher with 6 magazine titles in South Florida and the Treasure Coast.

With customized iPad/tablet editions (apps) and popular online editions in addition to its print titles, Gulfstream Media Group is leading the regional magazine industry with innovative and engaging marketing initiatives.

Multimedia Publisher Connects:

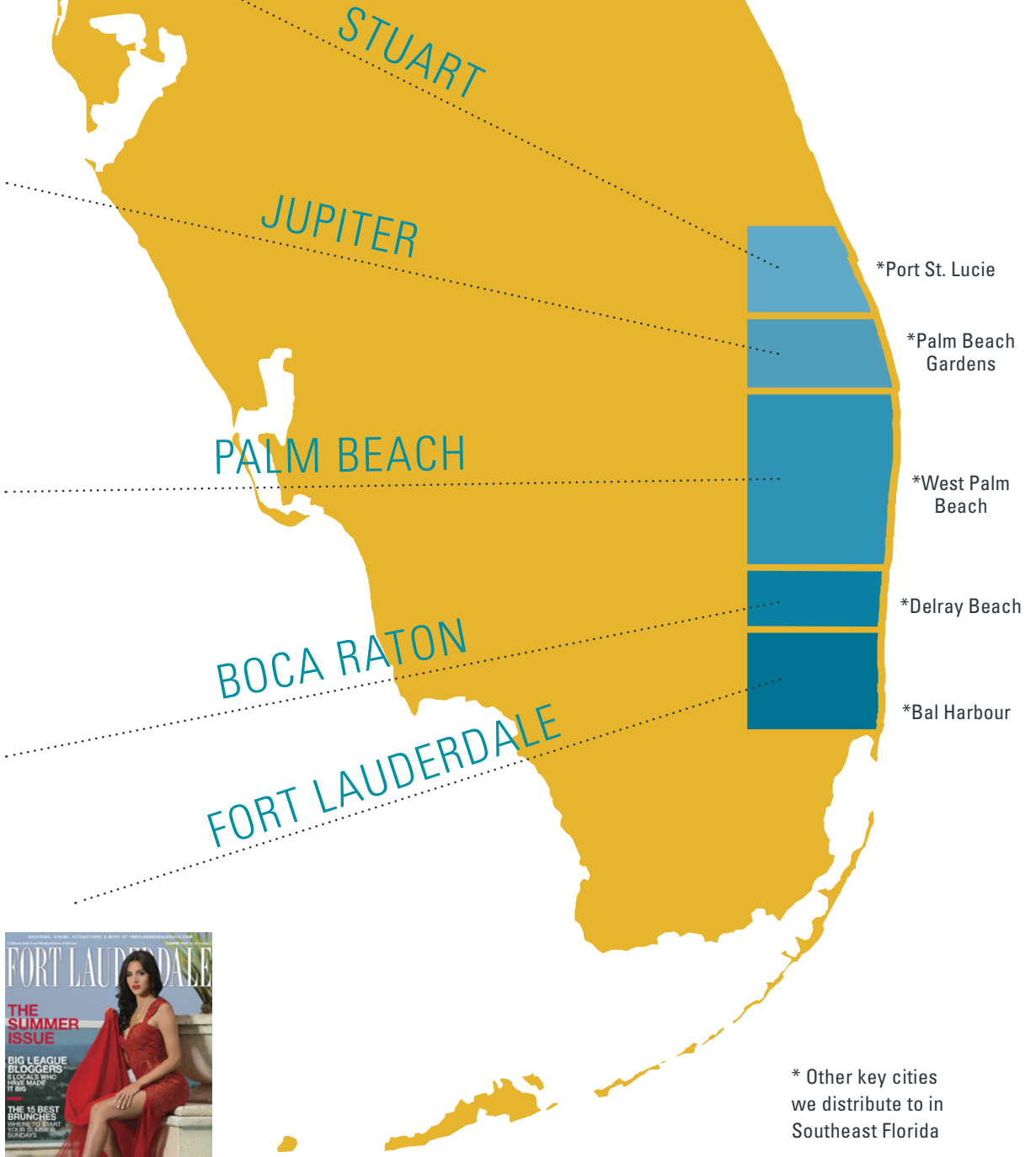
Jupiter Magazine and *The Palm Beacher* provide a portal that connects you to local communities that we serve, readers to relevant content, consumers to area businesses and residents and tourists to valuable information about our local area. We educate our audience through our print and digital platforms and will work with you to create a customized, effective multimedia marketing campaign designed to reach our loyal, engaged audience.



DISTRIBUTION

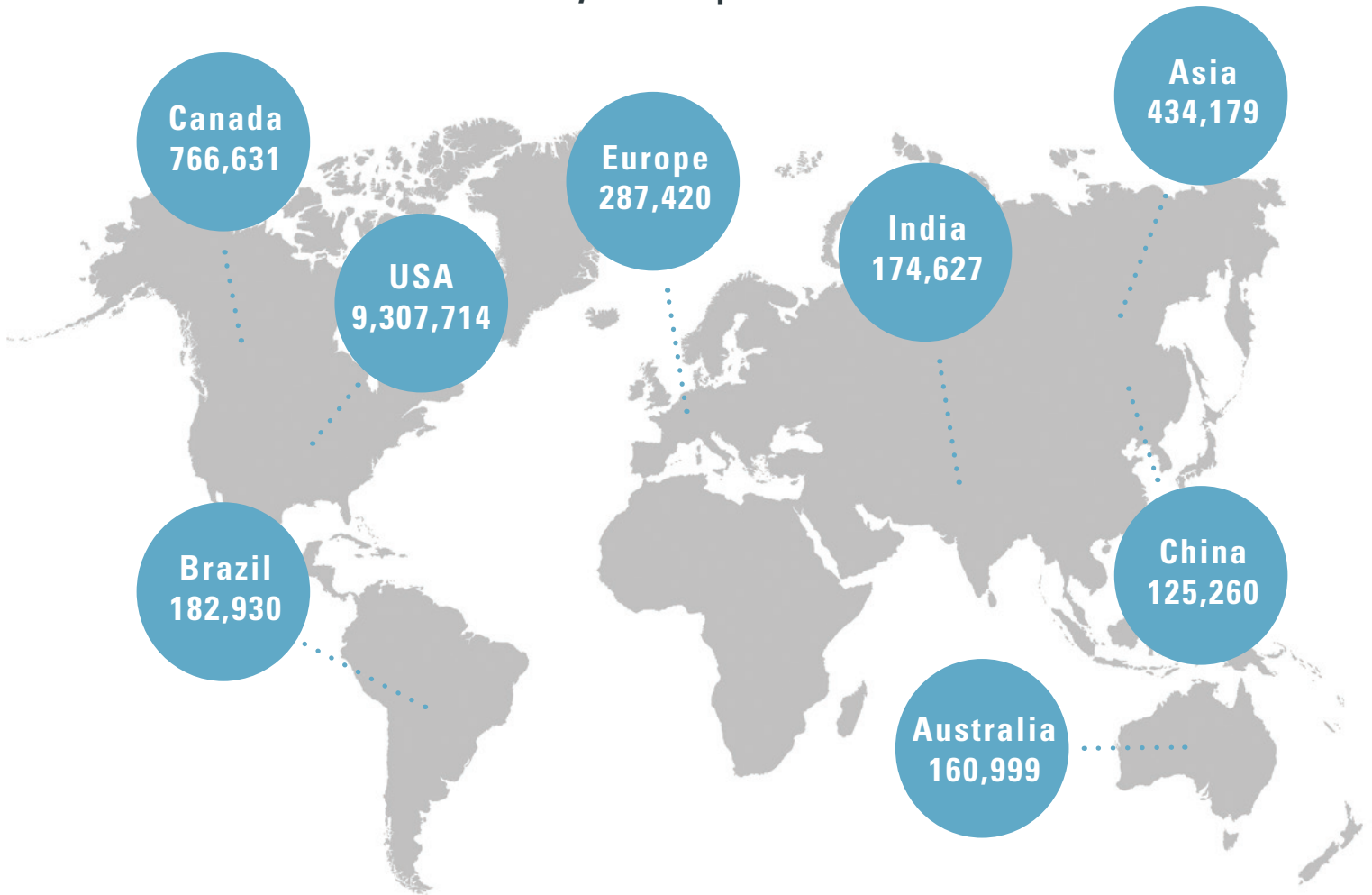


6 targeted lifestyle magazines for every region of Southeast Florida



PAGE VIEWS AROUND THE WORLD

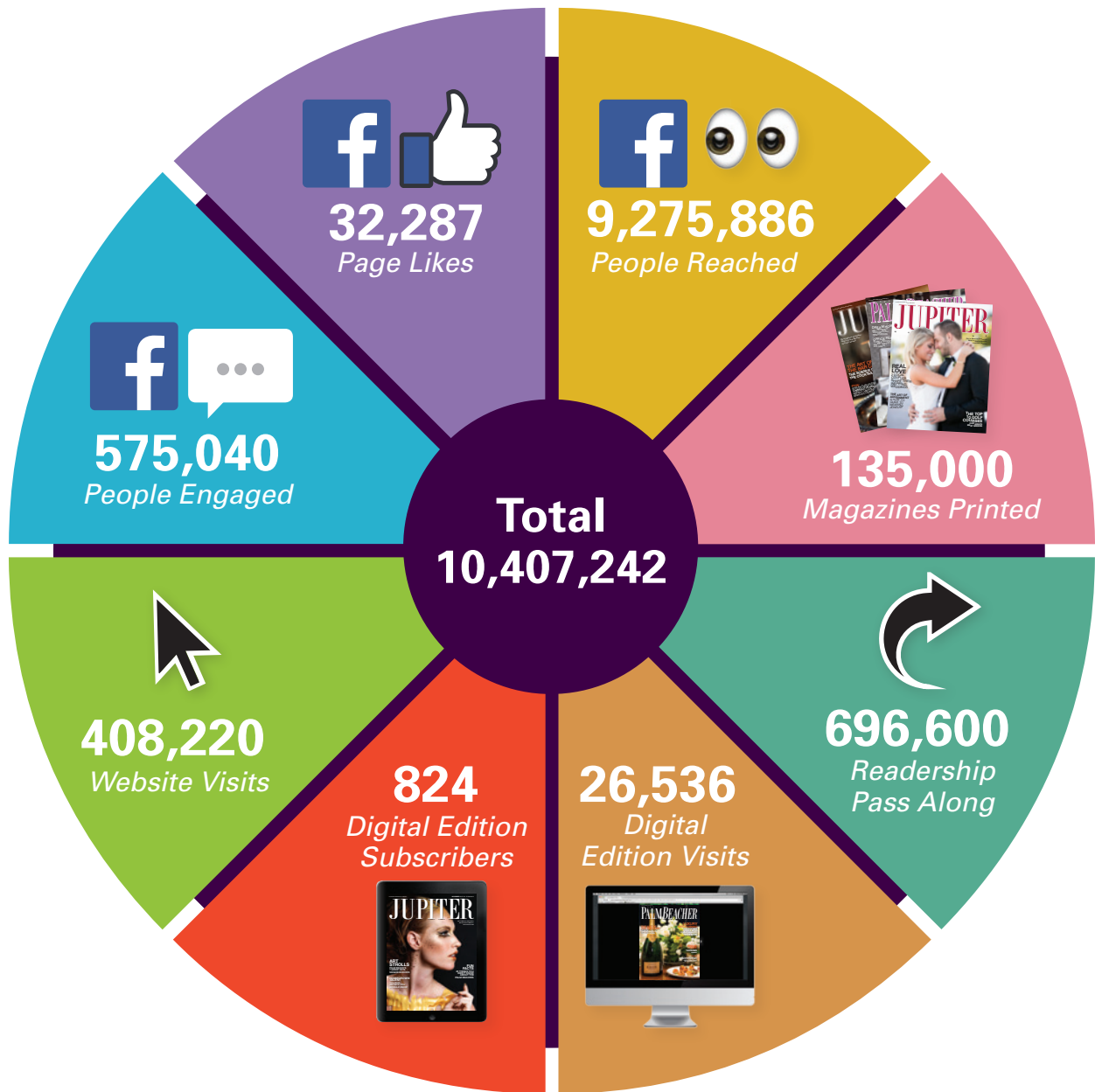
May 2014 – April 2015



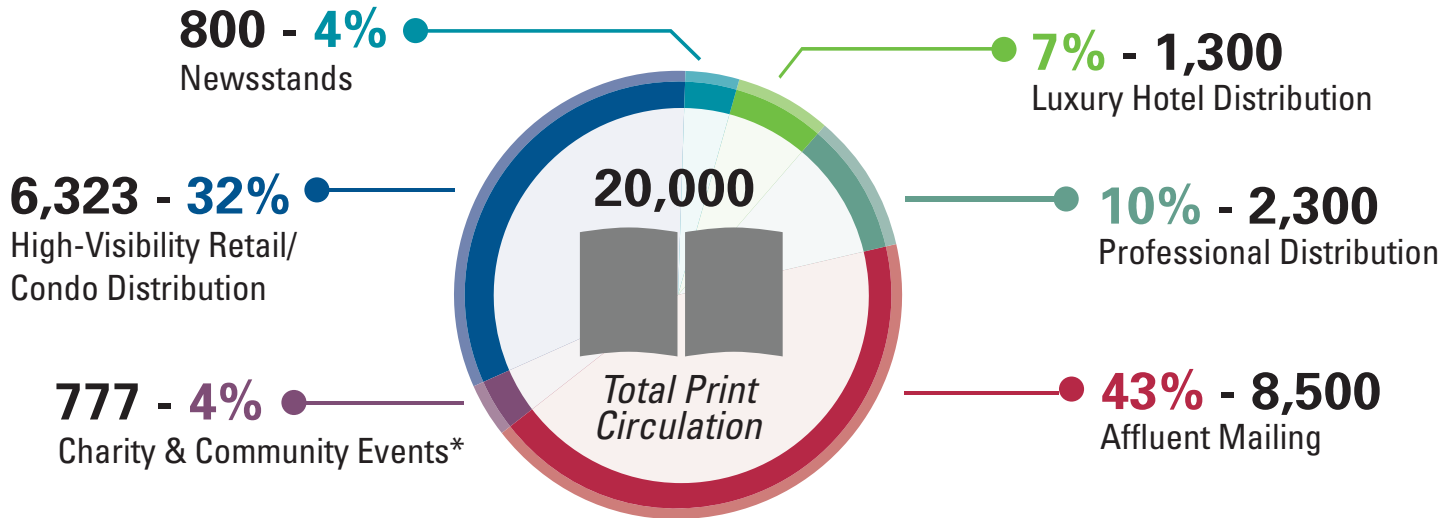
WE HAVE **LOCAL** &
INTERNATIONAL
SUBSCRIBERS.

OUR AUDIENCE BY THE NUMBERS

in the last 12 months



Total is determined by adding only FB People Reached, Website Visits, Readership Pass Along, and Digital Edition Visits.



*3.3 readers per copy for residential distribution.
12.4 readers for hotel and waiting-room distribution.*

*We sponsor 35-40 events annually, with an annual charity & community events distribution of 7,000.

20,000

MONTHLY CIRCULATION

(180,000 annual printed circulation,
published 9x per year)

182,000

MONTHLY PRINT READERSHIP

(Average 1.7M annual print readership,
based on national average readers per copy)

820,000

**ANNUAL DIGITAL EDITION
PAGE VIEWS**

(Average 68,000 monthly views)

1.1M

**ANNUAL WEBSITE
PAGE VIEWS**

(Average 93,350
monthly views online)

2M

**ANNUAL COMBINED
DIGITAL PAGE VIEWS**

(Average 161,370 monthly
views online and on the iPad)

720,900

**f AVERAGE MONTHLY
FACEBOOK REACH**

75,000

**AVERAGE MONTHLY
WEBSITE VISITS**



AFFLUENT MAILING

Mailed to residences and country club communities in Central and Northern Palm Beach and Southern Martin County assessed at \$1 million and above.



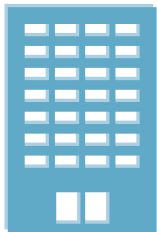
NEWSSTANDS

Publix, Barnes & Noble, Palm Beach International Airport, The Breakers and major independent newsstands



AFFLUENT RETAIL AREAS

The Gardens Mall, PGA Blvd, Worth Avenue, Harbourside Place, Real Estate offices at Corcoran Group, Fite Shavell, Waterfront Properties, Illustrated Properties, Cedric Dupont Antiques, Clematis Street, Pelican Carwash, upscale salons and spas, Doctors offices, lawyers offices



IN-ROOM & IN-LOBBY HOTEL DISTRIBUTION

The Chesterfield Hotel, The Colony Palm Beach, Doubletree Hotel Palm Beach Gardens, Embassy Suites Palm Beach Gardens, Jupiter Beach Resort and The Ritz-Carlton Golf Club & Spa Jupiter, Four Seasons Resort, Hilton Singer Island Oceanfront, Homewood Suites by Hilton, Marriott Vacation Club International, PGA National Resort & Spa and The Resort at Singer Island, Eau Palm Beach Resort and Spa, Brazilian Court



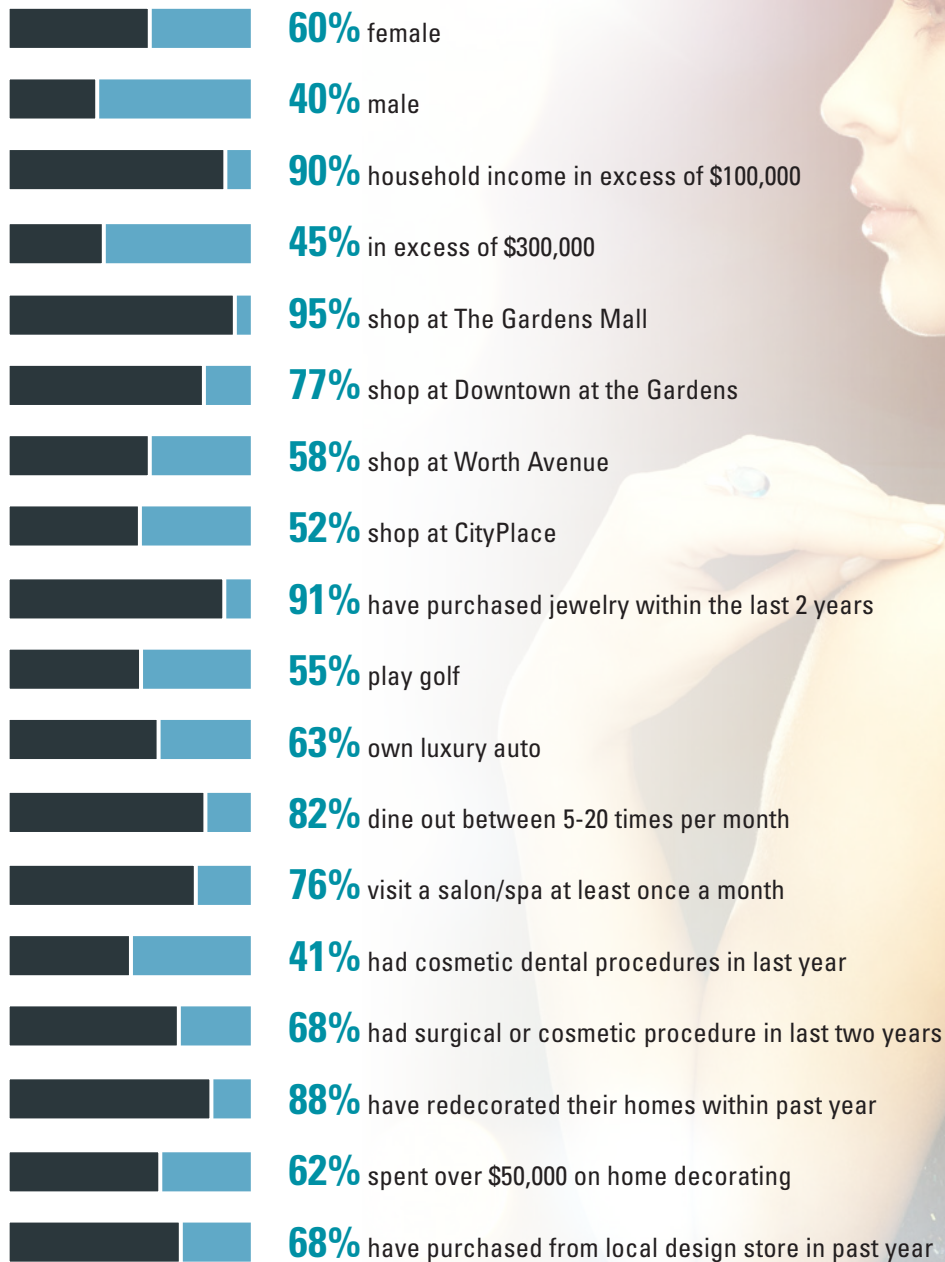
AFFLUENT CLUBHOUSE DISTRIBUTION

The Club at Admirals Cove - Clubhouse, The Club at Mirasol, Frenchman's Creek Country Club, Frenchman's Reserve, Jupiter Island Club, Jupiter Yacht Club, Lost Tree Club - Clubhouse, The Loxahatchee Club, Old Palm Golf Club, PGA National Country Club, Tequesta Country Club



THE 2010-2011 READER SURVEY shows
Jupiter Magazine and *The Palm Beacher* deliver the
local affluent marketplace to your doorstep.

DEMOGRAPHIC & PSYCHOGRAPHIC OVERVIEW



JUPITER & THE PALM BEACHER MAGAZINE



BEST FEATURE 2015 Silver Award presented by the FMA

- "Women In Power" by Heather Carney, Jennifer Tormo, Amy Woods and Staff

BEST PHOTOGRAPHIC ESSAY 2015 Silver Award presented by the FMA

- "The Paradise of the Palm Beaches"

SUNSHINE STATE AWARD 2015 Third Place for Cover Design presented by the SPJ

- Craig Cottrell, Jason Nuttle and Staff • April, December and October covers

BEST SINGLE, ORIGINAL B&W/COLOR PHOTOGRAPHY 2014 Charlie Award presented by the FMA

- Jupiter Waterfront Dining by Jason Nuttle

BEST FEATURE HEADLINES 2013 Charlie Award presented by the FMA

- Horse Power, That's What's SUP, Burger Kings



STUART MAGAZINE

BEST SERVICE FEATURE 2015 Silver Award presented by the FMA

- "Do You Flahama?" by Suzanne Wentley

BEST FEATURE 2015 Charlie Award presented by the FMA

- "Horse Haven" by Suzanne Wentley and Robert Holland

BEST DEPARTMENT 2015 Silver Award presented by the FMA

- "Power of 10" by Heather Carney and Kristen Browning

BEST IN-HOUSE AD FOR AN OUTSIDE CLIENT 2015 Silver Award presented by the FMA

- "John Fasano" ad by Celiese Tuason



Boca Life MAGAZINE

BEST DEPARTMENT DESIGN 2015 Silver Award presented by the FMA

- Style File (regional department page for all magazines)

PRINTING EXCELLENCE 2011 Florida Magazine Association Winner

BEST FEATURE HEADLINES 2009 Charlie Award presented by the FMA

- Authors Nila Do and Michael Keller; for stories called "Who's Afraid of Ronnie Brown?," "Twin Powers," and "Sober Village"



Gold Coast & FORT LAUDERDALE FORT LAUDERDALE

BEST FEATURE 2015 Bronze Award presented by the FMA

- "The Fight for His Life" by Eric Barton

BEST TOC 2015 Charlie Award presented by the FMA

- Craig Cottrell and Staff • All Consumer Magazines

BEST OVERALL MAGAZINE 2015 Silver Award presented by the FMA

BEST ONLINE VIDEO 2015 Bronze Award presented by the FMA

- "The Making of a Fashion Shoot" by Steven Martine and Jason Nuttle

BEST MEDIA KIT 2015 Charlie Award presented by the FMA

- "Gold Coast Magazine 50th Anniversary Media Kit" by Celiese Tuason

BEST OVERALL ONLINE PRESENCE 2015 Silver Award presented by the FMA

SUNSHINE STATE AWARD 2011 Third Place presented by the SPJ

- Author Bernard McCormick, "King of Hearts" story on Don King • Light Feature Reporting



“Gulfstream Media Group develops savvy, value – added print and digital outreach tools that give their clients priceless visibility. They are market leaders in creating synergistic partnerships.”

- Tamra Fitzgerald, President, Venue Marketing Group

“Jupiter Magazine and The Palm Beacher have been excellent sources of referrals for my private dental practice. People in our community are selective about who they choose to seek services from and want to feel confident they are receiving the best care. With so many mixed messages put in front of us every day, I can definitely say these two magazines in particular help differentiate me and allow me to present my practice with the upmost professionalism and integrity.”

- Jay L. Ajmo DDS, PA, PGA Center For Advanced Dentistry

“By advertising in Jupiter Magazine, The Palm Beacher and Stuart Magazine, we are able to reach a targeted group of readers we might not have reached through other outlets. We have enjoyed a collaborative relationship with Gulfstream Media Group for over 12 years, and appreciate the variety of advertising options they provide – both traditional print and digital – and have found great value in the partnership.”

- Stacey Brandt, Vice President of Marketing and Strategic Planning, Jupiter Medical Center

“It has been a delight working with you and your staff but most importantly, with just one publication we already had more than a dozen patients come to see him! Everyone told me that you need to see an ad three times before it “clicks”. Apparently, you did something right, it was published once and got a great response!”

- Lilac Silvers, Gardens Neurology

“Advertising in Jupiter Magazine and The Palm Beacher pays off! They reach the high end clientele that I am targeting, in a geographically concentrated marketplace. I can contribute numerous high dollar sales directly to the magazine, as local readers have seen my ad, and come in as a result. I also appreciate the support they have provided my gallery from events to e-blasts to social coverage.”

- Debra Onessimo, Onessimo Fine Art

“We’re getting good feedback from subscribers who have seen our ad. One person said “If you’re not in Jupiter Magazine, you’re missing the boat!”

- Paul H. Kaufman, PA, Realtor

WEBSITE ADS

Select Publication: JupiterMag.com • PalmBeacherMagazine.com

FULL PAGE ADVERTORIAL



450 words, 4-5 photos
A square ad on the homepage is linked to the client's advertorial on the website.

IN-LINE AD



740 x 500 pixels
Client's print ad or new creative is placed into edit piece.

IN-LINE LEADERBOARD AD



970 x 90 pixels
Ad is within the content of the web page as you scroll down.

LEADERBOARD AD



970 x 90 pixels
Ad at the top of the selected website page(s) is the first ad seen on the page.

SQUARE AD



340 x 340 pixels
Ad runs along the right column of the web page.

DIGITAL EVENT SPONSORSHIP



Client's event is placed chronologically under the Events Calendar tab and links to an advertorial landing page.

Website ads require minimum 3 months. Limited positions available.

EMAIL CAMPAIGNS



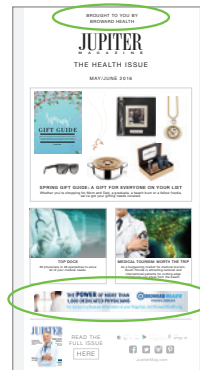
BANNER ADS IN MONTHLY SOCIETY SIGHTINGS EMAIL NEWSLETTER

Vertical Ads
160 x 600 pixels each

In-Line Leaderboard
728 x 90 pixels

**ALSO AVAILABLE:
CUSTOM E-BLASTS
DYNAMIC WEBSITE ADS**

**DIGITAL EDITION
EMAIL SPONSORSHIP**



Company name at the top and leaderboard ad in the middle of our monthly e-blasts. Only 2 opportunities per month.

Leaderboard
728 x 90 pixels

**DIGITAL
MAGAZINE
EDITIONS**

Full Page

Double-Page Spread

RICH MEDIA



Video, Audio, Slideshow, 360° Tour, E-Commerce Button

Available to embed on your display ad in any digital edition issue.

AD SPECS & SUBMISSIONS

AD SPECS

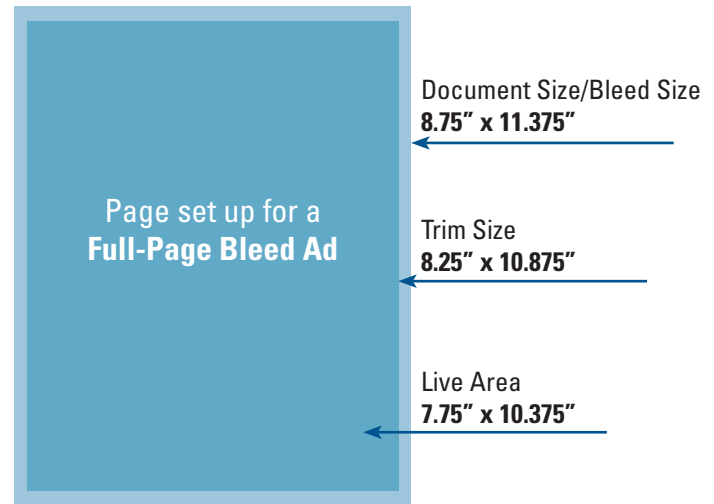
Full-Page Bleed Ads

Document size/Bleed size: **8.75" x 11.375"**

Trim size: **8.25" x 10.875"**

Live area: **7.75" x 10.375"** (This is the area that is a **FULL INCH** in from all sides of the **DOCUMENT SIZE** to prevent important elements from being cropped out)

- All full-page **BLEED** ads must have a document size of **8.75" x 11.375"**
- All full-page **NON-BLEED** ads must have a document size of **7.75" x 10.375"**
- All important elements (logos, text, photos, etc.) that are not meant to bleed off the page should be **at least ½ inch** in from the edge of the document's trim size (the live area).



All Other Ad Specs

- | | | | | | |
|------------------------|------------------------|------------------|------------------------|--|----------------------|
| • Full-page, non-bleed | 7.75" x 10.375" | • 1/2 Horizontal | 7" x 4.875" | • 1/4 Page | 3.4" x 4.875" |
| • 2/3 Vertical | 4.562" x 9.875" | • 1/3 Vertical | 2.223" x 9.875" | <i>*1/4 pages apply to special sections only</i> | |
| • 1/2 Vertical | 3.4" x 9.875" | • 1/3 Square | 4.612" x 4.875" | | |

CAMERA-READY SUBMISSIONS

When supplying a camera-ready ad as a high-resolution PDF:

- Embed all fonts • Be sure all images are linked before creating the PDF • Be sure all images are **CMYK** TIFF, EPS or PSD in their native file
- Please do not use spot colors in the ad; all colors should be **CMYK** • When making a high-resolution PDF in Quark, **OPI cannot be active**

HOW TO SUBMIT YOUR AD

FTP

Files may be uploaded to our FTP site via your web browser.

- 1) Address: <http://www.drivehq.com/DropBox/DropBox.aspx?dropboxID=63930291> • Password: **FTP** (Password is case sensitive!)
- 2) Name the folder according to your company/advertiser name and assign all other attributes.
- 3) Hit **add** to select your files and hit **upload** after selection.
- 4) Please send an email with the **name of the folder and file(s)** uploaded to **Brian Beach** at graphics@gulfstreammediagroup.com.

Email

Please only send high-resolution PDFs or JPEGs no larger than **10MB**. If sending images for your ad to be built, please send TIFFs or JPEGs at **300dpi**.
*All images larger than **10MB** must be uploaded to our ftp site or mailed to us on disc.

Overnight

If submitting materials via mail, please select a service that allows you to track your package such as FedEx, UPS or DHL. Please include a color proof.

RICH MEDIA REQUIREMENTS:

- Video Files: Both m4v and mp4 files are supported. Only videos with H.264 video codec and AAC for audio codec are supported. Thirty-second to one-minute videos work best. Videos less than or equal to 20MB are recommended. Require videos with minimum width of 148 pixels and minimum height of 184 pixels. All video files need to be compressed using visual dimensions. *For example, if the view area is 6 inches x 4 inches, then the video needs to be compressed for that size only and not using HDTV dimensions/settings.*
- Audio Files: Only mp3 files are supported. Thirty-second to one-minute audio works best. Files less than or equal to 5MB are recommended.
- Slideshow: Only .png, .jpeg and .gif image files supported. Jpeg files preferred. High resolution images only.
- 360 Degree Virtual Tour: The 360-degree view supports only .png, .jpeg and .gif image files, but .jpeg files preferred. To create a 360-degree view, we need at least 36 images each at a 10-degree of view change (angle). *That is 36 images multiplied by 10-degree view difference, equaling a 360-degree view.* High resolution images only.

CONTACT

Please direct all ads and questions concerning ad material to **Brian Beach, Production Manager** • email: graphics@gulfstreammediagroup.com