

SOUTH FLORIDA

magazine

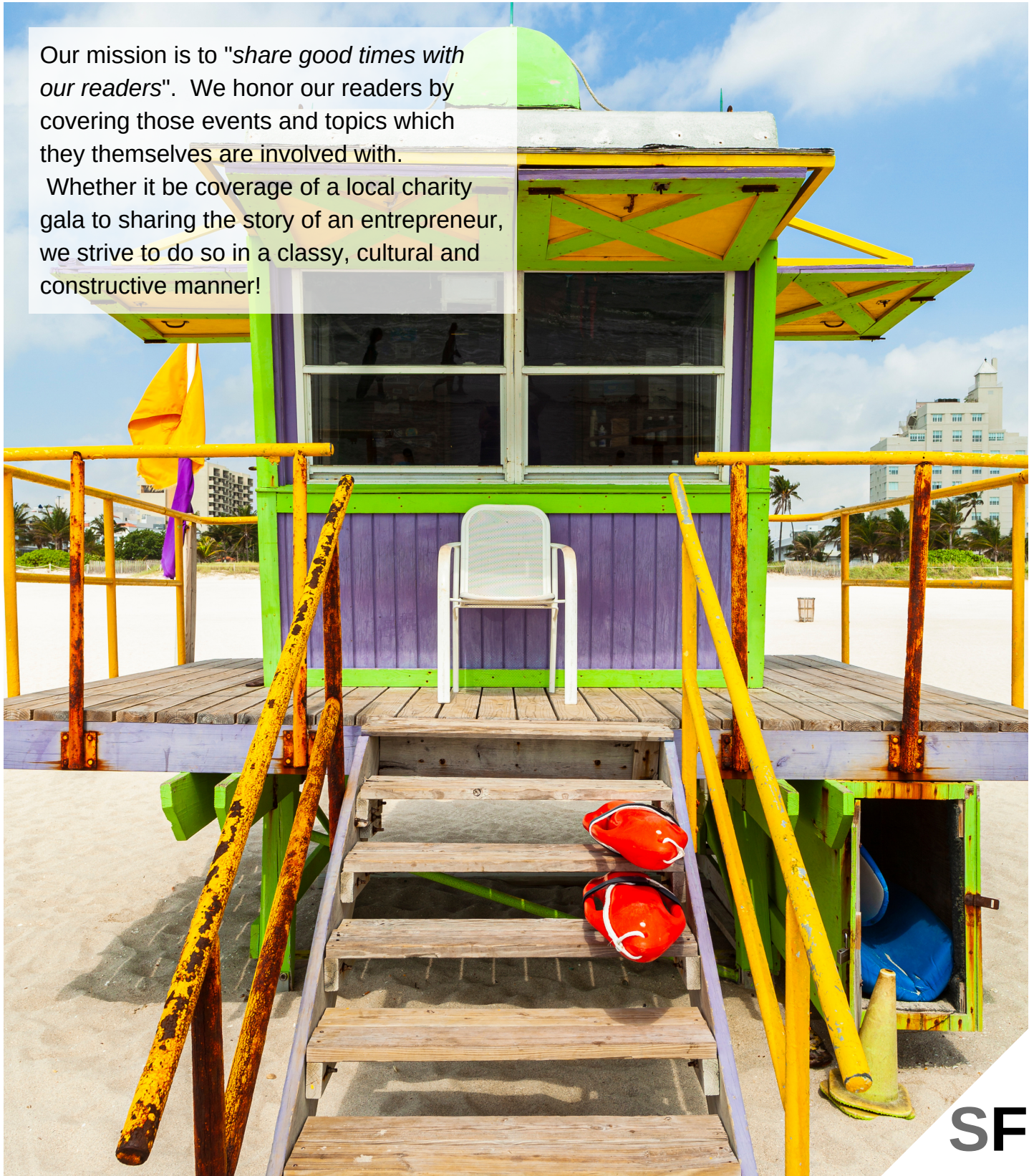
2022 MEDIA KIT



SF

Our mission is to "*share good times with our readers*". We honor our readers by covering those events and topics which they themselves are involved with.

Whether it be coverage of a local charity gala to sharing the story of an entrepreneur, we strive to do so in a classy, cultural and constructive manner!





SOUTH FLORIDA magazine inspires local readers.

Following thru on the inspiration by connecting readers with events in their own local communities we establish our relationships in those areas!

SOUTH FLORIDA

magazine

EDITORIAL MIX



PHILANTHROPY

37%



FOOD

13%



FASHION

12%



BUSINESS

18%



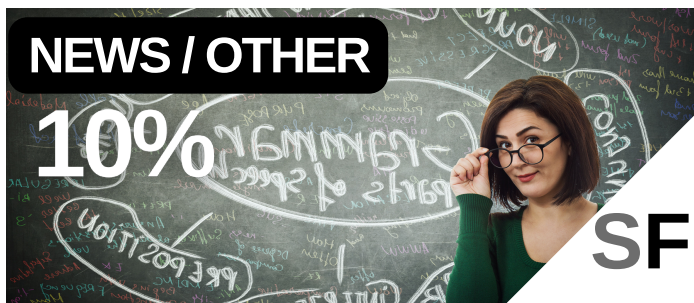
CULTURE

10%



NEWS / OTHER

10%

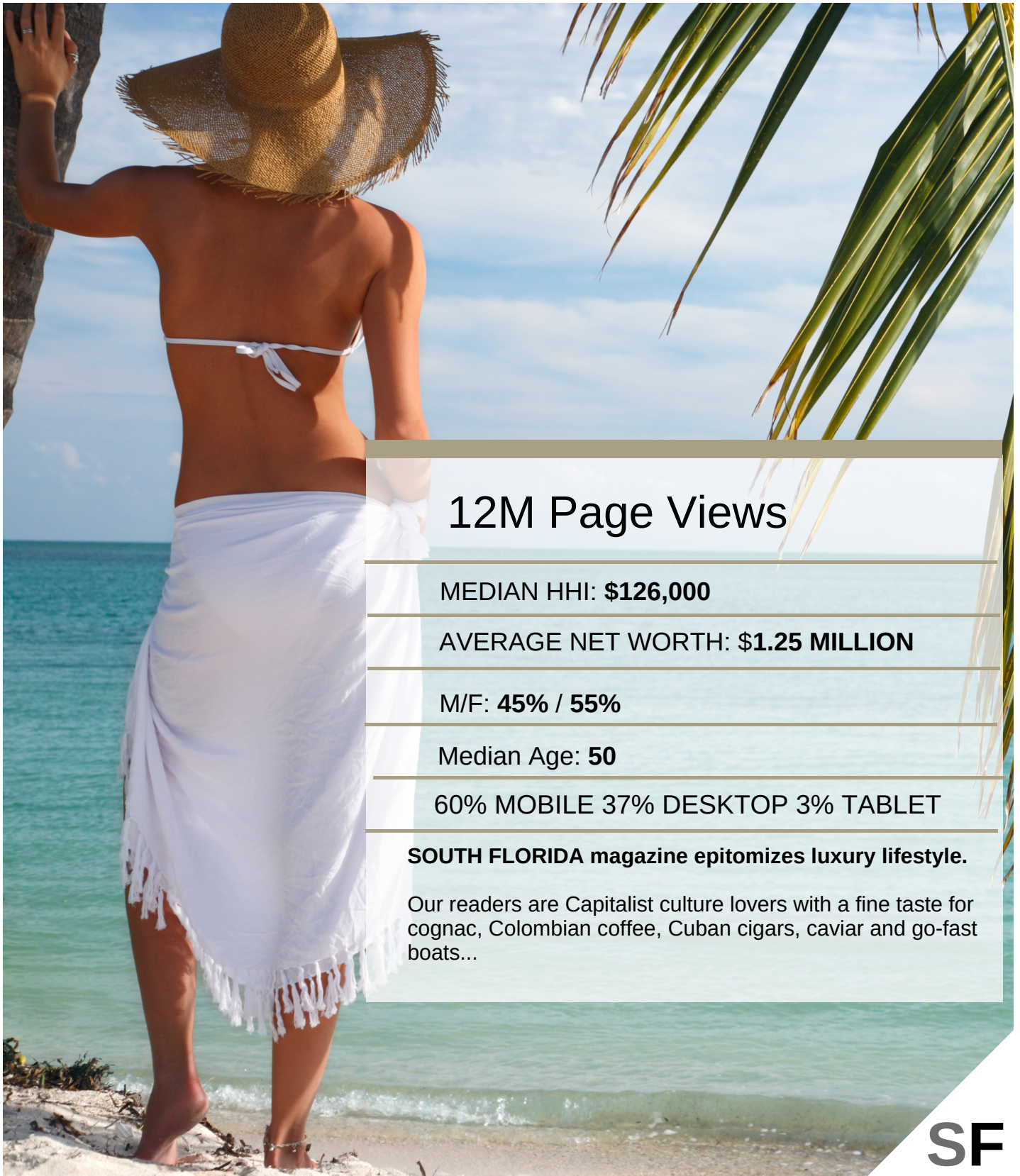




DATE | DEADLINE | THEME

January	12/27/21	<i>Charity Giving Guide</i>
February	1/28/22	South Florida's Most Eligible
March	2/25/22	<i>Home & Design</i>
April	3/28/22	<i>Tax Havens & Travel Havens</i>
May	4/24/22	Summer Spirits & Seersuckers
June	5/28/22	<i>Wellness Issue</i>
July	6/26/22	<i>Swimwear & BBQ Issue</i>
August	7/28/22	<i>New Car Guide 2023</i>
September	8/28/22	<i>Fall Fashion Guide</i>
October	9/27/22	<i>Yachts & Parties</i>
November	10/31/22	<i>Kitchen & Closet Issue</i>
December	11/22/22	<i>Golfers Gift Guide</i>





12M Page Views

MEDIAN HH: \$126,000

AVERAGE NET WORTH: \$1.25 MILLION

M/F: 45% / 55%

Median Age: 50

60% MOBILE 37% DESKTOP 3% TABLET

SOUTH FLORIDA magazine epitomizes luxury lifestyle.

Our readers are Capitalist culture lovers with a fine taste for cognac, Colombian coffee, Cuban cigars, caviar and go-fast boats...

Digital Rates

Ad Size	One Month	Three Mos	6 Mos	12 mos
2 Page Spread	\$400.00	\$1080 (360 mos)	\$1920 (320 mos)	\$2260 (280 mos)
Full page	\$200.00	\$540. (180 mos)	\$960. (160 mos)	\$1680 (140 mos)
Half page	\$150.00	\$405. (135 mos)	\$720. (120 mos)	\$1260 (105 mos)
Third page	\$100.00	\$270. (90 mos)	\$480. (80 mos)	\$840. (100 mos)

Print Rates

PRINT COPIES	COUNTY	One Month	Three Months	6 Months	12 months
2000	Palm Beach	\$7,500.00	\$22,500.00	\$36,000.00	\$63,000.00
2000	Broward	\$7,500.00	\$22,500.00	\$36,000.00	\$63,000.00
2000	Miami	\$7,500.00	\$22,500.00	\$36,000.00	\$63,000.00
6000	FULL RUN	\$22,500.00	\$60,750.00	\$108,000.00	\$189,000.00





Gala Media Sponsorship Package

Help us cover the cost of swag bags, magazine printing and distribution and we will donate a media sponsorship including one full page pre-event ad up to 3 months before the function. Swag bags for every attendee which include a special edition copy of SOUTH FLORIDA magazine, a photographer at the event and post event coverage as well. *other items for the swag bag contents must be provided by the charity or its donors.

Small Gala, 100-250 people - **\$3000**

Large Gala, 250-500 people - **\$5000**





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