



# FORT LAUDERDALE magazine<sup>®</sup>

MEDIA GUIDE & SPECIFICATIONS







---

# Index

---

**Fort Lauderdale Magazine is *your* city magazine.**

*Fort Lauderdale Magazine* is a reflection of the people, places, events, issues, and concerns that shape our lives, influence our decisions, and provide for a vibrant existence in Fort Lauderdale. Published twelve times a year, *Fort Lauderdale Magazine* informs, challenges, delights and inspires the people who live, work and play in the city.

ABOUT US .....	<b>2</b>
OUR DIFFERENCE.....	<b>5</b>
DEMOGRAPHICS.....	<b>7</b>
DISTRIBUTION .....	<b>9</b>
DEPARTMENTS.....	<b>11</b>

EDITORIAL CALENDAR .....	<b>13</b>
MECHANICALS.....	<b>15</b>
DIGITAL SPECS.....	<b>17</b>
SOCIAL MEDIA.....	<b>19</b>
BEST OF FORT LAUDERDALE .....	<b>21</b>

# About Us

## Who We Are

*Fort Lauderdale Magazine* is a reflection of the people, places, events, issues, and concerns that shape our lives, influence our decisions and provide for a vibrant existence in Fort Lauderdale. Published twelve times a year, **Fort Lauderdale Magazine** informs, challenges, delights and inspires the people who live, work and play in Fort Lauderdale.



## What We Do

The philosophy of *Fort Lauderdale Magazine* is simple and straightforward: We give readers relevant and compelling content, written by talented writers and credible journalists, and present it in an attractive format. This generates a loyal readership and a loyal customer base for our advertisers.

**In short, we're delivering a publication that people want to pick up and read, giving our advertisers great exposure to an attractive market of buyers.**

## What We Offer

**Fort Lauderdale Magazine provides valuable content and credibility.** Our readers believe in magazines and magazine advertising more than other media. Simmons Multi-Media Engagement Study shows magazines are more trustworthy than TV or the Internet. Other independent research confirms that consumers place significant trust in magazine advertising. Studies by Yankelovich and Dynamic Logic also report that consumers are more likely to have a positive attitude toward advertising in magazines compared to other media.

# What We've Made.

---



FLORIDA  
MAGAZINE  
ASSOCIATION'S  
**2019 MAGAZINE  
OF THE YEAR**



"Elegant and well-executed."

---

"The magazine's voice and point of view is clear throughout. Well edited, and engaging."

---

"A beautifully-designed magazine...there is a nice richness to the service material and it's so well put-together."

---

*- Judge's comments,  
Florida Magazine Association's  
Charlie Awards*





BOAT SHOW ISSUE

FORT LAUDERDALE magazine  
Welcome to 2023  
JANUARY 2023

FORT LAUDERDALE  
OF FORT LAUDERDALE  
BEST  
FROM SEAFOOD TO MARTINI, BOATERS: IT'S THE BEST OF SEASIDE

FORT LAUDERDALE  
DUTCH SCHORN  
A LAUDERDALE LEGEND IS STILL MAKING WAVES  
DINE FORT LAUDERDALE'S GRAND FINALE YOU WON'T WANT TO MISS IT  
CLOSING THE LOOP A PARK PROJECT'S LAST STAGE

FORT LAUDERDALE  
LAP OF LUXURY  
A THREE-STORY DESIGN DREAM  
SHOOTERS  
A LEGEND'S LIVES  
HUIZENGA PLAZA  
NEW LIFE FOR A PARK

FORT LAUDERDALE  
SEXY IN THE SURF  
CHECK OUT THE HOT WEAR

FORT LAUDERDALE magazine  
THE LOOK OF LUXURY  
LUXE STYLES BOTH CLASSIC AND MODERN  
MAY 2023

FORT LAUDERDALE  
HOLIE  
SEXY STYLE  
QUALITY  
CLASIQUE  
POMP  
BE  
FR

UDERDALE  
TY  
LIVES  
GROWTH  
AN  
ABILITY?  
NO & MORE  
IGN DETAILS  
E THE MOVIE  
RTH BEACH  
ASTERPIECE  
EW LUXURY IN  
THE VILLAGE



---

# Our Difference.

---

## How We're *Different* from Other Area Magazines

**1**

We offer a **well-rounded city magazine** that covers an excellent balance of lifestyle, business, society, leisure, people, politics and more.

**2**

Our **lifestyle content** is **specific to Fort Lauderdale**. Our **editor and publisher** were **born and raised in Fort Lauderdale**, know the city and want to explore and share all of its nooks, crannies, and idiosyncrasies with our readers.

**3**

**Credibility** and **respect** are top priorities. We want our advertisers respected and noticed, so we don't allow paid editorial submissions or supersaturated editorial coverage of our advertisers.

**4**

We dig into **hot topics** and **issues** that other city magazines can't or won't touch, and we offer **exclusive content**. You won't see our stories anywhere else.

**5**

We think **'outside the box'** with our content and reader-involvement to increase awareness with our partners through events, contests, photo-shoots and more.

**6**

Our book isn't **bogged down** with generic sections and listings that have no relevance to our readers.

**7**

We **call the shots on our editorial coverage** and are not influenced in our choice of stories.

**8**

We reinforce our print magazine with **exclusive online content** that is fresh and timely, and we use our online presence to further our relationship with our readers.

---

**5**

FORT  
**LAUDERDALE**  
magazine

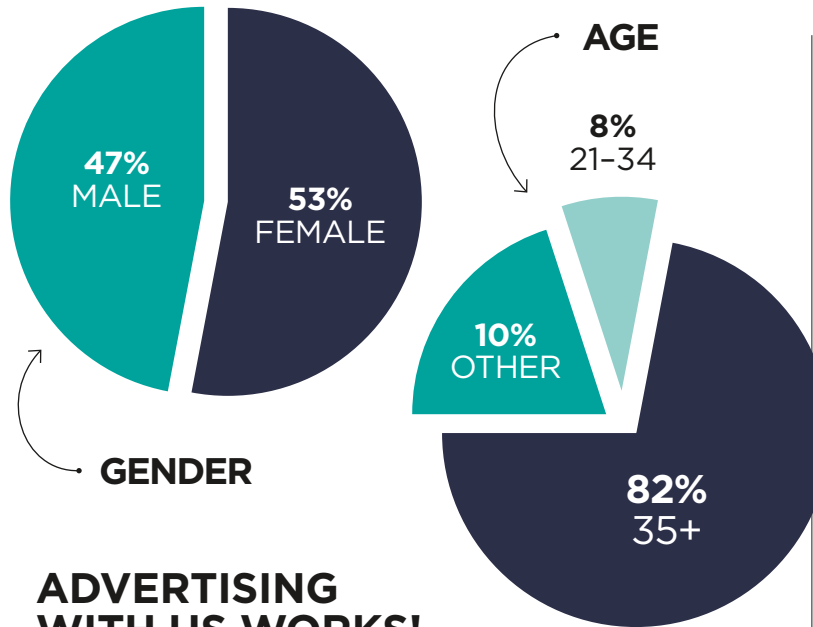




# Demographics

## Fort Lauderdale Magazine readers are fully engaged.

BIG research studies show that when consumers read magazines, they are less likely to engage in other media or take part in non-media activities compared to users of TV, radio, or the Internet. Based on research by MediaVest, our consumers are more likely to turn to magazines to search for information across a variety of categories than to the Internet. Our readers give their undivided attention to our stories, our photography and our advertisers. *Fort Lauderdale Magazine* informs, challenges, delights, and inspires the people who live, work, and play in Fort Lauderdale.



### ADVERTISING WITH US WORKS!

Dynamic Logic discovered magazine advertising was the most powerful medium in increasing purchase intent when compared to magazines, the Internet and TV. More than half of magazine readers took action or had a more favorable opinion about the advertiser, according to Affinity Research. Numerous studies prove that magazine advertising drives web visits and searches more than other media.\*

### INCOME

Household ..... \$155,000+  
Net Worth ..... \$1,385,000+

### REAL ESTATE

Own Home ..... 98%  
Primary Home Value ..... \$765,000-\$140m

### EDUCATION

College Graduate or Higher ..... 82%  
Postgraduate ..... 33%  
Belong to Private Clubs/ Professional Organizations ..... 44%

### IMPROVED RETURN-ON-INVESTMENT

Multiple studies have demonstrated that spending advertising dollars on magazines improves marketing and advertising return on investment across a broad range of product categories.\*

\*Sources: Northwestern University Magazine Reader Experience Study, Starcom, Affinity Research, American Advertising Federation (AAF) Study, Retail Advertising and Marketing Association (RAMA) Study, Dynamic Logic, Hearst Engagement Factor Study, BIGResearch LLC





# Our Formula

**Targeted mailings** of over 20,000 copies sent directly to families with income levels above \$155,000 per year and a net worth above \$1,385,000.

**Available paid subscriptions** to anyone who wishes to receive *Fort Lauderdale Magazine* at home whether they live locally, out-of-state or even out-of-country.

**On sale at a number of area supermarkets**, pharmacies and businesses that see a high volume of customers daily, prominently displayed in racks or at check-out lines.

**Direct mail and deliveries** totaling over 15,000 copies to the waiting rooms of doctors, dentists and chiropractors as well as to salons, select hotels and restaurants. All in Fort Lauderdale zip codes highlighted on the adjacent map.

**Carefully selected public locations** that attract upscale readers who build and strengthen our core audience. Studies show that 80% of all adults have read magazines in a public place at some time over the past month and such locations generate an average of 30 readers per month.

**We are in-room at hotels and resorts** and provide distribution to concierges for tourists, guests and shoppers.





# Distribution.

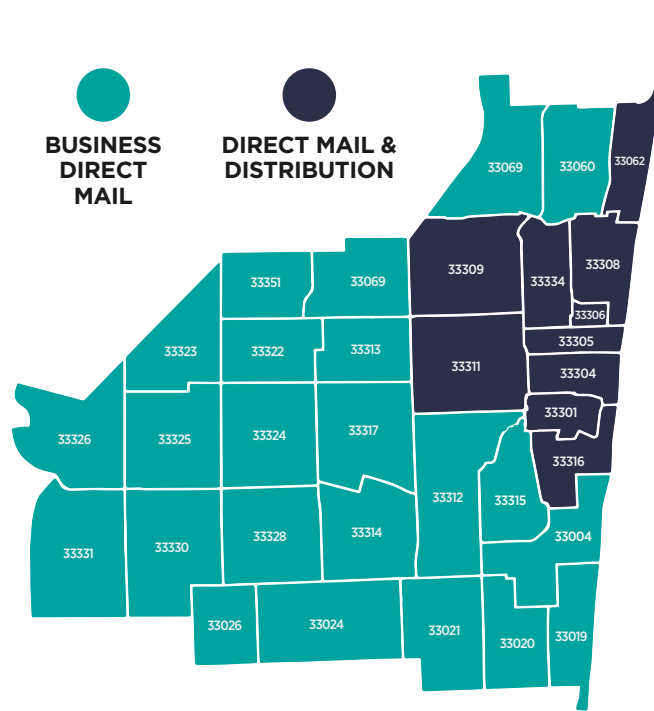
Fort Lauderdale Magazine Reaches Your Potential Customers

**Total Monthly Circulation 39,000**  
**Total Monthly Readership 200,000**

## DELIVERED & MAILED

**D** Delivered **M** Mailed

- Resort Hotels ..... **D** **M**
- Airports ..... **D**
- Hospitals ..... **D** **M**
- Marinas..... **D**
- Executive Airport ..... **D**
- Restaurants..... **D** **M**
- Doctors..... **D** **M**
- Dentists..... **D** **M**
- Hotels ..... **D** **M**
- Chiropractors..... **D** **M**
- Car Rental Agencies .. **D**
- Salons & Spas..... **D** **M**



## TARGETED MAILINGS

Annual Income Level  
\$155,000+

Net Worth  
\$1,385,000+

Home Value  
\$765,000-\$140m

## SOLD AT THESE NEWSSTANDS

(\$3.95 Cover Price)

- Publix
- Fresh Market
- Whole Foods
- Winn-Dixie
- CVS
- Walgreen's
- Wal-Mart
- Bob's News & Books
- Lucky's Market







# Departments

Each issue we strive to bring our readers the  *freshest content*, highlighting Fort Lauderdale's unique culture.

## TRENDING ✨

Contests, social media and Fort Lauderdale according to you.

## AROUND TOWN ✨

Briefs on the latest in city living.

## THE LIST ✨

The best of Fort Lauderdale to experience now.

## GOODS ✨

Stuff we love.

## FASHION ✨

Trending fashions for stylish Fort Lauderdale living.

## OLD LAUDERDALE ✨

A nostalgic look back at old Fort Lauderdale.

## Good Life

### CASA CHIC ✨

Dream homes.

### TRAVEL ✨

Close to home and around the globe.

### MOTORS

Putting our mojo in motion.

### SPORTS

The personalities behind the action.

### OUTDOORS

Healthy pursuits in paradise.

### HEALTH

Helpful tips and local health leaders.

## City Life

### PROFILES

Interesting individuals.

### CULTURE

Art, music, theater, nightlife, and other creative endeavors.

### COMMUNITY

The people and organizations that unite.

### DEVELOPMENT ✨

Movers and ideas behind our growing city.

### BUSINESS

Changes and change-makers.

## Food & Drink

### GRAZINGS ✨

A culinary sampling of places according to a theme (ice cream, brunches, bars, etc.)

### CHEF'S CORNER ✨

Inside a top kitchen, plus a favorite recipe.

### LIGHT BITES ✨

Briefs on the latest food and restaurant news.

## Guide

### ENTERTAINMENT

Big names and top acts.

### EVENTS ✨

Guide to hip happenings.

(Submit your events to [events@FLMag.com](mailto:events@FLMag.com) or visit [FLMag.com/submit-event](http://FLMag.com/submit-event).)

### SNAPSHOTS

Society smiles.

(Submit your events to [events@FLMag.com](mailto:events@FLMag.com) or visit [FLMag.com/submit-event](http://FLMag.com/submit-event).)

✨ APPEARS EACH ISSUE All themes/topics subject to change.







# Editorial Calendar

## January

HEALTH & BEAUTY

**Ad Reservation Deadline**

November 15

**Art Deadline**

December 1

## February

BUSINESS

**Ad Reservation Deadline**

December 15

**Art Deadline**

January 1

## March

DESIGN

**Ad Reservation Deadline**

January 15

**Art Deadline**

February 1

## April

DEVELOPMENT

**Ad Reservation Deadline**

February 15

**Art Deadline**

March 1

## May

SUMMER

**Ad Reservation Deadline**

March 15

**Art Deadline**

April 1

## June

OCEAN

**Ad Reservation Deadline**

April 15

**Art Deadline**

May 1

## July

FOOD & DRINK

**Ad Reservation Deadline**

May 15

**Art Deadline**

June 1

## August

THE BEST OF FORT LAUDERDALE

**Ad Reservation Deadline**

June 15

**Art Deadline**

July 1

## September

FASHION/STYLE

**Ad Reservation Deadline**

July 15

**Art Deadline**

August 1

## October

BOAT SHOW

**Ad Reservation Deadline**

August 15

**Art Deadline**

September 1

## November

TECHNOLOGY

**Ad Reservation Deadline**

September 15

**Art Deadline**

October 1

## December

HOLIDAY

**Ad Reservation Deadline**

October 15

**Art Deadline**

November 1

Ask us how you could be involved in DINE Fort Lauderdale. Contact [ashley@FLMag.com](mailto:ashley@FLMag.com) or visit [fortlauderdalemagazine.com/dine](http://fortlauderdalemagazine.com/dine)

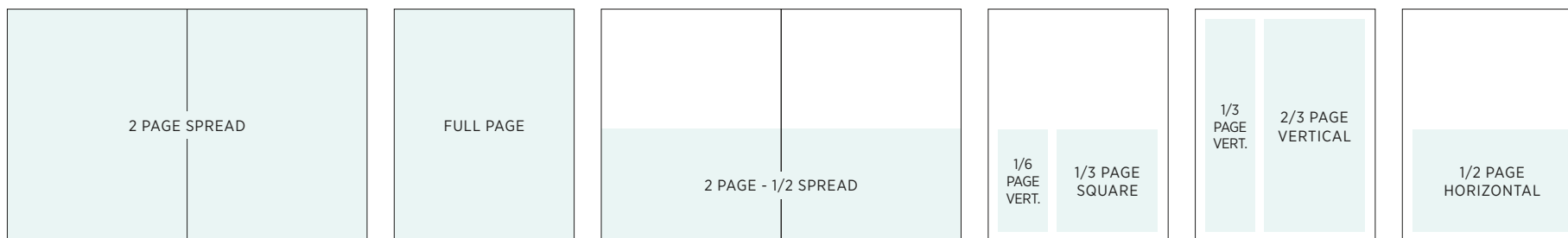


FORT  
LAUDERDALE  
MAGAZINE





# Mechanicals



TRIM SIZE (inches)	WIDTH	HEIGHT	BLEED
2 Page Spread	17*	11*	Add .125" on all sides
2 Page 1/2 Spread	17*	5.3125*	Add .125" on all sides
Full Page	8.5*	11*	Add .125" on all sides
2/3 Page Vertical	4.75	10	None
1/2 Page Horizontal	7.5	4.8125	None
1/3 Page Square	4.75	4.8125	None
1/3 Page Vertical	2.325	10	None
1/6 Page Vertical	2.325	4.8125	None

\*For bleed ads, please keep all live matter 0.25" from trim.

**SPECIALTY ADVERTISING:** Bound inserts, companion publications and other forms of specialty advertising are accepted - subject to publisher's approval. Contact your account executive for details.

#### PRINTING PROCESS:

Sheet-Fed Offset

#### BINDING METHOD:

Perfect

#### SINGLE-PAGE TRIM SIZE:

8.5" x 11". All bleed ads must add .125" bleed to trim-size (listed).

#### BLACK & WHITE:

Upon request.

#### ELECTRONIC FILES:

We prefer high-resolution PDF files created in one of the following: Adobe InDesign, Adobe Illustrator or Adobe Photoshop. All photography and illustrations used must be no less than 300 dpi and color corrected as CMYK files. Open Type fonts are recommended. All art must be provided at 300 dpi; line art at 600-1200 dpi. Microsoft PowerPoint and Publisher files will not be accepted.

#### PREFERRED POSITION:

10% additional charge.

#### AD SUBMISSION:

Email high-resolution PDFs and requests for information on uploading to our FTP site to [art@FLMag.com](mailto:art@FLMag.com).

#### PROOFS:

Please provide a high-resolution color proof with SWOP color bars.

**PRODUCTION:** Artwork production is not included with your advertising contract and will incur an additional fee of \$85 per hour with a minimum of 1 hour. If you want to use your ad or photography outside of the magazine, additional charges will apply. Artwork created by and for the magazine cannot be used in another publication. Please contact your account executive for more information.

#### CANCELLATION POLICY:

Ad cancellation or moving of insertions requires written notice, submitted 30 days prior to that month's space reservation date. If ad cancellation affects the original earned frequency discount, the advertiser will be billed the difference. If 30-day notice is not provided and space is reserved and the advertiser does not meet copy deadline, publisher may insert a previous advertisement. In circumstances where there has been no previous advertisement, the magazine may prepare and insert an advertisement without prior approval of copy or layout by the advertiser and the advertiser will be responsible for full payment as stated on the original contract.







# Digital Specs: FLMag.com

## Digital Audiences are *Growing*

Magazine website usage is growing faster than web usage overall, according to Nielsen online analysis.

### CONTENT EVERYWHERE

Digital magazine audiences are growing! Tablet devices and phone apps have reinvented how we tell stories, how consumers interact with our content and how advertisers connect with our audience - all while on the move from beach to home and everywhere in between! *Fort Lauderdale Magazine's* online content offers complete portability. Where our readers go, so does *Fort Lauderdale Magazine*.



Florida Magazine Association  
Charlie Awards  
Best Online Presence & Best Website

**MEDIUM  
RECTANGLE**  
300 x 250

### MEDIUM RECTANGLE

**Display Dimensions:** 300 x 250 pixels  
**File Dimensions\*:** 600 x 500 pixels  
**File Size Limit:** 150K

**LEADERBOARD BANNER**  
728 x 90

### LEADERBOARD BANNER

**Display Dimensions:** 728 x 90 pixels  
**File Dimensions\*:** 1456 x 180 pixels  
**File Size Limit:** 150K

**HALF PAGE**  
300 x 600

### HALF PAGE

**Display Dimensions:** 300 x 600 pixels  
**File Dimensions\*:** 600 x 1200 pixels  
**File Size Limit:** 200K

\*Our website supports images for use on high-resolution displays (i.e. Apple Retina displays). Files submitted at 2x resolution will render best results on these displays. Acceptable formats include .jpg, .png, and .gif. HTML ads may be accepted at publisher's approval and must be sized to the "File Dimensions" size. Flash files will not be accepted.



FORT  
LAUDERDALE  
MAGAZINE





# Social Media.

## Print media is *not* dead!

The digital age is upon us. We surf the net, tweet, email, text, Facebook, eBay and link-in more often than ever. At *Fort Lauderdale Magazine* we are often asked if advertising through print media is having an effect and if it is reaching the correct audience.

### DID YOU KNOW?

- 4 out of 5 adults read magazines.\*
- Since Facebook was founded, magazines have gained more than one million young adult readers.\*
- Magazines are the number one medium of engagement – across all dimensions measured.
- Simmons Multi-Media Engagement Study found magazines continue to score significantly higher than TV or the Internet in ad receptivity and all of the other engagement dimensions, including “trustworthy” and “inspirational.”\*

### ADVERTISING WORKS!

Magazine advertising moves readers to action. More than half of all readers took action on magazine ads or had a more favorable opinion about the advertiser.\*

### ADVERTISING ATTRACTS NEW CUSTOMERS!

Our market changes constantly. Newcomers to our area mean new customers to reach. People earn more money, which means changes in lifestyles and buying habits. The shopper who wouldn't consider your business a few years ago may be a prime customer now.

\*Sources: Northwestern University Magazine Reader Experience Study, Starcom, Affinity Research, American Advertising Federation (AAF) Study, Retail Advertising and Marketing Association (RAMA) Study, Dynamic Logic, Hearst Engagement Factor Study, BIGResearch LLC



Florida Magazine Association  
Charlie Awards  
Best Social Media



**Snapchat**  
FtLauderdaleMag



**Facebook**  
FortLauderdaleMag



**Instagram**  
FortLauderdaleMagazine



**Twitter**  
FtLauderdaleMag



**Pinterest**  
FtLauderdaleMag





# The Best of Fort Lauderdale.

## Fort Lauderdale Magazine's Annual Best of Fort Lauderdale Survey & Special Issue

Nobody knows Fort Lauderdale better than the people who live and play here. What are your favorite spots? Your favorite people? The things to do that make the Lauderdale lifestyle so unbeatable?



READERS VOTE FOR THEIR FAVORITES

Vote at [FLMag.com/best](https://FLMag.com/best)

200 CATEGORIES TO VOTE FOR!



WINNERS ARE ANNOUNCED IN  
**FORT LAUDERDALE MAGAZINE'S  
BEST OF FORT LAUDERDALE ISSUE.**

CONTACT US FOR SPECIAL RATES!

FORT  
**LAUDERDALE** magazine®

2020 NE 17TH COURT  
FORT LAUDERDALE, FLORIDA 33305  
954.764.7460 | [FLMag.com](http://FLMag.com)