2019-2020

JUPITER
MAGAZINE

THE PALM BEACHER

STUART
MAGAZINE

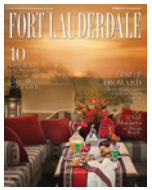
JupiterMag.com
PalmBeacherMagazine.com
StuartMagazine.com

MEDIA KIT

1401 E. Broward Blvd., Ste. 206 • Fort Lauderdale, FL 33301 • 954.462.4488

LOCAL. RELEVANT. AFFLUENT. ENGAGING. ***YOURS.***

South Florida's Longest Running Glossy Magazine Publisher.



Gulfstream Media Group publications have been at the forefront of delivering award-winning content on South Florida for over five decades. We realize our communities are unique, from their demographics to psychographics, so we offer five local city magazines and one specialized design magazine. From local trends in fashion, interior design and dining to profiles of the people who impact the communities we serve, Gulfstream Media Group defines the upscale lifestyle in one of the most affluent regions of the United States.

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

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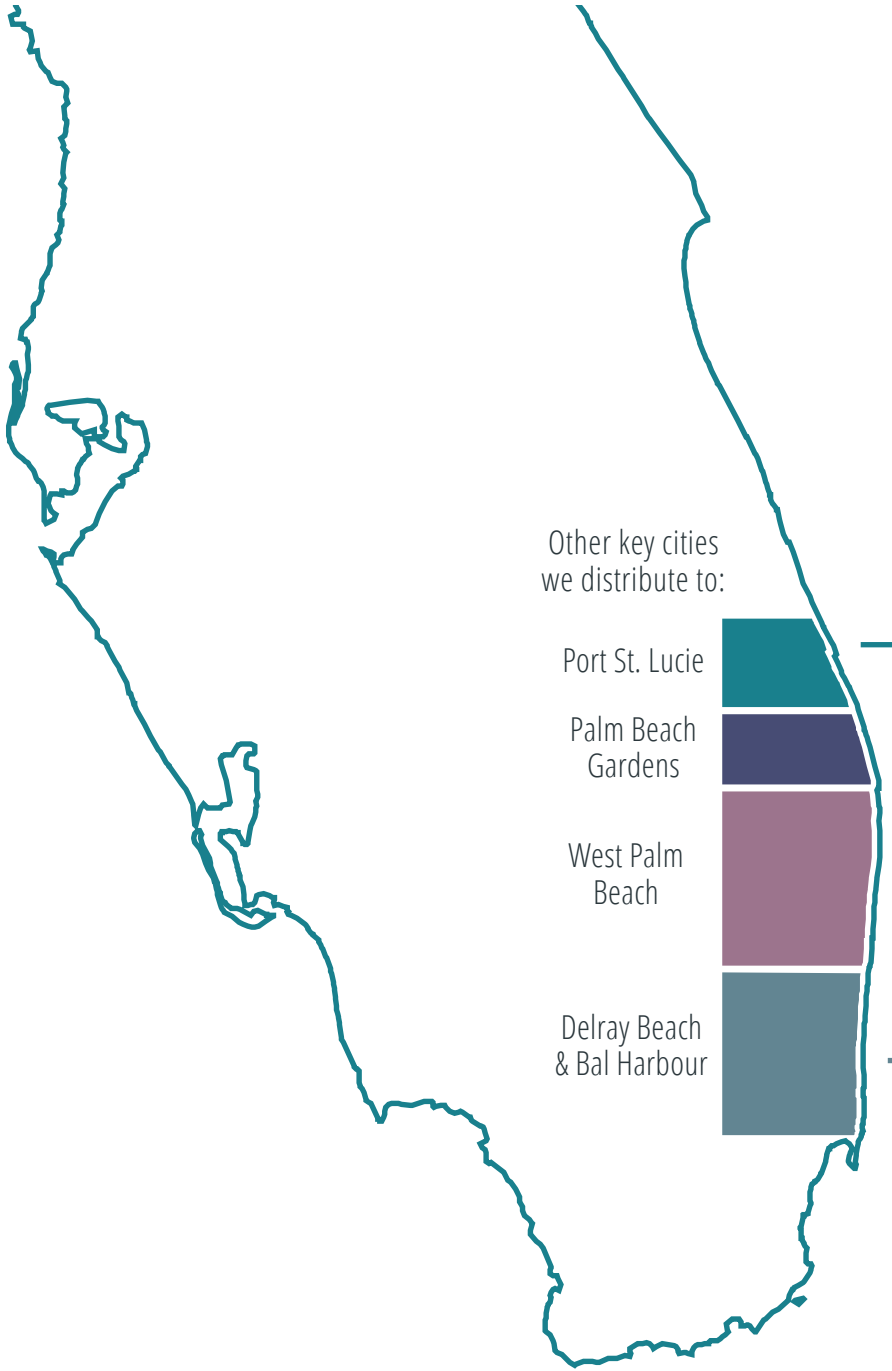
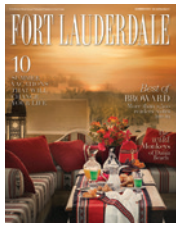


OUR 5 LUXURY MAGAZINES COVER EVERY REGION

We offer 5 separate titles, serving our respective markets while allowing you to reach all of Southeast Florida with one convenient buy.



STUART MAGAZINE

JUPITER MAGAZINE

THE PALM BEACHER

Gold Coast FORT LAUDERDALE

FORT LAUDERDALE

Why We're Unique

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THE BEST OF SOUTHEAST FLORIDA, ALL IN ONE PLACE.

We connect you to the local communities that we serve, our readers to relevant content, consumers to area businesses and residents as well as tourists to valuable information about our local area. There's something for everyone in every issue.

We have five separate luxury titles and one specialized design magazine, serving our respective markets while **allowing you to reach all of Southeast Florida with one convenient buy**.

Our publishers and editors have **a finger on the pulse of our respective markets** and communities

Our content remains local and relevant, highlighting our individual communities' unique assets.

We're proud to have **loyal readers who are actively engaged,** with over 75% frequenting our advertisers' businesses.

Photo 2 by Lisa Renee Ludlum; Photos 3 by Steven Martine; Others from *Jupiter Magazine* and *The Palm Beacher*

Gold Coast FORT LAUDERDALE | FORT LAUDERDALE | JUPITER MAGAZINE | THE PALM BEACHER | STUART MAGAZINE | Florida HOME&GARDEN

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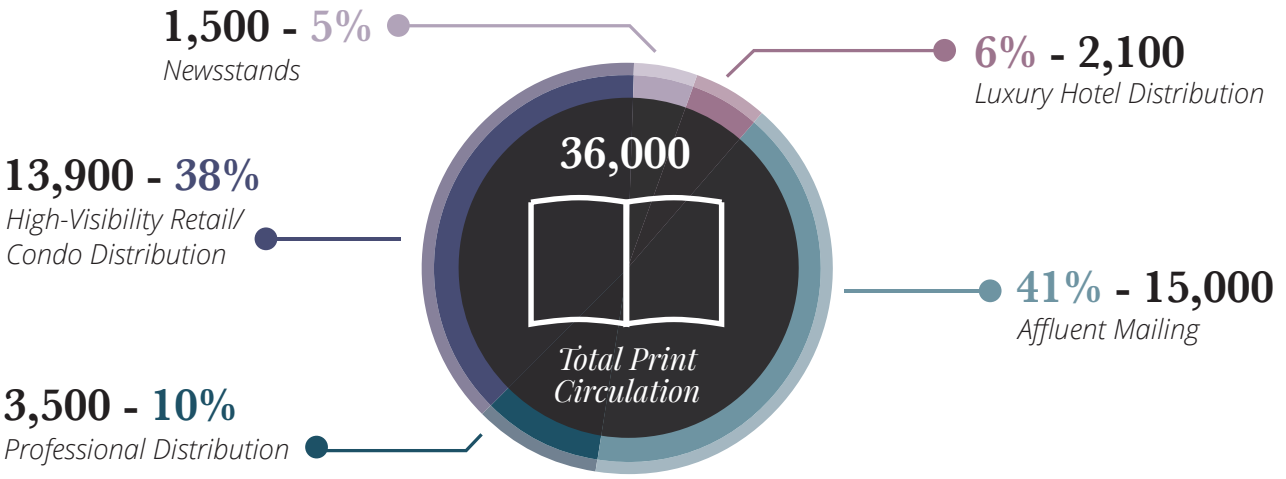
PRINT, DIGITAL & EVENTS



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

36,000
Monthly Circulation

338,000
Annual Circulation
8x - STU • 10x - JUP, PB

306,677
Monthly Print Readership
(2.8M annually)

911,436
Annual Digital Edition Page Views
(Average 99,118 monthly views)

485,918
Annual Website Page Views
(Average 52,041 monthly views)

1.4M
Annual Combined Digital Page Views
(Average 151,159 monthly views)

94,436
Average Annual
App Page Views

356,803
Average Annual
Website Visits

Digital averages gathered from October 2018 to May 2019

TARGETED LIFESTYLE MAGAZINES FOR JUPITER, PALM BEACH, & STUART

AFFLUENT MAILING

Mailed to residences in Central and Northern Palm Beach and Southern Martin County assessed at $1 million and above. Includes coverage in affluent areas such as Palm Beach, West Palm Beach, Singer Island, Wellington, Jupiter, Palm Beach Gardens, North Palm Beach, Juno Beach, Tequesta, Hobe Sound, Jupiter Island and Stuart

NEWSSTANDS

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

AFFLUENT RETAIL AREAS

The Gardens Mall, Downtown at the Gardens, PGA Commons, CityPlace, Worth Avenue, Downtown Stuart, Downtown Ft. Pierce, Downtown Jensen Beach, Downtown Salerno, Downtown Tradition and other affluent shopping areas in the market

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

Digital Media

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WEBSITE ADS

Select Publication: JupiterMag.com • PalmBeacherMagazine.com //// Website ads require minimum 3 months. Limited positions available.

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.

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.

BANNER ADS IN MONTHLY SOCIETY SIGHTINGS EMAIL NEWSLETTER

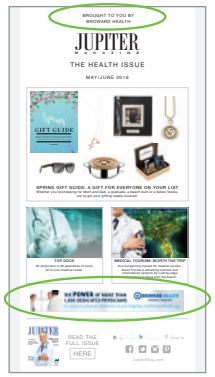
Vertical Ads
160 x 600 pixels each

In-Line Leaderboard
728 x 90 pixels

CUSTOM E-BLASTS

DYNAMIC WEBSITE ADS

DIGITAL EDITION EMAIL SPONSORSHIP



Name at top & leaderboard in the middle of monthly e-blasts promoting our digital editions.

Purchased with corresponding leaderboards on editorial features on website.

Leaderboard: *728 x 90 pixels*

Digital Media

1401 E. Broward Blvd., Ste. 206 • Fort Lauderdale, FL 33301 • 954.462.4488

WEBSITE ADS: STUARTMAGAZINE.COM

Website ads require minimum 3 months. Limited positions available.

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.

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DIGITAL MAGAZINE EDITIONS

RICH MEDIA

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

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

EMAIL ADS IN MONTHLY STUART ALL ACCESS NEWSLETTER

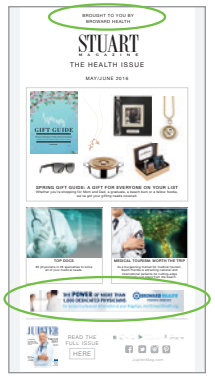
Rectangles
300 x 239 pixels each

In-Line Leaderboard
728 x 90 pixels

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.

Leaderboard
728 x 90 pixels

1401 E. Broward Blvd., Ste. 206 • Fort Lauderdale, FL 33301 • 954.462.4488

REACH A CUSTOMIZED AUDIENCE WHERE THEY SPEND MOST OF THEIR TIME: ONLINE.

Online display ads work through every point of sale, reaching active and passive searchers to nudge them closer to purchasing. It keeps your business top-of-mind through all stages of the buying process.

On average, someone who has been retargeted is 2-5 times more likely to take action, converting to a customer.

The metrics in our reports don't lie: programmatic campaigns get results.

In a 6 month time frame,

3,726

people visited a plastic surgeon's website after seeing their online ad,

& online ads drove **229**

customers to visit their physical location

Pinksy Plastic Surgery

1,263

showed the ad came to the theatre as a result, and most brought at least 1 guest,

resulting in **$175,000** in revenue

Maltz Jupiter Theatre

People shown a restaurant ad were

3x AS LIKELY

to dine there than those not shown their ad

YOLO (You Only Live Once) Restaurant

146

people visited a jeweler's store after seeing their online ad

Eloquence Jewelers

3,000% INCREASE

in website traffic for a wallpaper boutique doing online display ads with us

Chelsea Lane & Co.

Put your ad in front of a customized target audience using the programmatic strategies on the next page.

Programmatic Online Display

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With the cutting-edge technology of Programmatic Online Display advertising, we build a unique, customizable audience for you based on your prospects' online footprints, which indicate their behavior, purchasing intent and geographical area. Your brand will not only be seen on your website but also on thousands of websites potential customers visit throughout the worldwide web.

Put your ad in front of a customized target audience using the following programmatic strategies:

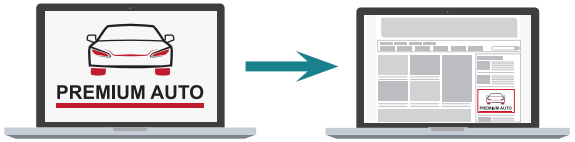
CRM TARGETING

People who know you

This uses your customer mailing list, for example.

SITE RE-TARGETING

People visiting your website

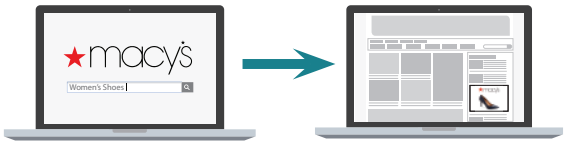


User visits your website and browses without purchasing anything.

Shows user your ads as they perform other activities related to their search.

SEARCH RE-TARGETING

People searching for your products or services

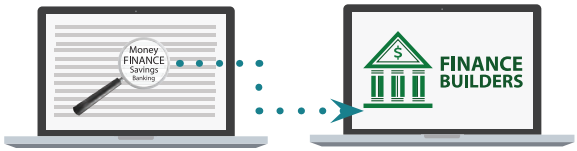


When a user performs a search, data associated with keywords is collected.

Shows the user your ads as they perform other online activities.

KEYWORD CONTEXTUAL TARGETING

People reading content using keywords



This works using the specific keywords you choose to connect to your business.

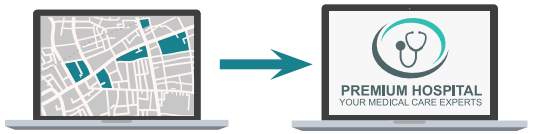
CATEGORY CONTEXTUAL TARGETING

People viewing content under a specific category

Your ad is shown to users who browse the internet and reading about topics related to your product or service.

GEO-FENCING

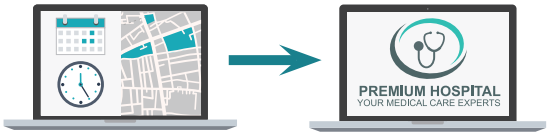
Targeting people at a specific location



This technology will track calls, clicks and in-store visits. This uses designated fenced locations, as selected by you.

EVENT-TARGETING

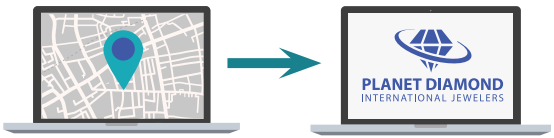
Targeting people based on location, date & time interval



Geo-fence a specific location at a specific time. A custome niche audience of users will be served ads up to 30 days after attending.

GEO-TARGETING

Targeting people within a specific area



Targets users based on a specific area that you wish to do business in.

FEATURES

Multiple programmatic strategies are at your disposal–either individually or in combination–with the added bonus of CRM (customer relationship management).

Optimization is daily and ongoing, through the use of advanced algorithms.

Campaign results are reported monthly, including impressions, CTR (click through rate), CPA (cost per acquisition), the most effective keywords that are used and domains and apps that ads are served on.

Display is supported on web, mobile, video & social media.

Our Accolades

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FMA CHARLIE AWARDS 2012-2019

Florida HOME&GARDEN

2019 Best New Magazine: *Charlie Award*

Gold Coast FORT LAUDERDALE

2019 Best Feature Writing: *Charlie Award*
Best Department Writing: *Silver Award*
Best Service Writing: *Silver Award*
Best Public Service (featured in multiple magazines): *Bronze Award*

2018 Feature Headlines: *Bronze Award*
Public Service Coverage: *Silver Award*

2017 Best Writing Feature: *Charlie Award*
Best Digital Online Video: *Charlie Award*

2016 Digital Excellence: *Charlie Award*

2015 Best Online Video: *Bronze Award*
Best Feature: *Bronze Award*
Best Overall Magazine: *Silver Award*
Best Overall Online Presence: *Silver Award*
Best TOC: *Charlie Award*
Best Media Kit: *Charlie Award*

2014 Best Online Video: *Bronze Award*
Best Illustration: *Silver Award*

2013 Digital Excellence: *Charlie Award*

2012 Best Column: *Bronze Award*
Best Self-Promotional Ad: *Bronze Award*

JUPITER MAGAZINE

2018 In-Depth Reporting: *Charlie Award*
Advertorial – Story or Section: *Bronze Award*

2016 Best Feature: *Bronze Award*
Best Self-Promotional Ad: *Silver Award*

2015 Best Photographic Essay: *Silver Award*
Best Feature: *Silver Award*

2014 Best Single, Original Photography: *Charlie Award*

2013 Best Feature Headlines: *Charlie Award*

STUART MAGAZINE

2017 Best Advertisement for a Client: *Silver Award*

2015 Best In-House Ad for Outside Client: *Silver Award*
Best Department: *Silver Award*
Best Service Feature: *Silver Award*
Best Feature: *Charlie Award*

2013 Digital Excellence: *Silver Award*
Best Self-Promotional Ad: *Silver Award*

2012 Best Department: *Charlie Award*

SPJ SUNSHINE STATE AWARDS 2013-2019

Awarded to Gulfstream Media Group

2019 Investigative Reporting: *Second Place*

2018 Public Service Reporting: *First Place*
Inside Design: *First Place*
Food and Travel Writing: *First Place*
Feature Story: *Second Place*
Investigative Reporting: *Second Place*
Investigative Reporting: *Third Place*

2017 Best Public Service Reporting: *Second Place*
Investigative Reporting: *Second Place*

2016 Profile Story: *First Place*
Feature Story: *First Place*
Inside Design: *Second Place*
Photography Story: *Third Place*

2015 Inside Design: *Second Place*
Cover Design: *Third Place*

2014 Cover Design: *First Place*
Feature Photography: *Second Place*

2013 Profile Reporting: *Third Place*

SPJ GREEN EYESHADE AWARDS 2018

2018 Investigative Reporting: *First Place*
Best of Division - Print: *Won*

ASSOCIATION FOR WOMEN IN COMM CLARION AWARDS

2018 Magazine Feature Article: *Won*

2019 Magazine Feature Article: *First Place*

Contact Us

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ANYTIME, ANYWHERE, *ON ANY DEVICE.*

With customized online editions and social media presence in addition to its print titles, Gulfstream Media Group leads the regional magazine industry with innovative and engaging marketing initiatives. 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.

Our Websites

FortLauderdaleDaily.com
JupiterMag.com
PalmBeacherMagazine.com
StuartMagazine.com
FloridaHomeGarden.com

Mobile Digital Editions

Download on the App Store

Available at amazon

Get it on Google play

Search your favorite app stores to find the apps for each of our magazines.

Social Media

@GoldCoastMag
@JupiterMagazine
@PalmBeacherMag
@StuartMagazine @StuartMagazine_
@FLAHomeGarden

Production

Please direct all ads and questions concerning ad material to Joanna Gazzaneo, Production Manager by emailing graphics@gulfstreammediagroup.com

Production Requirements

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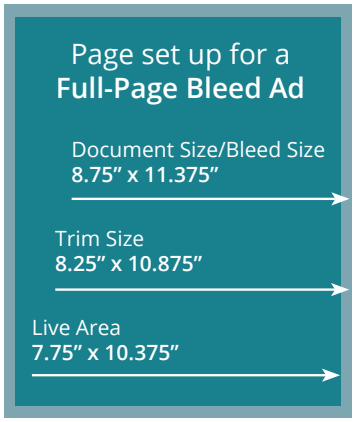

AD SPECS

Full-Page Bleed Ads

Document size/Bleed size: **8.75" x 11.375"**
Trim size: **8.25" x 10.875"**
Live area: **7.25" x 10.375"**
(This is the area that prevents important elements from being cropped out)

- All full-page **WITH BLEED** ads must have a document size of **8.75" x 11.375"**
- All full-page ads **WITHOUT BLEED** must have a document size of **8.25" x 10.875"**
- All important elements (logos, text, photos, etc.) that are not meant to bleed off the page should be **at least .5" inch** in from left & right edge of the document's trim size (the live area), and **at least .25" inch** from top & bottom edge.

All Other Ad Specs

Full-page, with bleed	**8.75" x 11.375"**
2/3 Vertical	**4.562" x 9.875"**
1/2 Vertical	**3.4" x 9.875"**
1/2 Horizontal	**7" x 4.875"**
1/3 Vertical	**2.223" x 9.875"**
1/3 Square	**4.612" x 4.875"**
1/4 Page*	**3.4" x 4.875"**

**1/4 pages apply to special sections only*

HOW TO SUBMIT YOUR AD

FTP *via your web browser*

1) Address: **tinyurl.com/GMGDriveHQ** • 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 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.

CAMERA-READY SUBMISSIONS

When supplying a camera-ready ad as a high-resolution PDF, please follow these rules:

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

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 5MB or less are recommended.

SLIDESHOW: Only PNG, JPEG, and GIF image files are supported. JPEG files are preferred. High resolution images only.

360 DEGREE VIRTUAL TOUR: The 360-degree view supports 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 about ad material to ***Joanna Gazzaneo, Production Manager.***

graphics@gulfstreammediagroup.com