JUPITER
MAGAZINE

2020-2021
MEDIA KIT

jupitermag.com

PO Box 3344, Palm Beach, FL 33480

LOCAL.
RELEVANT.
AFFLUENT.
ENGAGING.
YOURS.

Jupiter Magazine brings readers the best of what the northern Palm Beaches has to offer, from dining to shopping to chronicling community leaders. The winner of multiple awards from the Florida Magazine Association, the team at *Jupiter Magazine* prides itself on providing cutting-edge, thought-provoking editorial. Since 2000, the publication has provided readers a mix of long-form journalism, exciting lifestyle coverage, topical columns and in-depth service pieces.

Now published by award-winning publisher, Palm Beach Media Group, *Jupiter Magazine* joins the largest lifestyle magazine publishing company in the state.

PO Box 3344, Palm Beach, FL 33480

THE BEST IN JUPITER, ALL IN ONE PLACE.

We connect our readers to relevant content about Jupiter, Palm Beach Gardens and the surrounding areas, consumers to area businesses, and residents and visitors to valuable information about our area. There's something for everyone in each issue.

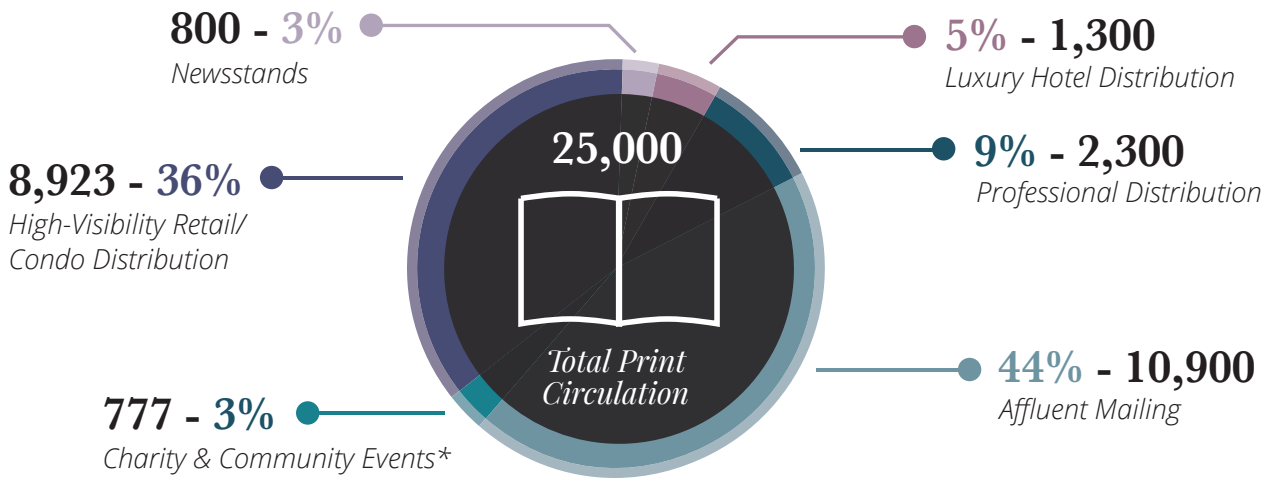
We're proud to have **loyal readers who are actively engaged,** with 76% frequenting our advertisers' businesses.

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.

PO Box 3344, Palm Beach, FL 33480

PRINT, DIGITAL & SOCIAL



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

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

25,000
Monthly Circulation

250,000
Annual Circulation
Published 10x a year

214,677
Monthly Print Readership
(2.1M annually)

592,440
Annual Digital Edition Page Views
(Average 59,244 monthly views)

347,930
Annual Website Page Views
(Average 34,793 monthly views)

940,370
Annual Combined Digital Page Views
(Average 94,037 monthly views)

66,560
Average Annual
App Page Views

264,070
Average Annual
Website Visits

Digital averages gathered from October 2018 to May 2019

TARGETED DISTRIBUTION WITH A FOCUS ON NORTHERN PALM BEACH COUNTY

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, and major independent newsstands

AFFLUENT RETAIL AREAS

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

IN-ROOM & IN-LOBBY HOTEL DISTRIBUTION

Doubletree Hotel Palm Beach Gardens, Embassy Suites Palm Beach Gardens, Jupiter Beach Resort, The Ritz-Carlton Golf Club & Spa Jupiter, Hilton Singer Island Oceanfront, Homewood Suites by Hilton, Marriott Vacation Club International, PGA National Resort & Spa

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

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OUR NUMBERS SAY IT ALL

CIRCULATION VERIFICATION COUNCIL

Our publications are ***audited by the Circulation Verification Council (CVC)***, so you can rest easy knowing our data is professionally verified. Audited reader surveys show *Jupiter Magazine* reliably deliver local affluent audiences, with numbers above national averages.

75.9%
of readers frequently purchase products or services from ads seen in *Jupiter Magazine*

80%
of readers keep issues of *Jupiter Magazine* for at least one month before discarding them, ensuring high retention & "coffee table" status

*The below numbers indicate what percentage of **those surveyed intended to buy the following products or services within the next year**. As readers, they look to our magazines to help them make those choices.*

34% intend to purchase a new or used automobile

45% intend to purchase automobile accessories or services

79% intend to purchase women's apparel,

62% men's apparel, **34%** jewelry, & **31%** children's apparel

74% intend to spend money on vacations or travel

40% have household income in excess of $200k
affluent purchasing power

91% intend to spend money on dining or entertainment

68% expect to need medical services / physicians

58% expect to purchase pharmacist or prescription services

63% intend to purchase furniture or home furnishings

63% are female **45%** are ages 55-74
37% are male **42%** are ages 35-54
demographics with high purchasing power

The information on this page is from the Audit Period of January 1, 2018 to December 31, 2018. The CVC estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level.

Editorial Calendar 2020-2021

PO Box 3344, Palm Beach, FL 33480

APR. Culinary Adventures

Advertising deadline: Feb. 15, 2020

Editorial Features:

-Kai Kai Farm Dinner with Chef Adam Brown
-Flavor Section (restaurant guide and more)
-Fun Outdoor Dining Plans

Special Advertising Sections:

-Home Resource Guide
-Luxury Homes Real Estate Guide
-Savory Sources
-Top Chef Profiles

MAY/JUNE Health & Wellness

Advertising deadline: March 15, 2020

Editorial Features:

-The Science of Meditation
-Nutrition Myths Debunked
-Endurance Training

Special Advertising Sections:

-Finance & Wealth Experts
-Luxury Homes Real Estate Guide
-Medical Expert Profiles
-Savory Sources
-Top Doc Medical Profiles

JULY/AUG. The Sporting Life

Advertising deadline: May 15, 2020

Editorial Features:

-Fishing, Golf, Surfing, Paddling & More
-Guide to Recreational Sports Leagues
-Fashion: Surf Chic

Special Advertising Sections:

-Home Resource Guide
-Luxury Homes Real Estate Guide
-Private Education Guide
-Savory Sources
-Summer Escapes & Staycations

SEPT. Fashion & Beauty

Advertising deadline: July 15, 2020

Editorial Features:

-Cool Fall Fashion
-Hair, Skin Care, Beauty Tips

Special Advertising Sections:

-2020 Leaders of Jupiter
-Luxury Homes Real Estate Guide
-Savory Sources

OCT. Philanthropy

Advertising deadline: Aug. 15, 2020

Editorial Features:

-Profiles of Giving
-Keeping the Arts Alive in Schools
-Best of the Season

Special Advertising Sections:

-Champions of Charity: Charity Profiles
-Charity Datebook
-Luxury Homes Real Estate Guide
-Savory Sources

NOV. Home Sweet Home

Advertising deadline: Sept. 15, 2020

Editorial Features:

-Home Tours
-Accents for Every Style

Special Advertising Sections:

-Arts & Entertainment Guide
-Home Resource Guide
-Luxury Homes Real Estate Guide
-Savory Sources

DEC. The Most Wonderful Time of Year

Advertising deadline: Oct. 15, 2020

Editorial Features:

-Local Gift Guide
-Cocktail Showdown: creative holiday drinks from local mixologists

Special Advertising Sections:

-Arts & Entertainment Guide
-Home Resource Guide
-Luxury Homes Real Estate Guide
-Top Chef Profiles
-Savory Sources

JAN. '21 Local & Social: The People Issue

Advertising deadline: Nov. 15, 2020

Editorial Features:

-Interesting Locals
-Up and Comers on the Scene

Special Advertising Sections:

-Home Resource Guide
-Luxury Homes Real Estate Guide
-Savory Sources

FEB. '21 The Arts Issue

Advertising deadline: Dec. 15, 2020

Editorial Features:

-Local Bands on the Rise
-Shows/Performances to See

Special Advertising Sections:

-Ask the Experts
-Home Resource Guide
-Luxury Homes Real Estate Guide
-Savory Sources
-Top Chef Profiles

MAR. '21 The Great Outdoors

Advertising deadline: Jan. 15, 2021

Editorial Features:

-Nature, Conservation & Wildlife
-Busch Wildlife Sanctuary
-Cool Accessories for SUPs, Bikes, Camping & More

Special Advertising Sections:

-Home Resource Guide
-Luxury Homes Real Estate Guide
-Private Education Guide
-Savory Sources

READ OUR ISSUES ANYTIME, ANYWHERE, ON ANY DEVICE.

Editorial calender subject to change without notice.

JUPITER MAGAZINE

Rates

AD SIZE	1x	5x	10x
Spread	$5,484	$4,936	$4,442
Full page	$3,226	$2,903	$2,613
2/3 page	$2,452	$2,207	$1,986
1/2 page	$1,936	$1,742	$1,568
1/3 page	$1,387	$1,248	$1,124
1/4 page	$1,129	$1,016	$915

COVERS			
Inside Front Cover	$3,871	$3,484	$3,136
Inside Back Cover	$3,549	$3,194	$2,874
Back Cover	$4,194	$3,774	$3,397

Covers are non-cancelable.

All Rates are subject to Palm Beach Media Group terms and conditions.

PO Box 3344, Palm Beach, FL 33480

WEBSITE ADS: JUPITERMAG.COM

Website ads require minimum 3 months. Limited positions available.

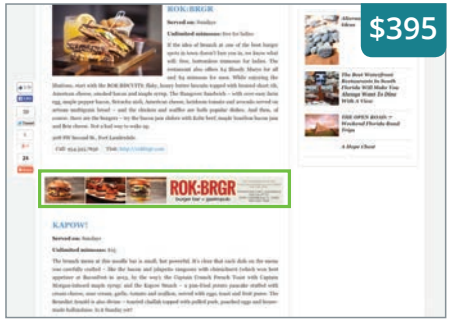
FULL PAGE ADVERTORIAL

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.

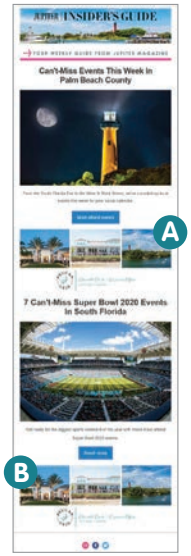
SQUARE AD

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.

BANNER ADS IN MONTHLY INSIDERS GUIDE EMAIL NEWSLETTER



Horizontal Ads
600 x 300

A	1-3X:	$400
	4-7X:	$350
	8-12X:	$300
B	1-3X:	$375
	4-7X:	$325
	8-12X:	$275

E-BLASTS

$795 for 9,000 opt-in list
$1195 for custom list

DYNAMIC WEBSITE ADS

Add $50

DIGITAL EDITION EMAIL SPONSORSHIP

Name at top & leaderboard in the middle of monthly e-blasts promoting our digital editions.
$495

Purchased with corresponding leaderboards on editorial features on website.
$395

Leaderboard: *728 x 90 pixels*

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

With cutting-edge technology, 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. This repeated awareness reinforces your brand and influences decisions.

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

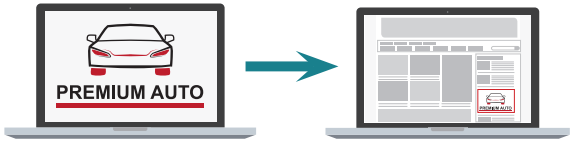
CRM TARGETING

People who know you

This uses your customer's physical mailing list, for example.

SITE RE-TARGETING

People visiting your website

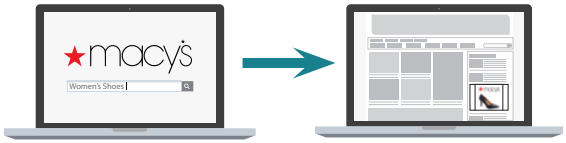


User visits your website and browses without purchasing anything.

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.

FEATURES

- Multiple programmatic strategies and targeting blends to reach your niche audience.
- Optimization is daily and ongoing, through the use of advanced algorithms and expert campaign management.
- Campaign results are reported monthly, including impressions, CTR (click through rate), the most effective targeting that are used and domains and apps that ads are served on.
- Display is supported on web, mobile, video and social media.

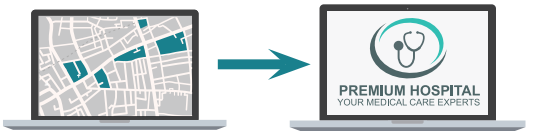
CATEGORY TARGETING

People viewing content under a specific category

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

GEO-FENCING

Targeting people at a specific location



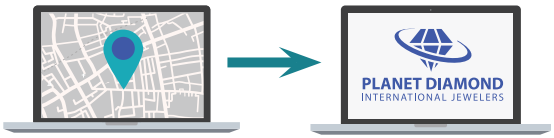
Targets users that visit your location and/or your competitor's locations. This technology will track clicks and web traffic.

BENEFITS

- High performance, customized targeting that delivers your ads to the right audiences at the right times.
- Through our portfolio of tactics, you have complete flexibility in achieving your advertising objectives.

GEO-TARGETING

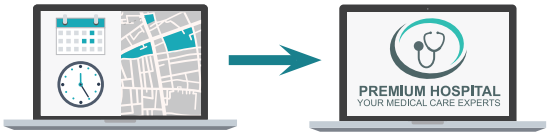
Targeting people within a specific area



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

EVENT/LOCATION TARGETING

Targeting people based on location, date & time interval



Geo-fence a specific location at a specific time. A custom niche audience of users will be served ads up to 6 months after attending.

RATES:

Minimum 40,000 impressions per tactic, & $1,000 per month spend.

CPM = Cost Per Thousand

BASIC – $7 CPM
Content + Geo Targeting

COMPETITIVE – $8 CPM
Content + Behavior + Demographic + Retargeting + Geo-Targeting

DOMINANT – $10 CPM
Content + Behavior + Demographic + Retargeting + Search Retargeting + Geo-Targeting

DEVICE ID– $15 CPM
Geo-Fencing Specific Locations & Looking Back 5 Days To 6 Months (Address Match - $17 CPM)

Contact Us

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Production Requirements

PO Box 3344, Palm Beach, FL 33480

AD SIZES	TRIM	BLEED
Spread:	16.5" x 10.875"	16.75" x 11.125"
Full Page	8.25" x 10.875"	8.5" x 11.125"
2/3 Vertical	4.562" x 9.875"	N/A
1/2 Island	4.612" x 7.312"	N/A
1/2 Vertical	3.4" x 9.875"	N/A
1/2 Horizontal	7" x 4.875"	N/A
1/3 Vertical	2.223" x 9.875"	N/A
1/3 Square	4.612" x 4.875"	N/A
1/4 Vertical	3.4" x 4.875"	N/A

Specs listed apply to *Jupiter Magazine*, *Stuart Magazine*, and *Gold Coast Magazine*.

Other publication specs can be found at palmbeachmedia.com

Ad Layout

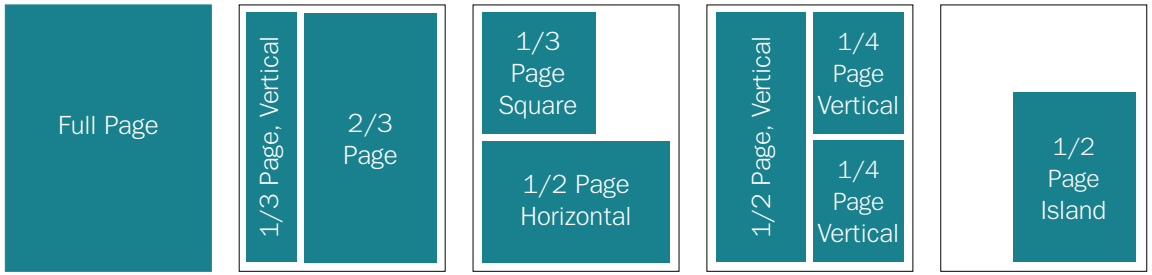
Material Format: PDF/X1-A. No color proofs are required.

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.



Printer Specs

Binding: Perfect Bound Jog to Head

Line Screen: 175-line screen. Min & Max dot size: 5% to 95% (Overall printing density of all colors cannot exceed 280%)

Printing Process: Heatset Web Offset

Ad Delivery

Please upload via our client center. An upload link will be emailed to you.

Questions

Ad Material Specs/Upload, Deadline Extensions
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