

INTRODUCTION

Las Olas Lifestyle
 Weston Lifestyle
 Davie
 Plantation.
 SW Ranches Lifestyle
 Parkland Lifestyle
 Coral Springs Lifestyle
 Lighthouse Point.
 Pompano Beach.
 Deerfield Beach Lifestyle
 Boca/Delray Lifestyle
 Coconut Creek Lifestyle
 Pinecrest Lifestyle

Lifestyle Media Group (LMG) is the largest and fastest growing magazine publisher in South Florida. With 9 titles, its readership of 558,000 includes business professionals, community leaders, entrepreneurs, soccer moms and the young, trendy up & comers. *Lifestyle* magazines serve the most affluent communities in the tri-county region.

Lifestyle Media Group is the ideal place to advertise haute fashion, jewelry, entertainment, health & beauty, real estate, travel, home design, automotive, professional services, financial services and so many other products and services for those who have the ability to indulge in the finer and fun things in life.

LMG OFFERS KEY ADVERTISER BENEFITS:

- The largest distribution in South Florida
- The largest direct mail distribution
- Compelling local and regional editorial
- Leader in sponsoring exclusive, charitable and community events

READER PROFILE:

Average home value \$720,000
 Average household income \$172,501
 Sex Female 63% / Male 37%
 Average age 43
 Adults 25-65 70%
 College educated 85%

Source: The Tara Group, Inc., Independent Reader Survey, 2016



DISTRIBUTION

Dominant Market Presence

Reach South Florida's most desirable consumer – those with disposable income. LMG's targeted distribution is predominantly direct mailed to the most affluent neighborhoods and businesses throughout South Florida.

Total distribution..... 143,000

Total readership..... 558,000*

DIRECT MAIL DISTRIBUTION

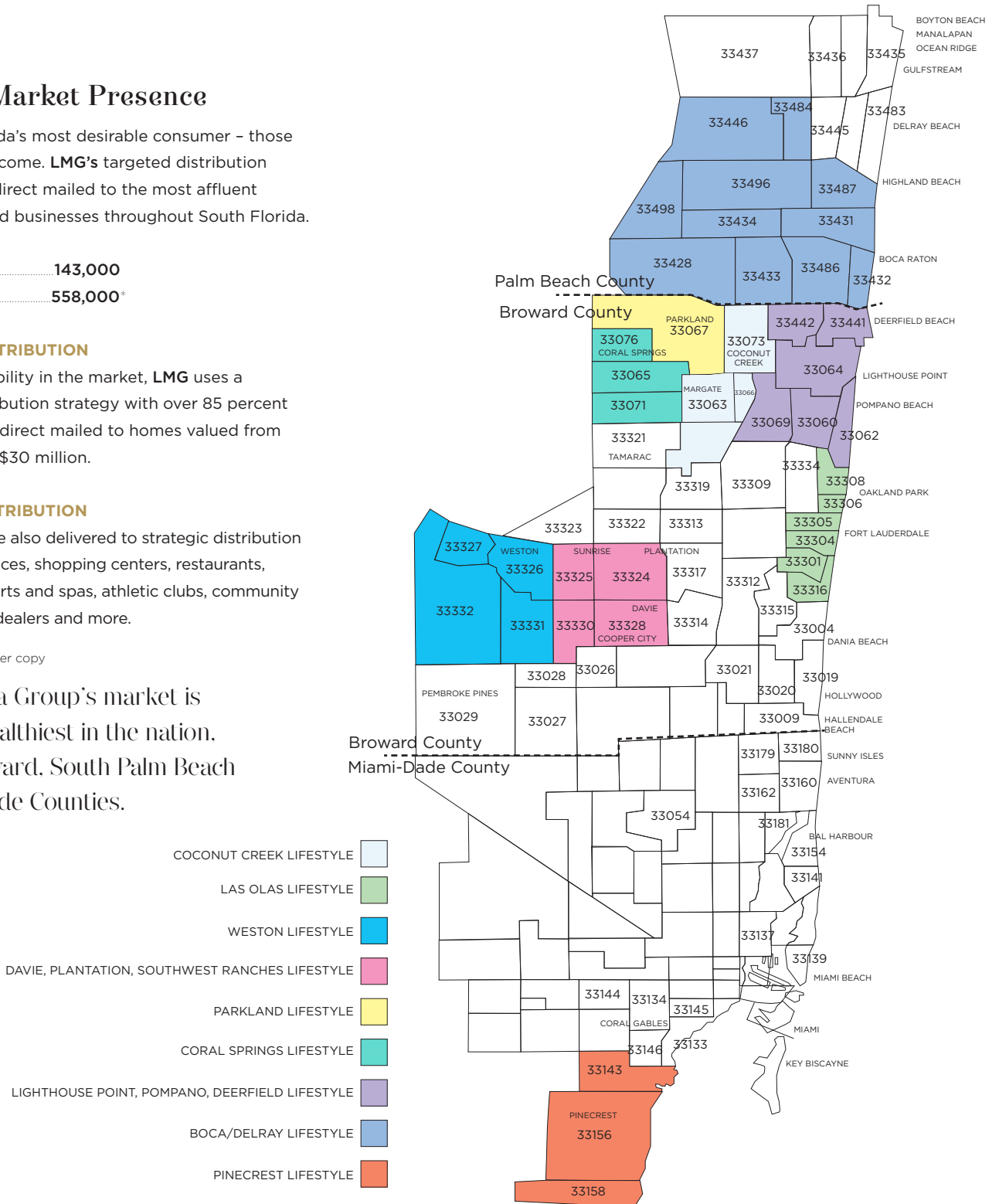
For maximum visibility in the market, LMG uses a combination distribution strategy with over 85 percent of all publications direct mailed to homes valued from \$350,000 to over \$30 million.

ADDITIONAL DISTRIBUTION

LMG magazines are also delivered to strategic distribution venues such as offices, shopping centers, restaurants, country clubs, resorts and spas, athletic clubs, community events, luxury car dealers and more.

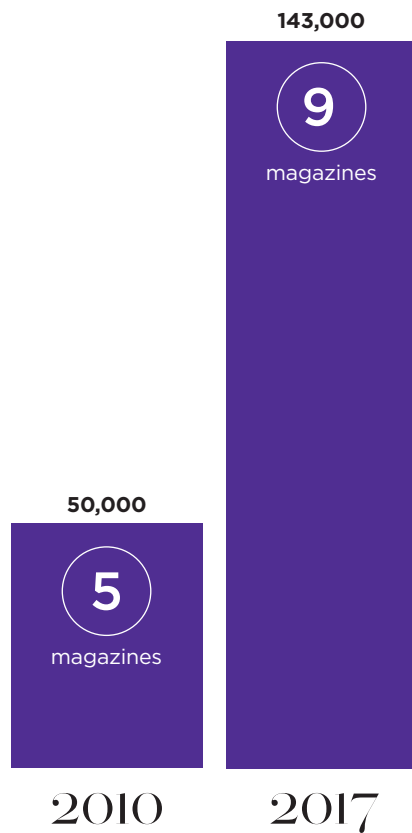
*Based on 3.9 readers per copy

Lifestyle Media Group's market is among the wealthiest in the nation, covering Broward, South Palm Beach and Miami-Dade Counties.



DISTRIBUTION GROWTH

DISTRIBUTION GROWTH 2010 - 2016



Over 186%
Distribution
Increase



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ADVERTISING

BEYOND THE PRINT AD

When advertising with **LMG magazines**, our team partners with you to understand your business and strategic goals to effectively brand and position your company. Leverage **LMG's** creative team to develop a fully integrated media campaign utilizing the power of print, online, social media, networking and events.

PRINT - Explore advertorial and editorial opportunities

EMAIL - Create customized email campaigns ranging from local to regional deployment

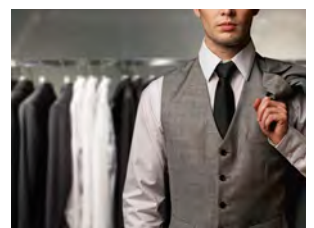
ONLINE - Utilize **LMG** websites to expand your marketing reach

SOCIAL MEDIA - Engage in the conversation through Facebook, Twitter, Instagram and more

NETWORKING - **LMG** will identify and create networking events designed to build connections for advertisers

LIFESTYLE LIVE! - **LMG** paparazzi create the flare and excitement of premiere events in dramatic fashion.

“LIFESTYLE MEDIA GROUP IS THE STRATEGIC MEDIA AND MARKETING PARTNER FOR YOUR BUSINESS.”



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TESTIMONIALS

SATISFIED CUSTOMERS ENDORSE LIFESTYLE MEDIA GROUP

“Advertising in *Lifestyle* magazine has helped University School increase inquiries and applications in key prospect areas. We have been a loyal advertiser for almost eight years.”

Stacey Gonzales, Associate Director, University School of NSU

“We’re proud to say, Lifestyle Media Group is our best marketing partner. Not only do they help us reach local homeowners in many of our prestigious communities, they also support our charity events and fundraisers.”

Bill Feinberg, Allied Kitchen and Bath

“Advertising in *Lifestyle* magazine is like joining a club. The organization understands the true meaning of a partnership. They are true business consultants who grow your company.”

Bill Berger, Greenspoon Marder, Attorneys at Law

“I was one of the first realtors to advertise in *Lifestyle* magazine and found it to be a great source to market and receive listings. *Lifestyle* positions me in front of the most affluent audience for buyers and sellers!”

Liz Caldwell, EWM Real Estate

“Being in the medical profession never thought magazine advertising would be effective...I was wrong, *Lifestyle* magazines brings me new patients every month”









Robert Kagan, MD

Medical Director and MRI Pioneer



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AD SIZES

		Double Truck	Trim	Live	Bleed*
		Width	16.750"	14.750"	17"
		Height	10.875"	9.925"	11.125"
		Full Page Bleed	Trim	Live	Bleed*
Las Olas Lifestyle		Width	8.375"	7.375"	8.625"
Weston Lifestyle		Height	10.875"	9.925"	11.125"
Davie, Plantation, SW Ranches Lifestyle		Full Page (Non Bleed)	Trim	Live	
Parkland Lifestyle		Width	7.375"	7.375"	
Coral Springs Lifestyle		Height	9.925"	9.925"	
Lighthouse Point, Pompano Beach, Deerfield Beach Lifestyle		1/2 Page (vertical)	Live	Bleed*	
Boca Delray Lifestyle		Width	3.6"	4.125"	
Coconut Creek Lifestyle		Height	9.925"	11.125"	
Pinecrest Lifestyle		1/2 Page (horizontal)	Live		
		Width	7.325"		
		Height	4.9"		
		1/4 Page	Live		
		Width	3.6"		
		Height	4.9"		
		Detach Card	Live		
		Width	8		
		Height	5		
		Insert Card	Live		
		Width	8.5		
		Height	5.125		

**Space Reservation-1st
Camera Ready Ad-4th**

*BLEED REQUIREMENTS

*A general rule for Adobe InDesign, and Adobe Illustrator users: When a full page bleed is desired, please set your document size for the Full Page Trim Size listed above. Any objects that require a bleed should extend at least 1/8" beyond the edge of your document. Live matter should be kept 1/4" in from the trim size. Account for a 1/4" in the center for the glue.



MATERIAL REQUIREMENTS

Lifestyle magazine requires all advertisements to be submitted to the specifications exactly, in order to ensure the highest quality reproduction to meet client expectations. Any ad requiring design will be contracted out at the clients' expense - for a minimum of \$100 per hour.

Ads by email/Ads on Disk: High Resolution PDF's only. CMYK Press-Ready PDF files on CD, via email or ftp. Microsoft Word, Powerpoint and Publisher files are NOT acceptable.

Please ensure that all fonts are embedded, all colors are converted to CMYK, and overprinting is turned off. We recommend saving at 300dpi. See size specifications on back.

SPECIFYING COLORS IN APPLICATIONS:


When choosing colors in your applications, choose only Process Colors selected from samples for coated stocks. Specifying Pantone colors in your applications can produce inaccurate results. Do not use spot colors.


SUPPORTING GRAPHICS:


Bitmap or pixel-based graphics must be in CMYK format saved either as a TIFF or EPS. When using clipping paths with EPS files, set the flatness value to no lower than 4. Vector-based graphics must be in an EPS format. When pixel-based images are embedded in the graphics the original graphic file must be included. All logo type must be converted to outlines (paths).


Pinecrest Lifestyle Magazine


AD SIZES

	Full Page Bleed	Trim	Live	Bleed*
	Width	8.375"	7.375"	8.625"
	Height	10.875"	9.925"	11.125"

	Full Page (Non Bleed)	Trim	Live
	Width	7.375"	7.375"
	Height	9.925"	9.925"

	1/2 Page (vertical)	Live	Bleed*
	Width	3.6"	4.125"
	Height	9.925"	11.125"

	1/2 Page (horizontal)	Live
	Width	7.325"
	Height	4.9"

	1/4 Page	Live
	Width	3.6"
	Height	4.9"

AD DEADLINES

Pinecrest Lifestyle Magazine offers creative services to advertisers who need assistance designing their ad, and who meet a materials deadline of the first of the month.

Space Reservation-1st
Camera Ready Ad-4th



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2017 EDITORIAL CALENDAR

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Weston Lifestyle

Davie.

Plantation.

SW Ranches Lifestyle

Parkland Lifestyle

Coral Springs Lifestyle

Lighthouse Point.

Pompano Beach.

Deerfield Beach Lifestyle

Boca/Delray Lifestyle

Coconut Creek Lifestyle

Pinecrest Lifestyle

IN EVERY ISSUE...

- Dining
- Arts & Entertainment
- Beauty
- Fashion
- Retail
- Social Scene
- Community Profiles
- Health & Wellness
- Nightlife
- Travel
- Home & Design

JANUARY

- New Year, New You!
- South Florida Difference Makers

Special section:

Who's Who in Health Care

FEBRUARY

- South Beach Wine & Food Festival
- The Quest for College

Special section:

Who's Who in Education

MARCH

- Spring Fashion
- Beauty Buzz

Special section:

Who's Who in Camps

APRIL

- Haute Homes
- Fitness Buzz

Special section:

Who's Who in Real Estate

MAY

- Mother's Day Gift Guide
- Nightlife Buzz

Special section:

Who's Who in Golf & Private Clubs

JUNE

- South Florida Staycations
- Father's Day Guide

Special section:

Who's Who in Culinary

JULY

- Swimsuit Issue
- Health & Wellness Buzz

Special section:

Who's Who in Health Care

AUGUST

- Indoor/Outdoor Design Trends
- Back to School

Special section:

Who's Who in Home & Design

SEPTEMBER

- Fall Fashion
- Are You Ready for Football?

Special section:

Who's Who in Law

OCTOBER

- Breast Cancer Awareness
- Fort Lauderdale Boat Show

Special section:

Who's Who in Education

NOVEMBER

- Arts and Entertainment Guide
- Art Basel

Special section:

Who's Who in Real Estate

DECEMBER

- Winterfest
- Holiday Fashion

Special section:

Who's Who in Culinary

** Italicized listings are Special Advertising Sections*

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