

METROPOLITAN

Luxury Magazine



Media Kit

PALM BEACH

2021

FASHION | LUXURY | PROFILES | FEATURES | SHOPPING | TRAVEL | ART | DESIGN | AUTO | FOOD | HEALTH

ABOUT METROPOLITAN MAGAZINE PALM BEACH



REDEFINING LUXURY

Metropolitan Magazine redefines luxury publications by delivering the latest and most distinctive Palm Beach stories into the hands of loyal readers. Celebrities and Newsmakers grace the magazine's cover, while its pages detail what's happening in high-end fashion, interior design, real estate, travel and more. That means that our readers are always in the know about what is happening in our exclusive community. Along with unparalleled editorial coverage to delight our readers, we also offer our advertising partners award-winning multi-platform integration that leverages celebrity engagement, cutting-edge PR/Marketing/Branding, digital media strategies, SEO, and special event management to increase amplification and true reach to all target markets and verticals. We reserve our advertising opportunities for the most elite businesses in the region.

When you advertise with us, your business appears in the only luxury lifestyle magazine dedicated to Palm Beach's most discerning market. The *Metropolitan Magazine* team delivers exclusive local luxury content with national flair.

PALM BEACH DISTRIBUTION

Metropolitan Magazine is distributed in the following locations in Palm Beach:

- Worth Avenue
- City Place
- The Breakers Palm Beach
- West Palm Beach Waterfront
- Wellington Mall
- WPB Central Business District



CIRCULATION

Metropolitan Magazine is printed 11 times per year and has an average readership of 150,000 per issue while also reaching a global audience in the millions. The publication is shipped to retail locations in high-wealth markets. Thirty thousand copies are circulated in Palm Beach in commercial and residential buildings. To access the highest number of luxury readers possible, we deliver to targeted locations frequented by our readership.

RETAIL STORES

(46% OF ISSUES PER MONTH)

Metropolitan reaches customers at the most prestigious locations, including fashion boutiques, jewelers, beauty stores and furniture stores.

SUBSCRIPTIONS AND PRIVATE HOME DELIVERY

(10% OF ISSUES PER MONTH)

Annual subscriptions are delivered to local high-net worth and high income individuals.

REAL ESTATE AGENCIES AND ART GALLERIES

(8% OF ISSUES PER MONTH)

Metropolitan is distributed to select real estate offices throughout the Palm Beach area.

READER DEMOGRAPHICS

Palm Beach Households by Type

TYPE	COUNT	AVERAGE SIZE	OWNED
All	4,935	1.77	86.6
Married	2,623	2.23	92.9
Non Family	2,198	1.15	78.3
2.23 Average Family Size		1.77 Average Household Size	

Palm Beach Educational Attainment by Sex (over 25)

EDUCATION ATTAINED	COUNT	%
Less Than 9th Grade	640	.78%
9th to 12th Grade	91	1.11%
High School Graduate	499	6.07%
Some College	1,419	17.25%
Associates Degree	567	6.89%
Bachelors Degree	2,768	33.65%
Graduate Degree	2,817	34.25%

Palm Beach Income by Household Type

NAME	MEDIAN	MEAN
Households	\$141,348	\$328,465
Families	\$237,083	\$415,691
Married Families	\$250,000	-
Non Families	\$95,109	\$219,114

Palm Beach has more than 35 residents who qualify as billionaires. Forbes released its annual list of the world's billionaires, each with an estimated net worth of at least \$1 billion. On that list of 2,095 names, the Daily News identified 43 billionaires with residential ties to Palm Beach.

FINE RESTAURANTS AND NIGHTCLUBS

(8% OF ISSUES PER MONTH)

Metropolitan is distributed to select restaurants and nightclubs in our area.

HOTELS, SPAS AND SALONS

(6% OF ISSUES PER MONTH)

Metropolitan is strategically distributed to the finest salons, day spas and boutique hotels in the area.

CHARITY EVENTS, FASHION SHOWS, PRIVATE EVENTS

(12% OF ISSUES PER MONTH)

Metropolitan provides direct access to the most exclusive high profile events, including charity galas, fashion shows and high-profile local events.

PRIVATE JETS, LUXURY CHARTERS, AND CAR SERVICE

(10% OF ISSUES PER MONTH)

Metropolitan is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services.

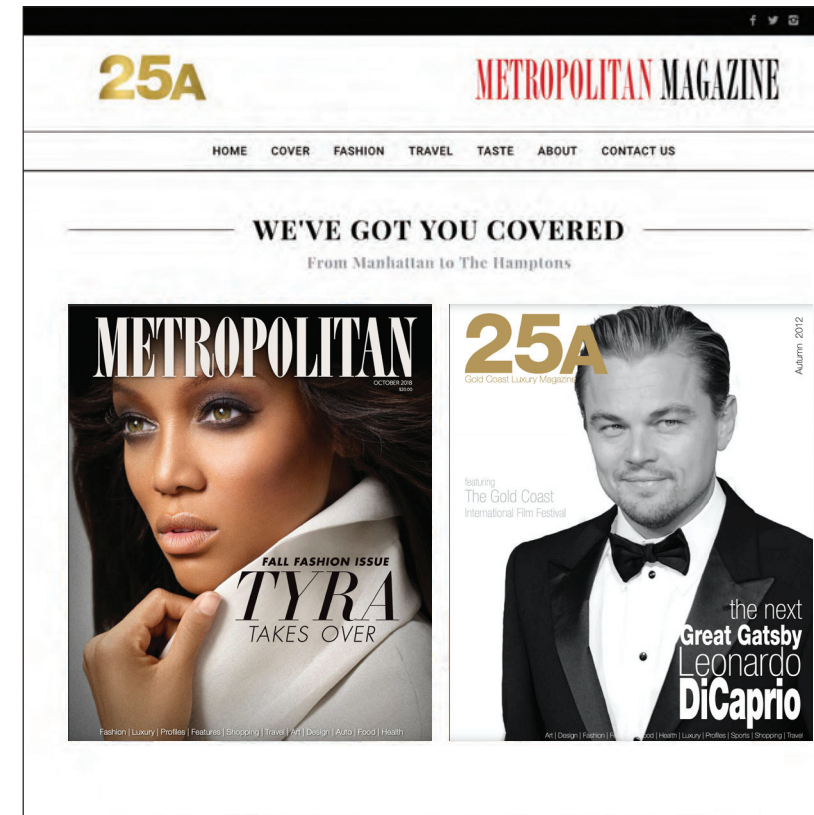
METROPOLITAN

PALM BEACH

Metropolitan Magazine takes pride in delivering exclusive local content with a national flair. Our covers feature prominent celebrities. Here are some of our favorites:



METROPOLITAN MAGAZINE ONLINE



Our online platform offers additional fresh, relevant, and interactive content to engage users through our website and social media. Our site is formatted for mobile devices to give the user the optimum online experience. We engage with followers on a daily basis by teasing stories and mentioning all of our advertisers.

Issuu.com/metropolitanmagazine
 Facebook.com/metropolitanmagazine
 Twitter.com/metmagazine
 Instagram@metropolitanmagazine



METROPOLITAN MAGAZINE SPONSORSHIP

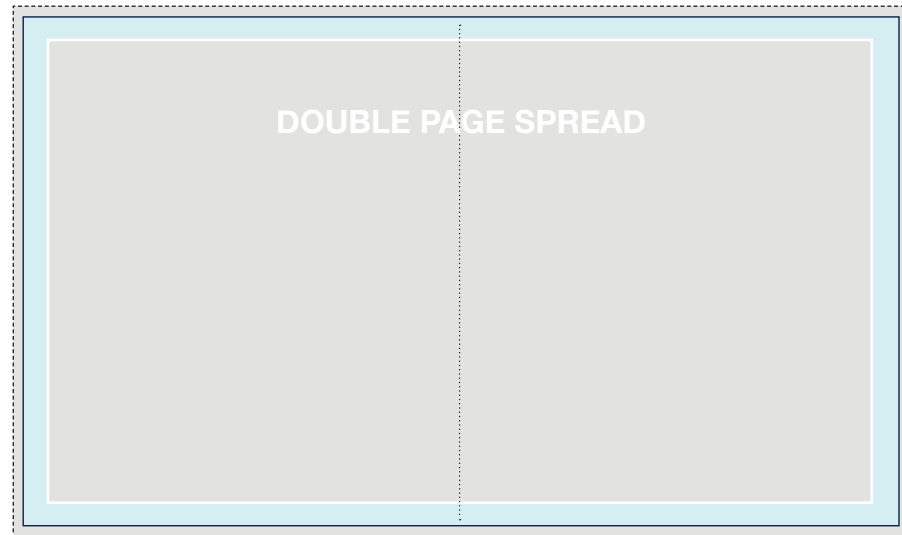
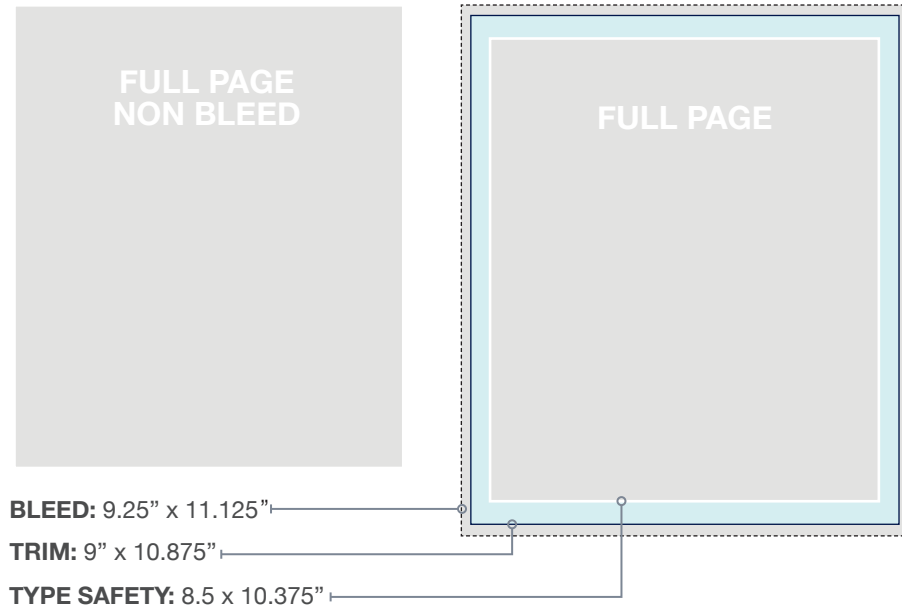
Metropolitan Magazine often hosts cover parties and is involved with a number of high-profile events with businesses, charities and other organizations. Through our extensive network, we offer sponsorship opportunities that can help you connect and grow your business.

Sponsorship opportunities may include:

- Logo on step and repeat
- Logo on invitation
- Signage at event
- Products promoted through gift bags
- Product placement and sampling at event
- Email blast to our exclusive mailing list
- Social media blasts
- Social media ads and coverage
- Event featured in print and online
- Other recognition at event



ADVERTISING SPECS



Publication Size

9" x 10.875"

Paper Specs

COVER: 10 pt. matt-coated cover stock
INSIDE: 70 lb. gloss stock

Ad Sizes

DOUBLE PAGE SPREAD

Bleed: 18.25" x 11.125"
Trim: 18" x 10.875"
Type Safety: 17.5" x 10.375"
Gutter: 1/4"

FULL PAGE

Bleed: 9.25 x 11.125"
Trim: 9" x 10.875"
Type: 8.5" x 10.375"

FULL PAGE NON BLEED

8.5" x 10.375"

HALF VERTICAL PAGE

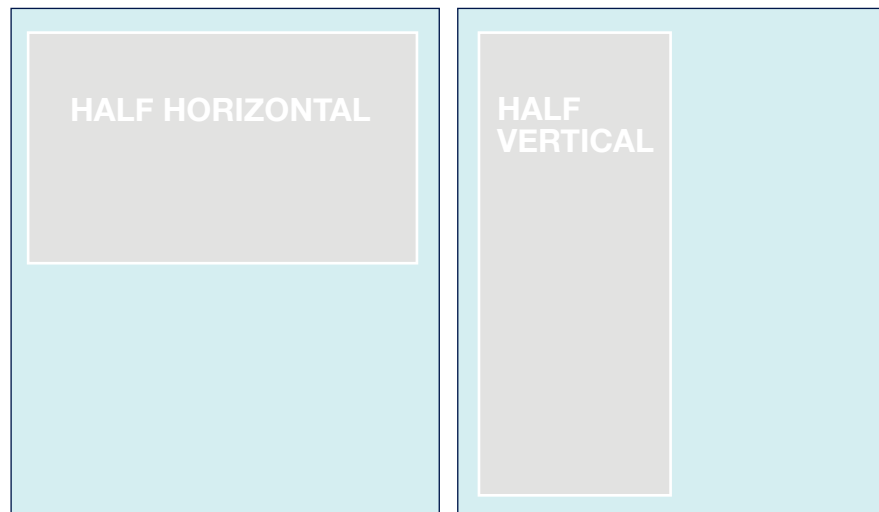
4.125" x 10.375"

HALF HORIZONTAL PAGE

8.5" x 5.0625"

Special Instructions

- Printed in four-color (CMYK). Extra charges for spot color apply
- Acceptable file formats for camera-ready ads include PDFx/1-a, TIFF, or EPS. Postscript/open type fonts only.
- All files must contain high-resolution (300 DPI) photos.
- Offset crop and bleed marks by 0.125".
- Files can be submitted via email if they are under 10 MB. Larger files should be sent via FTP. Please check with your account rep for specific email and/or FTP instructions.



EDITORIAL CALENDAR 2021

ISSUE	THEME	AD RESERVATION	EDITORIAL	FINAL AD DUE	DELIVERY
October	Fall Fashion	9/6	9/6	9/13	1st wk (10/21)
November	Home Design/Real Estate	10/6	10/6	10/13	1st wk (11/21)
December	Gift Giving/Jewelry	11/6	11/6	11/13	1st wk (12/21)
January	Resort Wear	12/6	12/6	12/13	1st wk Jan.
February	Bridal/Romance	1/6	1/6	1/13	1st wk (2/21)
March	Spring Fashion	2/6	2/6	2/13	1st wk (3/21)
April	Food	3/6	3/6	3/13	1st wk (4/21)
May	Travel	4/6	4/6	4/13	1st wk (5/21)
June	Men's Fashion/Golf	5/6	5/6	5/13	1st wk (6/21)
July	Summer Sizzle	6/6	6/7	6/13	1st wk (7/21)
August	Arts & Education	7/6	7/6	7/13	1st wk (8/21)
September	Fall Harvest	8/6	8/6	8/13	1st wk (9/21)

TERMS & CONDITIONS

Advertiser is agreeing to reserve space in Metropolitan Magazine. All ads must meet specifications as listed in our contract and media kit; the terms are incorporated herein.

Metropolitan Magazine is not responsible for improperly sized or formatted ads submitted by advertisers or advertising agencies whatsoever. Camera-ready ads are due by the pre-established deadlines. Failure to submit the appropriate ad in time will result in a previous ad being run and/or the page being filled with content at *Metropolitan Magazine's* discretion. There are no contingencies or refunds.

All ads are placed on the right side by default. Unless specified, *Metropolitan Magazine* reserves the right to place advertising where it sees fit and reject and/or reposition any advertisement that detracts from the look and feel of the magazine.

Unless otherwise specified and approved in writing, there are NO CANCELLATIONS OR REFUNDS under any circumstances. Advertiser may opt to skip one issue with 60 days written notice provided that *Metropolitan Magazine* can fill the reservation space. The skipped ad will run at end of contract term.

Terminating the contract will result full-rate card rate to be applied to past and future ads. Editorial features will be assigned at midpoint or at the end of the contract term, and at the discretion

of the editor-in-chief unless otherwise specified in writing. Editorial features are treated as such and are subject to the rules and editorial guidelines of *Metropolitan Magazine*, the terms of which are incorporated herein. Reproduction quality is at the advertiser's risk if *Metropolitan Magazine* specifications are not met or if material is received after the closing date, even if on extension. All digital media will be held for 12 months. All media are considered non-returnable.

Metropolitan Magazine reserves the right to reject any by Metropolitan representatives supersede the standard contract terms. If unspecified, standard terms apply.

Advance payment is required for new advertisers. Other terms are available for contract clients. All contracted fees will be honored. If the advertiser breaches this contract or a dispute arises between the parties hereto, *Metropolitan Magazine* shall be entitled to an award of attorney's fees, costs and disbursements from the other party (for underlying action and collection.) Venue shall be in Palm Beach, Florida.

Information in this media kit is subject to change without notice.
Metropolitan Magazine
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MetMagNY.com
info@metmagny.com



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