

# THE FloridaVillager

*Pinecrest · Palmetto Bay · East Kendall · Coral Gables · South Miami · Coconut Grove*



# MEDIA KIT 2018

THEFLORIDAVILLAGER.COM



# DISTRIBUTION & READERSHIP

The Florida Villager is dedicated to providing original, award-winning content that inspires action from the area's most affluent, educated, and savvy consumers looking for the best our area has to offer.

Today, The Florida Villager has emerged as a top media brand in the Miami area. Our high-quality journalism is the key to our relationship with our ever-growing audience who trusts us to deliver award-winning content month after month.

*Pinecrest · Palmetto Bay · East Kendall*

MONTHLY

**21,000+**

252,000+ ANNUAL COPIES

*Coral Gables · South Miami · Coconut Grove*

MONTHLY

**21,000+**

252,000+ ANNUAL COPIES

*Best of the Best*

ANNUAL

**22,000+**



TOTAL MAILED YEARLY DISTRIBUTION

**525,000+**

TOTAL GUARANTEED YEARLY DISTRIBUTION (43,500+ MONTHLY DISTRIBUTION)

AS VERIFIED BY USPS POSTAL RECEIPTS.

MONTHLY READERSHIP

**133,000+**

YEARLY READERSHIP

**1,600,000+**

3 READERS PER COPY FOR RESIDENTIAL + 5 READERS PER COPY FOR OFFICE & RETAIL LOCATIONS



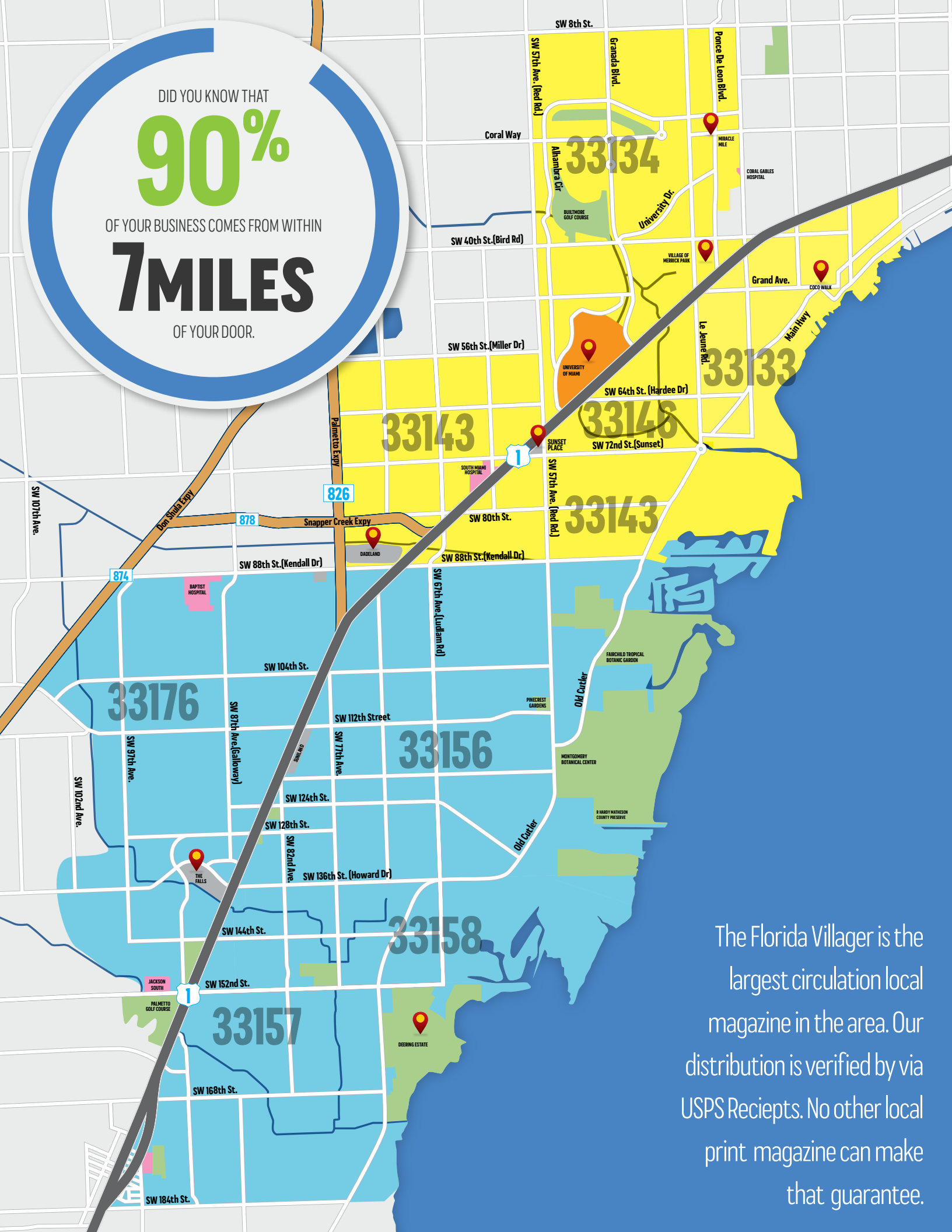
DID YOU KNOW THAT

90%

OF YOUR BUSINESS COMES FROM WITHIN

7 MILES

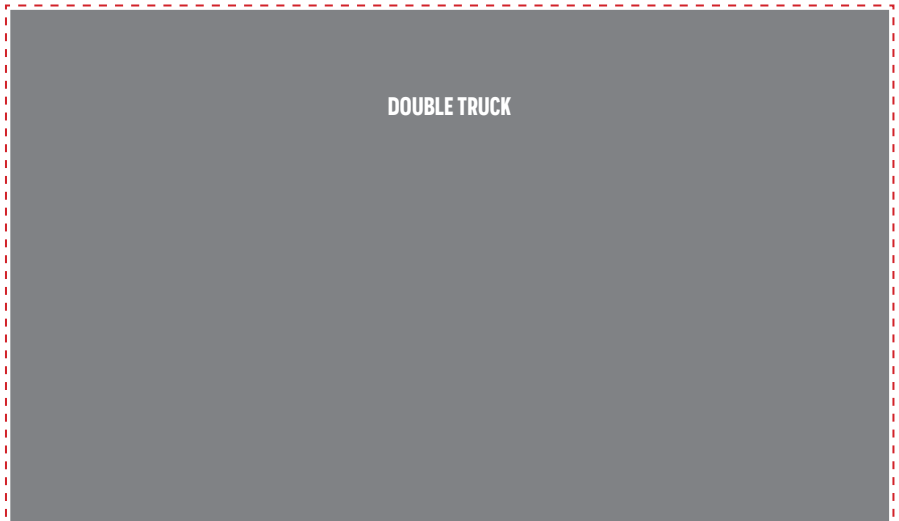
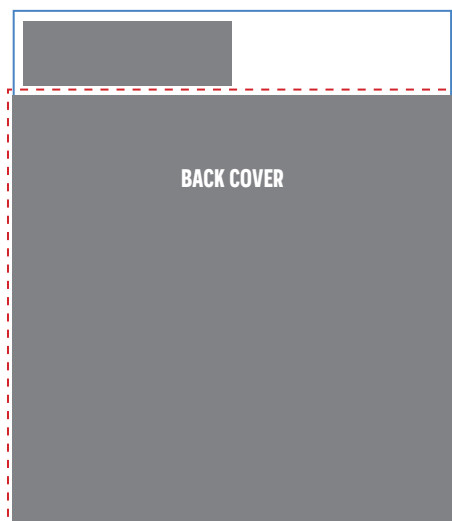
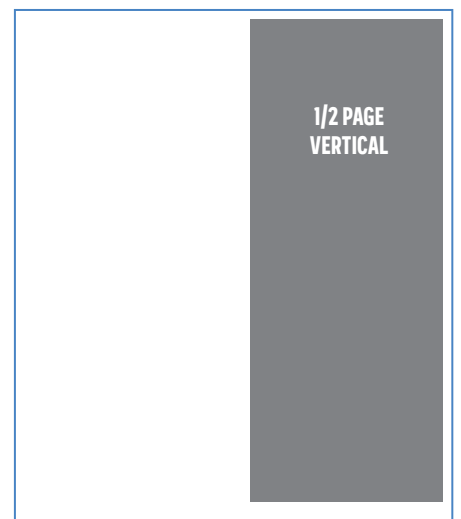
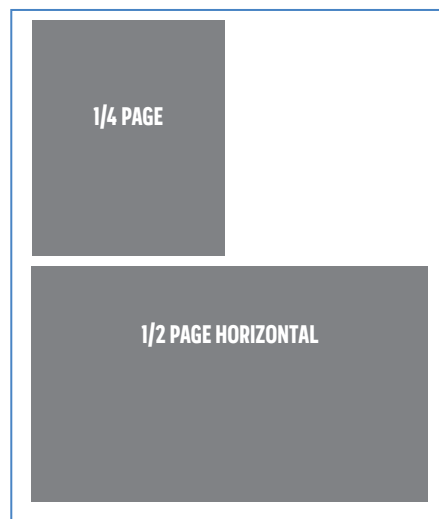
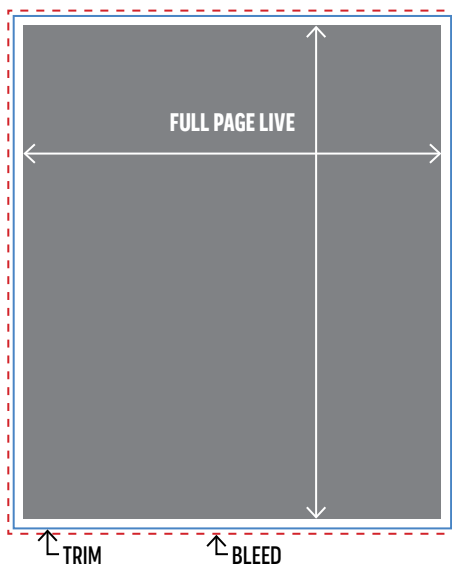
OF YOUR DOOR.



The Florida Villager is the largest circulation local magazine in the area. Our distribution is verified by via USPS Receipts. No other local print magazine can make that guarantee.

# AD SIZE SPECIFICATIONS

PAGE SIZES	TRIM SIZE	BLEED SIZE	LIVE AREA
DOUBLE TRUCK	20.5 X 12	20.75 X 12.25	20 X 11.5
FULL PAGE	10.25 X 12	10.5 X 12.25	9.75 X 11.5
BACK COVER	10.25 X 10	10.5 X 10.25	9.75 X 9.75
HALF PAGE (H)	9.25 X 5.5	-	-
HALF PAGE (V)	4.5 X 11.25	-	-
QUARTER PAGE	4.5 X 5.5	-	-
BACK COVER PLUG	4.875 X 1.5625	-	-





# DEMOGRAPHICS

*Pinecrest · Palmetto Bay*

**\$171,000**

AVERAGE FAMILY INCOME  
FOR OUR READERS

**54**

AVERAGE AGE  
OF OUR READERS

**\$701,000**

AVERAGE HOME VALUE  
OF OUR READERS

*Coral Gables · South Miami · Coconut Grove*

**\$181,000**

AVERAGE FAMILY INCOME  
FOR OUR READERS

**55**

AVERAGE AGE  
OF OUR READERS

**\$942,000**

AVERAGE HOME VALUE  
OF OUR READERS

INCOME VALUES ARE FROM RESIDENTLIST.COM.



# 2018 CALENDAR & DEADLINES

## FEBRUARY

2018

EDIT DUE: JANUARY 17  
AD DEADLINE: JANUARY 23

### LOVE IS IN THE AIR

Meet the local couples who are joining forces to make a difference in the South Florida community every day.

## MARCH

2018

EDIT DUE: FEBRUARY 14  
AD DEADLINE: FEBRUARY 20

### SPRING CLEANING

Ready to embrace the spring? Get a head start on home cleanup with our guide to purging your closets, toy chests and garages as we give you the where, when and how on everything from donations to consignment.

## APRIL

2018

EDIT DUE: MARCH 14  
AD DEADLINE: MARCH 20

### SUMMER CAMP GUIDE

With summer just around the corner it's time to start camp hunting. Whether day camp or overnight, we'll get expert advice on how to prepare your child, choosing between general and specialty camps and how to keep kids healthy, safe and cool in the Florida heat.

### HOME DESIGN & REMODELING SHOW EDITION I

Get the scoop on all things home related in 2018.

## MAY

2018

EDIT DUE: APRIL 18  
AD DEADLINE: APRIL 24

### STAYCATION GUIDE

Forget air travel-with some of the most beautiful beaches and resorts in our own backyard (not to mention summer specials) it's easier than ever to pack up for a weekend getaway in South Florida.

## JUNE

2018

EDIT DUE: MAY 16  
AD DEADLINE: MAY 22

### FAMILY BUSINESS

From the dining room to the boardroom, meet some of the fathers and children taking their family business to the next level in our annual Father's Day spotlight.

## JULY

2018

EDIT DUE: JUNE 13  
AD DEADLINE: JUNE 19

### HURRICANE GUIDE

It's that time of year again. Grab our July issue and brush up on the dos and don'ts of Hurricane season straight from local experts.

## AUGUST

2018

EDIT DUE: JULY 18  
AD DEADLINE: JULY 24

### BACK TO SCHOOL

As summer winds down we'll look into trends for the school year and give local readers a sneak peek at what's in store for local schools.

## SEPTEMBER

2018

EDIT DUE: AUGUST 15  
AD DEADLINE: AUGUST 21

### SEASON PREVIEW

Book your tickets now! As the season gets underway we take a look at the "can't miss" events, shows and concerts headed to South Florida.

### HOME DESIGN & REMODELING SHOW EDITION II

Get the scoop on all things home related in 2018.

## OCTOBER

2018

EDIT DUE: SEPTEMBER 19  
AD DEADLINE: SEPTEMBER 25

### PARTY CENTRAL

Who's ready for the holiday onslaught? From hosting to hostess gifts, we'll present a comprehensive guide to surviving the holiday party season.

## NOVEMBER

2018

EDIT DUE: OCTOBER 17  
AD DEADLINE: OCTOBER 23

### GIFT GUIDE

Buy local! With an endless array of local boutiques at the ready, we're asking store owners and local trendsetters what's on their holiday gift list.

## DECEMBER

2018

EDIT DUE: NOVEMBER 13  
AD DEADLINE: NOVEMBER 19

### RESTAURANT GUIDE

The restaurant guide to suit everyone. Whether you are looking for a new place to try or new ideas for a family dinner or just a night out, be sure to check out our restaurant guide.

## JANUARY

2019

EDIT DUE: DECEMBER 12  
AD DEADLINE: DECEMBER 18

### HEALTH & FITNESS

Get your New Year's goals in sight with the help of local experts as they give their best tips, tricks and trends for health, fitness and nutrition in 2019.

# RETURN ON INVESTMENT

I'll never forget the day in September 2013 when Dan Bastien walked into my store, The Recycled Closet, and asked me if I wanted to advertise in his new magazine. As a small business owner I was very reluctant and told him I'd think about it. A month later I had my first ad running and a day later I had a new customer. Since I do a verbal business matrix, asking each customer how they heard about my store, this new customer said "I saw your ad in The Florida Villager." She proceeded to make a purchase that practically paid for my ad! Needless to say I was thrilled and it was the beginning of many new customers and increased sales.

**THERE ISN'T A WEEK THAT GOES BY THAT I DON'T MEET A CUSTOMER WHO SAYS "I READ ABOUT YOU IN THE FLORIDA VILLAGER!"**

This proves that The Florida Villager is a first rate publication that people actually read and enjoy (including the ads) instead of throwing it away with the junk mail. Dan and his staff have done a wonderful job of bridging our community together, something so important for South Florida.

Jennifer Vosters Kaloti, Owner  
The Recycled Closet

Dan as the year comes to a close I wanted to take a moment to stop and thank you for helping us grow our business. This has been a fantastic year for us with record growth. The Florida Villager has been a large part of that success. Your commitment to a high quality publication has helped us target the customers that are interested in our service.

**I ALWAYS SAY THAT THE MODEST AMOUNT OF MONEY WE HAVE SPENT IN ADVERTISING WITH THE FLORIDA VILLAGER IS THE BEST INVESTMENT WE HAVE MADE.**

Every month we receive countless numbers of calls from customers who have read the ad, and the best part is that we are able to close over 83% of those phone calls. The customers who read your magazine and call are not just looking for information, they are looking to make a purchase.

Once again thank you for helping us grow our business, I look forward to many years of growth together. As you expand your coverage area we will expand with you.

Raul Vergara, CEO  
Cutler Bay Solar Solutions

I wanted to take a moment to thank you for all of your design help. We love our new ad. Many of our clients tell us that they see our ads in the The Florida Villager and, even better, we get so many new calls from your magazine.

**WE HAVE BEEN ADVERTISING FOR 10 YEARS IN EVERY PUBLICATION IN THE AREA AND YOURS HAS BEEN THE MOST SUCCESSFUL FOR US BY FAR.**

We are glad we listened to your advice and changed the ad periodically to keep things looking fresh. You make it so easy to put together an attention-getting ad that gives us solid, quality leads from Pinecrest and Palmetto Bay.

Thank you!

Margaret Haley  
My Derma Clinic MedSpa

## THE FLORIDA VILLAGER

786.505.1817

P.O. Box 566660  
Miami, FL 33256-6660  
info@thefloridavillager.com  
thefloridavillager.com

GRAPHICS & ADVERTISEMENTS  
advertise@thefloridavillager.com

EDITORIAL  
editor@thefloridavillager.com

GENERAL INQUIRIES  
info@thefloridavillager.com



THE FloridaVillager MEDIA ONE FIVE 15