

THE Florida Villager

M E D I A K I T

twenty nineteen

*"Stopping advertising to save money is like
stopping your watch to save time"*

HENRY FORD



REACH *the* READER

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.

42,000

DIRECT MAILED TO OVER 42,000 HOMES EACH AND EVERY MONTH, RIGHT TO THEIR MAILBOX.
EACH EDITION IS MAILED TO OVER 21,000 HOMES
(PINECREST · PALMETTO BAY+ | CORAL GABLES · SOUTH MIAMI-COCONUT GROVE)



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+

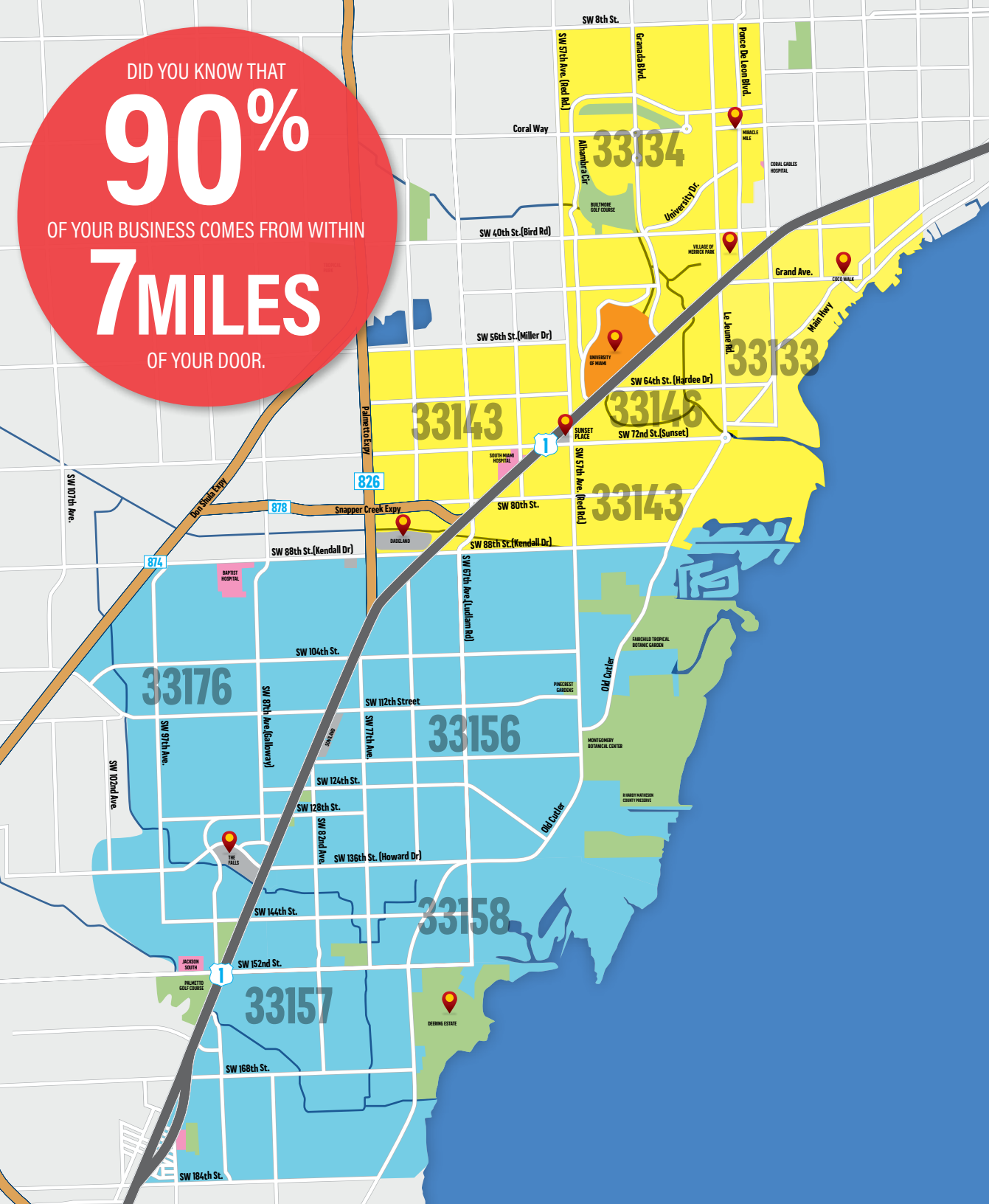
YEARLY READERSHIP
1,600,000+

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

*"Advertising is totally unnecessary,
Unless you hope to make money."*

JEF I. RICHARDS

DID YOU KNOW THAT
90%
 OF YOUR BUSINESS COMES FROM WITHIN
7 MILES
 OF YOUR DOOR.



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



The Montessori
DIFFERENCE

COMPETITIVE RATES
for
 EXTRAORDINARY EDITORIAL
and
 READERSHIP



*"Doing Business without Advertising
 is like winking at a Girl in the dark.
 You know what you are doing,
 but nobody else does!"*

STUART H. BRITT - AMERICAN ADVERTISING CONSULTANT - CHANCELLOR

2019 *Rate* CARD

AD SIZES + RATES (RATES ARE PER MAGAZINE/ZONE)

SIZES	1x	3x	6x	12x
DOUBLE TRUCK	<i>Please call for details</i>			
FULL PAGE				
HALF PAGE				
QUARTER PAGE				

PREMIUM POSITIONS*

POSITION	RATE
FRONT COVER + FULL PAGE STORY	
BACK COVER	
INSIDE FRONT	
CENTER TRUCK	
PAGE 1	
PAGE 3 OR 7	
CALENDAR PAGE RUNNER	
BACK COVER PLUG	

*Price is based on a 12x rate. Please check for availability.

Each price listed is per magazine, per issue due prior to printing the issue you are scheduled to appear in.

**21,000 ad rate base.
 ASK ABOUT OUR MULTIPLE MAGAZINE DISCOUNTS.**

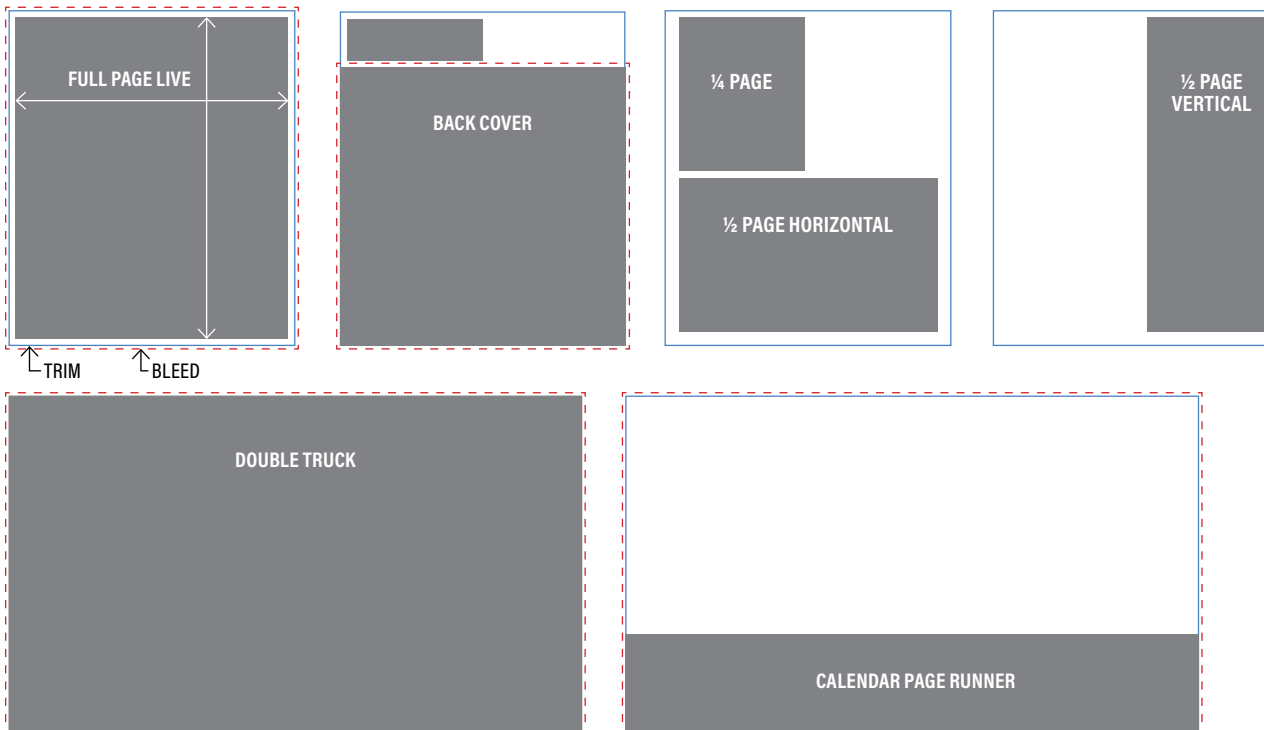
POSITION IS BASED ON TIME OF PLACEMENT
 All rates are net and must be pre-paid.

DESIGN SERVICES
 Integrate your marketing presence through
 appearance in print and online. \$100/hr.

CONTACT
 Please call 786.505.1817 or
advertise@thefloridavillager.com to advertise.

AD Specs

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	9.25 x 5.5 (H) 4.5 x 11.25 (V)	-	-
QUARTER PAGE	4.5 x 5.5	-	-
BACK COVER PLUG	4.875 x 1.5625	-	-
CALENDAR PAGE RUNNER	20.5 x 3.5	20.75 x 3.75	20 x 3



Demographics

AD SIZES

ABOUT *our* READERS

Pinecrest · Palmetto Bay

\$212,796
AVERAGE FAMILY INCOME

\$756,135
AVERAGE HOME VALUE

55
AVERAGE AGE

Coral Gables · South Miami · Coconut Grove

\$187,661
AVERAGE FAMILY INCOME

\$889,458
AVERAGE HOME VALUE

56
AVERAGE AGE

INCOME VALUES ARE FROM RESIDENTLIST.COM.

MAURICES JEWELERS
ANDREW KOPPEL
 RENOWNED MIAMI JEWELER

THE MOST TALKED ABOUT EVENT OF THE YEAR
FREE JEWELRY EVENT
 THE MORE YOU BUY, THE MORE JEWELRY YOU GET FREE!

MAURICES JEWELERS
 1180 S. MIAMI AVENUE, MIAMI, FL 33136
 305-233-2740

CLOSE TO Home

Articles include: **BEACHES**, **WINE**, **ENTERTAINMENT**, **WEEKEND**, **TRAVEL**, **FOOD**, **TECH**, **HEALTH**, **ART & CULTURE**, **REAL ESTATE**, **SPORTS**, **LOCAL BUSINESS**, **COMMUNITY**, **ENVIRONMENT**, **EDUCATION**, **ENTERTAINMENT**, **WINE**, **TRAVEL**, **FOOD**, **TECH**, **HEALTH**, **ART & CULTURE**, **REAL ESTATE**, **SPORTS**, **LOCAL BUSINESS**, **COMMUNITY**, **ENVIRONMENT**, **EDUCATION**.

Love is in the Air

Articles include: **THE TOP 10**, **1. THE SCHEDULE**, **2. THE SCHEDULE**, **3. THE SCHEDULE**, **4. THE SCHEDULE**, **5. THE SCHEDULE**, **6. THE SCHEDULE**, **7. THE SCHEDULE**, **8. THE SCHEDULE**, **9. THE SCHEDULE**, **10. THE SCHEDULE**.

HAPPY Graham's

Articles include: **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**, **THE SCHEDULE**.

Calendar & Deadlines

FEBRUARY 2019
 EDIT DUE: JAN. 16 // AD DUE: JAN. 22

HOME + DESIGN

- **EXPERTS SPEAK:** Their favorite home and garden trends for 2019.
- **SOUTH FLORIDA STYLE:** Products that speak to outdoor living.
- **How does your garden grow?** The best plants to spruce up your yard.
- **SPECIAL SECTION:** The Area's Top Realtors

MARCH 2019
 EDIT DUE: FEB. 13 // AD DUE: FEB. 19

SPRING CLEANING

- Get organized for under \$100.
- **DONATION STATION:** How and where to share just about anything.
- All-natural solutions for getting your home spotless.

APRIL 2019
 EDIT DUE: MARCH 13 // AD DUE: MARCH 19

SUMMER CAMP GUIDE

- Day camp vs. Overnight
- The best of the best in the area broken down by specialty.
- Staying safe, cool and – most importantly—busy when the temperatures rise.

MAY 2019
 EDIT DUE: APRIL 17 // AD DUE: APRIL 23

STAYCATION GUIDE

- Summer specials from your favorite local attractions.
- New and exciting adventures within 30 minutes of your home.
- Weekend getaways for everyone from couples and families to large groups and solo travelers.

JUNE 2019
 EDIT DUE: MAY 15 // AD DUE: MAY 21

NEXT GEN

- Local schools tell us which students are making moves and ready to run the world.
- **PHILANTHROPY JR.:** Meet the kids who are making a difference.

JULY 2019
 EDIT DUE: JUNE 12 // AD DUE: JUNE 18

HURRICANE GUIDE

- New products and technology to help us through the season.
- 7 Basic mistakes we're all making in Hurricane prep.
- Being sure about your insurance.

AUGUST 2019
 EDIT DUE: JULY 17 // AD DUE: JULY 23

BACK TO SCHOOL

- The best books for kids this year.
- Inspiring your kids to learn: Parents and teachers tell us their secrets.
- Which computer is right for what age? We ask the experts.

SEPTEMBER 2019
 EDIT DUE: AUGUST 14 // AD DUE: AUGUST 20

SEASON PREVIEW

- How to choose the right activity for your kids.
- A comprehensive guide to South Florida afterschool programs.
- **FINDING BALANCE:** How much is too much for students these days?
- **SPECIAL SECTION:** South Florida Art and Culture Season Preview

OCTOBER 2019
 EDIT DUE: SEPT. 18 // AD DUE: SEPT. 24

PARTY ON

- Food and beverage trends to take your party to the next level.
- **FOOD TRUCK FAVORITES:** Party recipes from local food truck chefs.
- Family friendly ideas for including party guests of all ages.

NOVEMBER 2019
 EDIT DUE: OCT. 16 // AD DUE: OCT. 22

GIFT GUIDE

- Our annual round up of what to gift the ones you love.

DECEMBER 2019
 EDIT DUE: NOV. 13 // AD DUE: NOV. 19

FOOD + RESTAURANT GUIDE

- Meet the chefs taking South Florida cuisine to new places.
- Recipes and tips from local experts.
- The best South Florida-based cookbooks right now.

JANUARY 2020
 EDIT DUE: DEC. 11 // AD DUE: DEC. 17

HEALTH & FITNESS

- New Year's goals you won't want to quit.
- The best technology to get you moving.
- Beauty fixes for South Florida-specific issues.
- **SPECIAL SECTION:** The area's Top Doctors.

DIGITAL *Connections*

DIGITAL

SIZES	MONTHLY RATE
TOP BANNER (728x90)	
HOMEPAGE SIDEBOX (300x250)	
BANNER (728x90)	
BUSINESS DIRECTORY LISTING	
NEWSLETTER BANNER (600x200)	



*Website ad sizes are in pixels and must be in jpg, gif or png.

SOCIAL MEDIA MANAGEMENT (FACEBOOK, INSTAGRAM, TWITTER, PINTEREST, LINKEDIN)

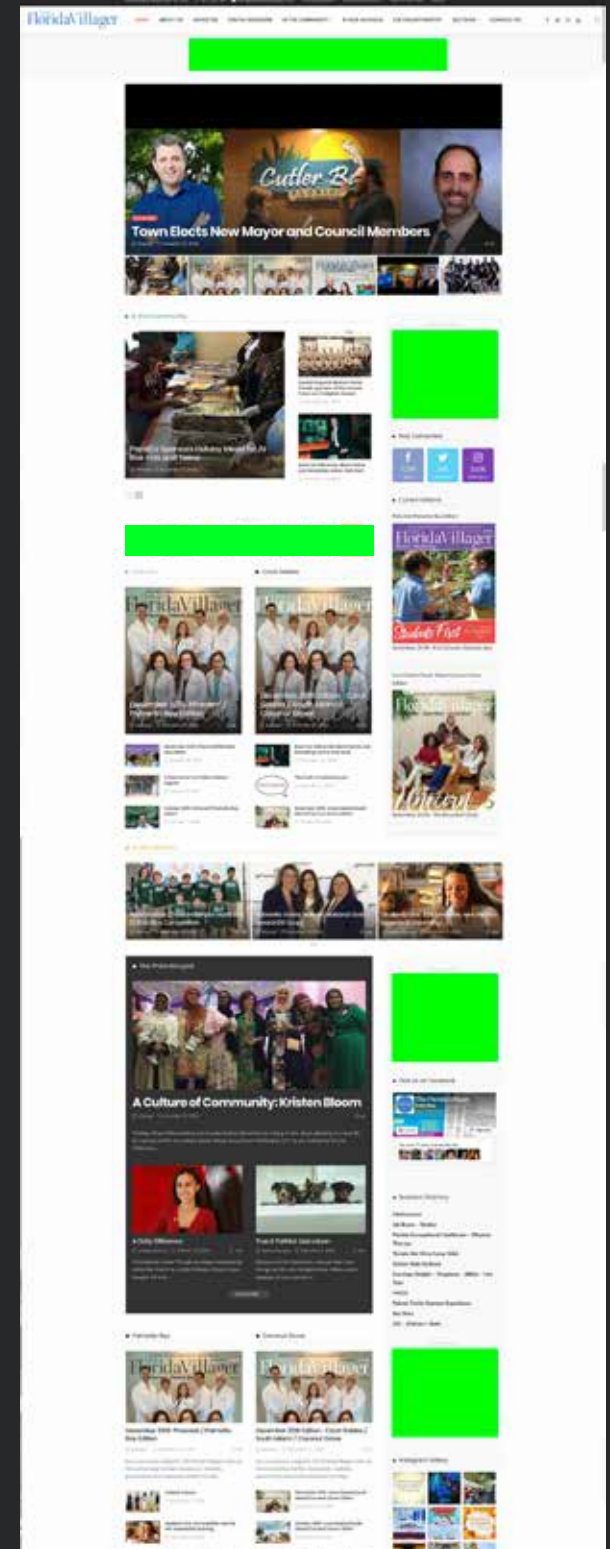
SOCIAL PLATFORMS	MONTHLY RATE	W/FULL PAGE AD	W/HALF PAGE AD	W/QUARTER PAGE AD
ONE	<i>Please call for details</i>			
TWO				
THREE				
FOUR				

Based on rate card rate for min. 6 month commitment. Higher discounts available with advertising in both print editions.

Social media management includes the creation and optimization of the social media account, development of content (non-inclusive of photography or video), posting four times per week, a monthly report and a monthly strategy call.

Video + Photography services are also available. Rates and prices vary, please call for more information.

CONTACT
Please call 786.505.1817 or
advertise@thefloridavillager.com to advertise.



THE FLORIDA VILLAGER**786.505.1817**

P.O. Box 566660

Miami, FL 33256-6660

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thefloridavillager.com

GRAPHICS & ADVERTISEMENTS


advertise@thefloridavillager.com


EDITORIAL


editor@thefloridavillager.com

GENERAL INQUIRIES

info@thefloridavillager.com

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THE
FloridaVillager

MEDIA ONE FIVE 15

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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