

PALM BEACH *Society*



2020 / 2021
MEDIA KIT

Submission Guidelines & ISSUE DEADLINES

FILE FORMATS

- HI RES PDF is our preferred file format for ads.
- Send files at the dimensions at which they are to be reproduced (see "Advertising Sizes and Rates" for sizes).
- Name files clearly, indicating company name and issue date.

GENERAL FILE PREP

- 300/350 dpi
- CMYK with all links and fonts
- Include Bleed and Crop Marks

TRANSMISSION OF FILES

Send files via e-mail to melissa@pbsociety.com or upload to our secure FTP site.
If you choose FTP, we will provide upload instructions when the ad is booked.

Publisher is not responsible for quality of creative work done on behalf of client. Reproduction quality is contingent on material furnished. Due to variances in printing and ink, publisher does not guarantee exact color match to materials submitted. Colors will be matched as closely as possible, but no rebates or discounts will be given if color varies from materials provided.

2020/2021 DEADLINES

ISSUE DATE 2020

October 30
November 6
November 13
November 20
November 27
December 4
December 11
December 18
December 25

ADS DUE

October 16
October 23
October 30
November 6
November 13
November 20
November 27
December 4
December 11

2021

January 1
January 8
January 15
January 22
January 29
February 5
February 12
February 19
February 26
March 5
March 12
March 19
March 26
April 2
April 9
April 16
October 29
November 5
November 12
November 19
November 26
December 3
December 10
December 17
December 24

December 18
December 23
December 30
January 8
January 15
January 22
January 29
February 5
February 12
February 19
February 26
March 5
March 12
March 19
March 26
April 2
October 15
October 22
October 29
November 5
November 12
November 19
November 26
December 3
December 10

**ADS/MATERIALS CAN BE SENT
BEFORE DEADLINE**

Advertising Sizes AND PLACEMENT

AD SIZE	WIDTH x LENGTH
FULL PAGE:	
Trim Size	9.625 x 13.5
Bleed Size	9.875 x 13.750
Live Area <i>(keep type within this area)</i>	9.125 x 12.625
FOLD-OUT (COVER)	9.5 X 13.5
CENTERSPREAD	
Trim Size	19.250 x 13.5
Bleed Size	19.5 x 13.750
Live Area <i>(keep type within this area)</i>	18.750 x 12.625
OTHER	
1/2 Page <i>(Horizontal)</i>	9.125 x 6.250
1/2 Page <i>(Vertical)</i>	4.5 x 12.625
1/4 Page	4.5 x 6.250
E-mail Blast	8.5 x 6.125 - 8.125

(Please include crop and bleed marks on all sizes except E-mail Blast)

ADVERTISING PLACEMENT

FOUR COLOR COVERS

Front
Inside Front
Inside Back
Back
Fold-out

PAGE 2 & 3

A CONVERSATION WITH...

WORTH ASKING COLUMN

WORTH GOING COLUMN

WORTH KNOWING COLUMN

CENTERSPREAD

OTHER

Full Page
1/2 Page
1/4 Page



FOR ADVERTISING RATES AND CONTACT INFORMATION

240 Worth Avenue • Palm Beach, FL 33480
561.659.5555 | advertise@pbsociety.com
www.pbsociety.com

Reader PROFILE

- 55% are female
- 45% are male
- 58.4 are average age
- 89% are millionaires
- \$17.3 million is the average net worth
- \$1.6 million is the average home value
- 51.5% own more than one home
- \$4 million is the average total real estate value
- \$1.9 million is the average annual income

DISTRIBUTION

Palm Beach Society Magazine will be distributed in the 2020/2021 season as follows:

- Hand delivery and delivery by mail to private residences on Palm Beach Island
- Delivery by mail to residents in affluent communities including:
 - The Bristol
 - 525 South Flagler Drive
 - One Watermark Place
 - Wellington
 - The Bears Club
 - Lost Tree Village
 - Old Palm Golf Club
 - and others
- Sold at Classic Bookshop and Green's Pharmacy
- Bulk drop off at the following locations:
 - The Breakers Palm Beach valet counter
 - 150 Worth Avenue Esplanade valet counter
 - Saks Fifth Avenue
 - Apollo Parking (on Hibiscus down the block from Worth Avenue) valet counter
 - The Breakers Golf & Tennis Pro Shop and locker rooms
 - The Colony lobby
 - Brazilian Court lobby
 - The Chesterfield lobby
 - Mar-a-Lago
 - Everglades Club
 - Bath & Tennis
 - Sailfish Club
 - Beach Club
 - Club Colette
 - Worth Avenue, South/North County Road restaurants and retail shops
 - Royal Palm Way wealth management offices
 - Doctors offices, dentist offices and spas
 - Park Limousine vehicles
 - Condominium building mailrooms on Palm Beach Island and West Palm Beach
 - Charity event gift bags
 - Palm Beach Civic Association end of season meeting and celebration
 - Palm Beach Jewelry, Art & Antique Show
 - Royal Poinciana Plaza

Charity COVER SCHEDULE

ISSUE DATE	CHARITY ORGANIZATION	EVENT
10/30/20	The Salvation Army of Palm Beach County	<i>Rescue Christmas for Those Most Vulnerable</i>
10/30/20	FoundCare	<i>Celebrates Groundbreaking for New Facility</i>
11/6/20	American Humane	<i>Pups4Patriots Gala Celebration</i>
11/6/20	Palm Beach Opera	<i>2021 Festival</i>
11/13/20	LIFE	<i>27th Annual "Lady in Red" Gala</i>
11/20/20	MorseLife	<i>Golf Classic</i>
11/20/20	Arthur E. Benjamin	<i>A Celebration</i>
11/27/20	Loggerhead Marinelife Center	<i>Beach Bash Palm Beach</i>
11/27/20	The Raymond F. Kravis Center for the Performing Arts	<i>Annual Gala</i>
12/4/20	Palm Beach Island Hospice Foundation	<i>Hospice Evening 2021</i>
12/4/20	Richard David Kann Melanoma Foundation	<i>22nd Annual Luncheon and Fashion Show - Eclipse 2021</i>
12/11/20	Cleveland Clinic Florida	<i>Annual Florida Ball</i>
12/11/20	H.O.W. - Hearing the Ovarian Cancer Whisper	<i>A Whisper to a Roar: The Stay Home, Never Stay Silent Luncheon</i>
12/18/20	The Promise Fund of Florida	<i>Pink Tie Guy Dash & Dine</i>
12/18/20	Community Foundation for Palm Beach and Martin Counties	<i>Annual Fund Drive</i>
12/25/20	The Ryan Licht Sang Bipolar Foundation	<i>16th Anniversary Palm Beach Medical Briefing Luncheon</i>
12/25/20	Cancer Alliance of Help & Hope, Inc.	<i>2021 Shop The Day Away Luncheon</i>
1/1/21	Findlay Galleries	<i>150 Distinguished Years</i>
1/1/21	American Heart Association	<i>66th Annual Palm Beach Heart Ball</i>
1/8/21	Norton Museum of Art	<i>80th Anniversary Celebration</i>
1/8/21	Hanley Foundation	<i>Palm Beach "Dreamcatcher" Dinner</i>
1/15/21	The Ireland Funds	<i>31st Emerald Isle Dinner Dance</i>
1/15/21	Jupiter Medical Center	<i>45th Annual Black-Tie Ball</i>
1/22/21	Dana Farber Cancer Institute	<i>30th Annual Discovery Celebration</i>
1/22/21	FoundCare	<i>A Votre Sante (To Your Health)</i>
1/29/21	Boys & Girls Clubs of Palm Beach County	<i>40th Annual Gala - No Show Winter Ball</i>
1/29/21	Big Dog Ranch Rescue	<i>Wine, Women and Shoes Luncheon</i>
2/5/21	Center for Creative Education	<i>Education Meets The Arts</i>
2/5/21	Palm Beach Zoo	<i>Annual Gala</i>
2/12/21	Dreyfoos School of the Arts Foundation	<i>30th Anniversary of Dreyfoos</i>
2/12/21	Scripps Research	<i>A Heart for Discovery</i>
2/19/21	Bascom Palmer Eye Institute	<i>40th "Evening of Vision" Gala</i>
2/19/21	MorseLife	<i>Dinner and Entertainment</i>
2/26/21	Historical Society of Palm Beach County	<i>19th Annual Archival Evening Dinner Dance</i>
2/26/21	Center for Family Services	<i>Old Bags Luncheon</i>
3/5/21	Boys & Girls Clubs of Palm Beach County	<i>20th Annual Barefoot on the Beach</i>
3/5/21	Hanley Foundation	<i>26th Annual Family Picnic</i>
3/12/21	Patrick Park	<i>Cocktail Party</i>
3/12/21	Ann Norton Sculpture Gardens	<i>Annual Gala</i>
3/19/21	American Humane	<i>11th Annual Hero Dog Awards</i>
3/19/21	Lighthouse for the Blind of the Palm Beaches	<i>enVision Luncheon</i>
3/26/21	Rehabilitation Center for Children & Adults	<i>28th Annual Spring Luncheon</i>
3/26/21	Hanley Foundation	<i>22nd Annual Golf Classic</i>
4/2/21	Arthur E. Benjamin	<i>American Dog Rescue</i>
4/2/21	Palm Beach Civic Association	<i>77th Anniversary Annual Meeting</i>
4/9/21	South Florida Science Center and Aquarium	<i>Celebrates 60 Years</i>
4/9/21	Oxbridge Academy	<i>Annual Gala</i>
4/16/21	Palm Beach State College Foundation	<i>Annual Gala</i>
4/16/21	Peggy Adams Animal Rescue League	<i>Annual Luncheon</i>

PALM BEACH *Society*



A Season of Philanthropy in Palm Beach

2019 / 2020

PALM BEACH SOCIETY
240 Worth Avenue • Palm Beach, FL 33480
561.659.5555 | advertise@pbsociety.com | www.pbsociety.com

