

MIAMI FORT LAUDERDALE BOCA RATON PALM BEACH NAPLES

SE FLORIDA STYLE & DESIGN



Media Kit
2019

SE FLORIDA STYLE & DESIGN, premiering spring 2019, celebrates art and interior design in the southeastern region of Florida. Each issue is dedicated to providing an in-depth look at the innovative movers and shakers in the region's design scene, including artists, art galleries, furniture and design showrooms, interior designers, architects, and builders. **SE FLORIDA STYLE & DESIGN** engages by delivering invaluable information to a sophisticated, affluent readership, ages 35 to 68, who have the mindset and means to create a unique living environment. **SE FLORIDA STYLE & DESIGN** is committed to reaching a targeted demographic that represent a highly sought-after segment of tastemakers, influencers and collectors. Our total circulation is an average of **55,000** per quarter.

Editorial Focus

FEATURES: Artists/galleries, interior designers, architects and builders

ARTS: One free art bio for every artist and gallery that advertises

DESIGN: Profiles of companies with a focus on furniture, décor, Oriental rugs, decorative hardware, decorative tile and stone, flooring, wall treatments, kitchen cabinetry, lighting, windows and doors, antiques, and much more

DESIGNER TRENDS: A collection of the hottest products in furniture and home décor

CURATED: Special events, exclusive looks and cuisine

Distribution

DIRECT MAIL

25,000 complimentary copies of **SE Florida Style & Design** are mailed to homes in the Miami, Fort Lauderdale, Boca Raton, Palm Beach and Naples areas with a combined income over \$300,000 and/or homes valued over \$2,000,000.

NEWSSTANDS

SE Florida Style & Design will be nationwide in Barnes & Noble. We will be in Whole Foods, Publix, Winn Dixie, Target, Walgreens, CVS and more. We will also be in Kroger and Harris Teeter grocery stores in the Southeast.

WAITING ROOMS

SE Florida Style & Design will distribute **10,000** complimentary copies to be placed in high-traffic waiting rooms, including those of doctors, car dealerships, dentists, law firms, nail and beauty salons, real estate offices and more in the Southeast Florida region and Naples.

INTERIOR DESIGNERS, ARCHITECTS AND BUILDERS

Complimentary copies of **SE Florida Style & Design** will be mailed directly to interior designers, builders and architects.

WEBSITE +    

Launching April 1, 2019: We will actively tweet our articles and post news on Facebook, Twitter, Instagram and Pinterest over the course of each quarter. Readers can reach advertisers through links in the online version of the magazine or by selecting from a list of Home Resources at sefmag.com.

AMERICAN
SOCIETY OF
INTERIOR
DESIGNERS
INDUSTRY PARTNER



We are proud to be
a member of ASID
Florida South.

Private Corporate Jet Companies

Miami Executive Airport
International Flight Center
Signature Flight Support
Reliance Aviation

Fort Lauderdale Executive Airport
Windsor Jet
Presidential Aviation
Banyan Air
Florida Jet Center
World Jet Inc.
Sano Jet Center
Hop-A-Jet

Palm Beach International Airport
Atlantic Aviation
Gulfstream

Boca Raton Airport
Signature Flight Service
Atlantic Aviation
Sky One
Privaira

Fort Lauderdale – Hollywood International Airport
IBC Inc
Bombardier Aerospace

Naples Municipal Airport
Naples Air Center
Naples Jet Center

Hospitals and Medical Centers

Coral Gables Hospital
Doctors Hospital
Kindred Hospital Coral Gables
Sanital Medical Center
South Miami Hospital
Jackson Memorial Hospital
North Shore Medial Center Miami
Baptist Hospital of Miami
Mercy Hospital
Memorial Regional Hospital
Sister Emmanuel Hospital
Homestead Hospital
Larkin Community Hospital
Palmetto General Hospital
Memorial Hospital West
Select Specialty Hospital Miami
Hospital Yoli
Westchester General Hospital
Miami Children's Hospital Stoudt
Miami Children's Hospital
Miami Children's Hospital Palm B.
Nicklaus Children's Hospital
University of Miami Hospital
Anne Bates Leach Eye Hospital
Holtz Children's Hospital
Miami Beach Medical Center
Miami Jewish Home & Hospital
Palmetto General Hospital
Promise Hospital Miami Lakes
Pasteur Medical Center
Memorial Hospital Pembroke
Memorial Hospital
Kindred Hospital Hollywood
Joe DiMaggio Children's Hospital

Memorial Regional Hospital South
Mercy Hospital
Florida Medical Center
University Hospital
Holy Cross Hospital
Kindred Hospital Fort Lauderdale
Plantation General Hospital
Salah Foundation Children's
Holy Cross Hospital
Sheridan Hospital
North Broward Hospital
St Anthony's Rehabilitation Hospital
Florida Medial Center
Fort Lauderdale Hospital
City Hope National Medical Center
Northwest Medical Center
Northwest Regional Hospital
Amicus Medical Centers
Carib Medical Center
Boca Raton Regional Hospital
Boca Raton Community Hospital
Delray Medical Center
Pinecrest Rehabilitation Hospital
Bethesda Memorial Hospital
JFK Medical Center
Select Specialty Hospital
Good Samaritan Medical Center
Palm Beach Children's Hospital
St Mary's Medical Center
Kindred Hospital The Palm Beaches
Columbia Partial Hospital
Palm Beach Gardens Medical Center
NCH Baker Hospital Naples
Naples Medical Center

Luxury Condominium Distribution

Miami

Iconbrickell Condominium 1
Iconbrickell Condominium 2
Iconbrickell Condominium 3
Emerald at Brickell
Echol Brickell
Bayshore Place Condominium
Costa Bella
Brickell Harbour
Jade
Epic Condo
One Miami
Met 1 Condominium
900 Biscayne Bay
The Wind
Mint Condominium
Neo Vertiko
Nine at Mary Brickell Village
Axis on Brickell
Brickell Place
Brickell Park
Brickell House
Atlantis on Brickell
Nordica Condominium
The Gables Club
Grove Hill Condominium
Santa Maria
Imperial at Brickell
Villa Regina
Icon Bay
Biscayne Beach
Blue Condo
Hyde Midtown Condominium
4 Midtown
Bristol Tower
The Ritz-Carlton Residences
Miami
The Ritz-Carlton Residences
Coconut Grove
Metropolis
The Palace
Courts at Brickell Key
The Covers Key Biscayne
The Charter Club
Marquis Isola
Gables Waterway Tower
Governor House
Skyline on Brickell
Courvoisier Courts
The Yacht Club at Brickell

Miami Beach

The Setai Residence
Apogee Condominium
Murano at Portofino
Continuum South Tower
IL Village
1500 Ocean Drive Condo
Roney Palace

Royal Club
Club Atlantis
Mirasol Ocean Towers
Oceanfront Plaza Condominiums
Triton Tower
The Miami Beach Edition
Faena House
The Executive
Carriage Club South
Carriage Club North
Crystal House Condo
Seacoast Tower
Icon South Beach
Regalia
Ocean II
Ocean III
The Yacht Club at Portofino

Hollywood

Allington Towers North
Quadomain Condo II
Quadomain Condo III
Alexander Tower
Ocean Palms Condo
The Residences
The Residences of Hollywood
Diplomat Ocean Palm Residences
The Tides
The Wave Condominium

Hallandale

Ocean Marine
Malaga Towers
La Mer
Beach Club
Beach Club II
Beach Club III
Parker Dorado

Sunny Isles Beach

La Perla
Sands Pointe Ocean Beach
Jade Beach Condo
Jade Ocean
Muse
Ocean 1
Ocean 2
Ocean 3
Ocean 4
The Pinnacle
Acqualina Resort & Spa
Sayan Condominium
Chateau Beach

Bal Harbour

Majestic Tower
St. Regis Residential
The Palace at Bal Harbour
Bal Harbour 101

Tiffany of Bal Harbour
The Plaza of Bal Harbour
Carlton Terrace
Harbour House
The Residences at
One Bal Harbour
Champlain Towers East
Mirage

Fort Lauderdale

Park Tower
The Commodore
Ocean Riviera
Atlantic Ocean Club
Ocean Summit
South Point
Royal Ambassador
Regency South
Galt Towers
Plaza East
Fountain Head
The Berkley South
Galt Ocean Terrace
Sapphire Condominium
Vantage View
Vue Condo
View New River
Shore Club
Seasons
Jackson Tower
Las Olas Beach Club
Water Garden Condo
Las Olas River House
Icon Los Olas
Essex Tower
Ritz-Carlton Residences
Castillo Grand Residences
Harbourage Place
Maya Marca
Breakwater Towers
Atlantic Towers
Coconut Grove Residences
VU New River
The Caribe
Sea Ranch Club A
Sea Ranch Club B
Sea Ranch Club C
Playa del Sol
Ambiance Beach
The Galleon
The Tides at Bridgeside Square
Plaza South
Embassy Tower

Boca Raton

Sabal Shores
Aragon
Tree Thousand South
Luxuria

Sabal Point
Boca Towers
Admirals Walk
Ocean Reef Towers
The Beresford
Tiara East
Diamondhead Condominium
The Brighton
Whitehall Condominium
The Dorchester
Ocean Grande Beach & Marina

Pompano Beach

The Plaza at Oceanside
Royal Coast
Pompano Atlantis
Pompano Beach Club South
Europa by the Sea
Sonata Beach Club
The Claridge of Pompano
The Criterion
The Renaissance of
Pompano Beach
The Patrician

Highland Beach

Beach Walk East Condos
Ocean Dunes
Highland Towers
Ocean Pines Condo
Seagate of Highland

Palm Beach

Claridges
The Atriums of Palm Beach
The Regency of Palm Beach
The Ambassador Hotel
Beach Point Condominium
Palm Beach Stratford
President of Palm Beach
Harbour House
Tuscany
The 3560 Condo
La Bonne Vie
3360 Condo South Tower
3360 Condo North Tower
The Halcyon of Palm Beach

Naples

Sancerre Condo
Admiralty Point
Lausanne Condo
Naples Continental Club
Surfsedge
The Claridge
Solamar Naples
Grosvenor of Pelican Bay
Allegro Condominium
Gulfside

Don't take our word for it, hear what our clients have to say.

"*Dallas Style & Design* has been a valued supporter and sponsor for the ASID Texas Chapter Dallas Design Community, in addition to supporting the interior design field in general. The quality of publication allows designers to showcase their projects and talents in a positive space."

—Debra Stewart, ASID, NCIDQ

"Advertising in both *Charleston* and *Dallas Style & Design* magazines has been straightforward and exceptionally professional. My full-page ads have been beautifully designed and the staff is very patient and accommodating. I especially appreciate the artistic placement of the neighboring ads that actually enhance my ads. Deadlines are announced well ahead of time, along with friendly reminders. The response from readers in both cities has been very favorable."

—Debra Paysinger, Artist

"Out of all of the magazines we have advertised with, *Dallas Style & Design* has provided us with the most visibility by both clients and designers. Having worked with them for over a year now, they have the most personable and helpful team, including photography, editorial staff, and administration. We have found immense value with each advertisement in *Dallas Style & Design*."

—Carlyn Ray, Carlyn Ray Designs

"The Solara Doors & Lighting team is excited to be part of the new *Dallas Style & Design* magazine! It was a "no-brainer" signing up for a full advertisement package with them. Quentin and Doug made the package extremely attractive, with not only the pricing but providing jobsite photography and editorial support. We are looking forward to a long-lasting relationship with this magazine!"

—Malena Gutierrez,
Solara Iron Doors & Lighting

"Southwest Gallery is always looking for an advertising partner such as *Dallas Style & Design* that shares its vision with the public and the advertisers alike. *Dallas Style & Design* does it right, from the publishing to smart distribution."

—Melissa Butler, Southwest Gallery

"Having seen the unique stories and great departments in the *Dallas Style & Design* magazine, it was such a compliment to be offered a feature within their pages. The team was so very professional, engaging and they also have a keen understanding of the design community. I received great responses and referrals from my feature and look forward to doing this again with Doug soon."

—David Call, David Call Interiors

"Among the highest quality and most effective forms of media that we have utilized! The aesthetics of the magazine are beautiful and working with their team is consistently a pleasure. Through *Dallas Style & Design* magazine, we have gained a substantial amount of excellent clientele and are proud to have it widely promote our company in the finest and most diverse range of communities."

—Micah Gilbert,
Empressive GeoDesigns

"It has been a pleasure to be part of *Dallas Style & Design* magazine, from the pleasant staff to the visual beauty of the magazine. I have found the magazine's layout to be creative and the photography beautifully executed."

—Barbara Owens, Owens Interiors

"Advertising in *Dallas Style & Design* has been very positive for the gallery. We experienced immediate results and sold a large piece during our first month of advertising, and have continued to realize more new clients since then. The entire team (from the publisher and editor, to editorial, to the excellent photographer sent to photograph our space) have all been great to work with, and we're happy we took the leap of faith to advertise in the magazine."

—Laura Rathe & Janice Meyers,
Laura Rathe Fine Art

"When looking to start our new rebranding efforts, *Dallas Style & Design* provided us with the perfect launching platform, aided in creating the right look for our advertising, and the care they provided was exceptional. We have thoroughly enjoyed working with the entire staff and look forward to a partnership for many years to come!"

—Bryce Smith, Renaissance Collection

"*Dallas Style & Design* magazine took Dallas by storm just over one year ago and it just keeps getting better! Dallas Design Group, Interiors is proud to be an advertising partner."

—Nancy Dubick,
Dallas Design Group, Interiors

"*Dallas Style & Design* truly speaks to its name. Gappa Fine Art Glass has experienced friendly, knowledgeable, prompt, and stylish assistance from the beginning when we started advertising with the *DSD* team. This is a group of professionals that cares about their advertisers. The *DSD* team checks in to see how we are doing, and to see how they can assist in creating that extra eye-opening design punch within Gappa Fine Art Glass advertisements. Not only is this a design magazine, but truly a reference to the design community and what style and design mean in the metroplex."

—David Gappa, Vetro Glassblowing
Studio & Fine Art Gallery

"I have worked with *Dallas Style & Design* magazine for some time now and only have wonderful things to say about them. They have provided excellent customer service, copy, layouts and photography. I highly recommend them."

—Barbara Gilbert,
IDS Professional, ASID Associate,
Barbara Gilbert Interiors

"We were so honored to be included in the premiere issue of *Dallas Style & Design*. We were beyond pleased with the amount of exposure we received from the article, as it has generated a lot of business as well as presented us with several new clients. Working with the *Dallas Style & Design* team has been a very pleasant experience, and we have plans to partner with them again and again!"

—Ann Catherine Easterling,
Bee Street Studio

"We loved working with *Dallas Style & Design*. The editors and creative team made the process very fun and simple for us. Holger, the photographer, was an absolute delight to work with during the photo shoot. He has such incredible energy and the photos were so beautiful. Thanks, *Dallas Style & Design!*"

—Fran DeLeo and Mark Fletcher,
DeLeo & Fletcher Design

"Our association with *Dallas Style & Design* has been seamless and rewarding. We find the publisher, Quentin Senise, and the staff very responsive, interested and understanding of our marketing needs.

The quality of the publication presents our advertising in the best possible light and we believe has directly resulted in several sales. We continue to be impressed with the distribution range and the quality of advertisers in the magazine.

We look forward to a continued relationship as an advertiser and reader."

—Mimi Martin,
Christopher Martin Gallery

"We have been extremely happy with our experience in advertising with *Dallas Style & Design*. We have expanded our reach to our target market, and our advertising efforts have resulted in multiple large and small sales for our company. The people we have worked with have been very professional and accommodating."

—Evan Gerstein,
Living Modern Furnishings

"I would say that all of the staff are great and easy to work with, and the magazine is a great fit for our gallery."

—Debra Ferrari, Ferrari Gallery

"The first time Quentin blew into our office with the story of a new Dallas design publication I will admit I was skeptical. I really thought that was going to be like money we had invested in other ventures that were a onetime shot and nothing would ever come of it, just like our experiences in the past.

Were we ever surprised! I have enjoyed building my brand through the associations with other regional publications over the years, but have rarely received my leads directly from the publications. In the case of *Dallas Style & Design*, after the very first issue we started receiving calls! Seriously! They had seen us in the magazine at their doctor's office, their beauty shop, etc.! We could not believe it! Quentin lived up to his word getting more issues out there all over the metroplex than we could ever dream. I am happy to say that that is still the case with each issue. We are still getting calls saying we saw you in *Dallas Style & Design!*"

—Mary Anne Smiley, ASID, RID,
Mary Anne Smiley Interiors LLC

ADVERTISING RATES

FOUR-COLOR

	1x	Monthly Cost	4x	Monthly Cost
Full Page	\$2,950	\$984	\$2,450	\$817
1/2 Page	\$2,450	\$817	\$1,950	\$650
1/3 Page	\$1,950	\$650	\$1,450	\$484
1/4 Page	\$1,450	\$484	\$1,150	\$384

COVER POSITIONS

	1x	Monthly Cost	4x	Monthly Cost
Inside Front	\$4,450	\$1,484	\$3,950	\$1,317
Inside Back	\$4,450	\$1,484	\$3,950	\$1,317
Back Cover	\$4,950	\$1,650	\$4,450	\$1,484
2-Page Spread	\$4,750	\$1,584	\$4,250	\$1,417

Advertising Rates

All prices are gross

Web Banner Ads

No charge

Guaranteed Placement

No charge

Ad Placement

No charge

Bleeds

No charge

MECHANICAL REQUIREMENTS

ELECTRONIC FILES

Ads submitted electronically must be in InDesign, Illustrator or Photoshop. Image area should correctly fit the ad dimensions shown. All colors should be CMYK for process printing. Placed images should be 300 pixels per inch (dpi) at the size used. All images should be in either a TIFF or an EPS file format. PDFs are also accepted. All PDFs must be CMYK at 300dpi with all fonts embedded. All bleed ads must be pulled out at .125 inch. To further guarantee against substitutions, please supply all fonts used in all levels of files or embedded files.

If you require color accuracy, a 100% sized, color-accurate proof with crop marks must accompany your ad. We are not responsible for color issues without a supplied proof. Please contact Kellie at kfrissell@me.com if you need to send a color proof.

*Note: all bleed ads must have at least .125 inch outside beyond the layout document. Live area needs to be no closer than .3125 inch to the edge of trim.

Binding: Perfect Trim: 9" x 10.875" Bleed: 9.25" x 11.125"

PLEASE PROOF YOUR AD CAREFULLY BEFORE SENDING

If we are designing your ad, please send us your parts as soon as we start contacting you. This will keep the workflow moving so everyone gets plenty of time with their proofs.

DEADLINES 2019–2020

ISSUE	SPACE CLOSING	SUPPLIED ADS DUE	DISTRIBUTES
Spring	February 23	March 1	April 1
Summer	May 18	June 1	July 3
Fall	August 28	September 1	October 1
Winter	November 28	December 1	January 3

OVERNIGHT DELIVERIES (Please mark: no signature required)

Kellie Frissell Design & Publishing c/o SEFSD
Please call Kellie for the full address: 678.386.4472

EMAIL SUBMISSIONS

Ads can be emailed to: kfrissell@me.com
If the file is too large to email, please send via wettransfer.com or [dropbox.com](https://www.dropbox.com).

PHOTOGRAPHY

Holger Obenaus and any other photographers credited with photos in our issues own the copyright to all images created for **SE Florida Style & Design**. Any re-use must be negotiated in advance with Holger Obenaus or the original photographer. For additional information, contact Holger through Cindy Newman by phone at **843.909.3483**, by email at holger@holgerobenaus.com and cindy@lowcountrymediasolutions.com, or online at holgerobenaus.com. For photos other than Holger's, contact publisher Quentin Senise for details.

PRINT AD DIMENSIONS

	WIDTH	HEIGHT (INCHES)
Trim Size	9"	10.875"

BLEED SIZE (.125 ADDED TO TRIM SIZE)

	WIDTH	HEIGHT (INCHES)
Full Page	9.25"	11.125"
Spread (Full Bleed)	18.25"	11.125"

(When writing your PDF, please remember to include the bleed)

NON-BLEED AD DIMENSIONS

	WIDTH	HEIGHT (INCHES)
Spread (Gutter Bleed Only)	17"	9.5"
Full Page, including bleed	9.25"	11.125"
Full Page (Live Area)	8"	10"
Half-Page Horizontal	7.58"	4.65"
Half-Page Vertical	3.58"	9.54"
Third-Page Horizontal	5.45"	4.65"
Quarter-Page Horizontal	3.58"	4.65"

WEB AD DIMENSIONS

	WIDTH	HEIGHT (PIXELS)
Right Side	260	215 (65k or less)

CONTACT INFORMATION

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