



MEDIAKIT

To reserve your ad space today, contact Alette Fournie
305.673.7000 x26128 | aliettofournie@miamibeachfl.gov



Have you ever wanted to reach all 65,000 residences in Miami Beach? Advertising in MB magazine is the quickest way to reach every resident plus countless visitors to this island paradise. Cheaper than an ad in a local newspaper and more effective than an expensive direct-mail campaign, advertising in MB magazine makes economic sense. Paired with editorial content directly related to every resident, your ad will surely be seen and get passed along to others.

AT A GLANCE

MB is a free, bilingual publication produced in response to resident and business surveys that reflected an interest in receiving more information about the city. MB is mailed to every household in Miami Beach, as well as distributed at city facilities.

Not only is MB informative and well-designed, it is also a great value when considering promoting your business to the Miami Beach community. For as little as a fraction of a penny, it is by far the best value available for citywide advertising directly to a highly coveted demographic.

The MB communications team strives to create meaningful and interesting features that directly target issues that concern residents and businesses in the Miami Beach community. MB is a 64-page award-winning publication, including a 3CMA Award of Excellence.



SECTIONS

MB magazine is written specifically for Miami Beach residents. Information related to parks and recreation, cultural events, free things to do and countless other topics are spread out through nine sections:

- Safety First Topics
- Next Generation
- Planned Progress
- Your Space
- Green Space
- Since You Asked
- Health and Fitness
- Cultural Corner
- At Your Service

VALUE

MB is the choice for businesses that want to advertise directly to residents in Miami Beach. With the lowest cost per impression and direct mailing to every residence, advertising in MB is a great, economical choice.

	MB	DAILY NEWSPAPER	COMMUNITY WEEKLY ENGLISH	COMMUNITY MONTHLY SPANISH	DIRECT MAIL
NO SUBSCRIPTION	✓		✓	✓	✓
MAILED TO EVERY RESIDENT	✓				✓
GLOSSY+FULL COLOR	✓				✓
SHELF LIFE	3 MONTHS	1 DAY	1 WEEK	1 MONTH	1 DAY
EDITORIAL EXCLUSIVE TO M.B. RESIDENTS	✓				✓
BILINGUAL	✓	✓			✓
COST PER IMPRESSION*	\$0.02	\$0.05	\$0.03	N/A	\$0.37

*Based on full-page ad rate.

READER PROFILE

155,000
Readership

65,000
MB distribution

RESIDENTIAL PROFILE

- **51%** of Miami Beach residents are male and **49%** are female.
- Miami Beach has one of the highest housing densities in the United States, with over 10,775 people per square mile.

AGE RANGE	15-24	25-34	35-54	55-74	75+
% OF POPULATION	9%	18%	36%	17%	9%

ECONOMICS

INDUSTRY	REVENUE
Accommodations & Food Services	\$1,711,082,435
Arts, Entertainment & Recreation	254,881,868
Construction	616,659,990
Educational Services	21,889,937
Finance & Insurance	475,336,190
Healthcare & Social Assistance	1,083,455,488
Information	386,269,608
Manufacturing	16,831,552
Other Services (except public administration)	139,402,908
Professional, Scientific & Technical Services	901,840,104
Public Administration	359,472,872
Real Estate, Rental & Leasing	399,211,998
Retail Trade	877,059,599
Transportation, Warehousing & Utilities	N/A
Wholesale Trade	615,251,179
TOTAL	\$7,858,645,729

INCOME

MEDIAN HOUSEHOLD INCOME **\$60,702**
MEDIAN HOME/CONDO VALUE **\$1.95M / \$450,700**

- From 2021 to 2022, family income increased **0.5%** and non-family income decreased **1.9%**.
- From 2021 to 2022, the number of employees in the Miami Beach labor force increased by 5%.

RACE

WHITE	BLACK	OTHER (ONE RACE)	OTHER (MORE THAN ONE RACE)
72%	5%	8%	15%

ETHNICITY 56% of Miami Beach residents are Hispanic.

SPENDING

According to sales reported to the Florida Department of Revenue, Miami Beach had the highest spending density in the state in 2006: **\$1.1 Billion per square mile in consumer spending.**

GEOGRAPHY

Miami Beach is approximately 7.1 square miles of land and 10 miles of water. Total water frontage in Miami Beach is just over 63 miles.

WHAT READERS ARE SAYING

"I am a 29 year old Miami native, living on South Beach since 1998, who receives your magazine in the mail. As a resident, I appreciate a magazine that keeps our citizens in touch with the local happenings of the community."

– **Robert Sutherland-Cohen, resident**

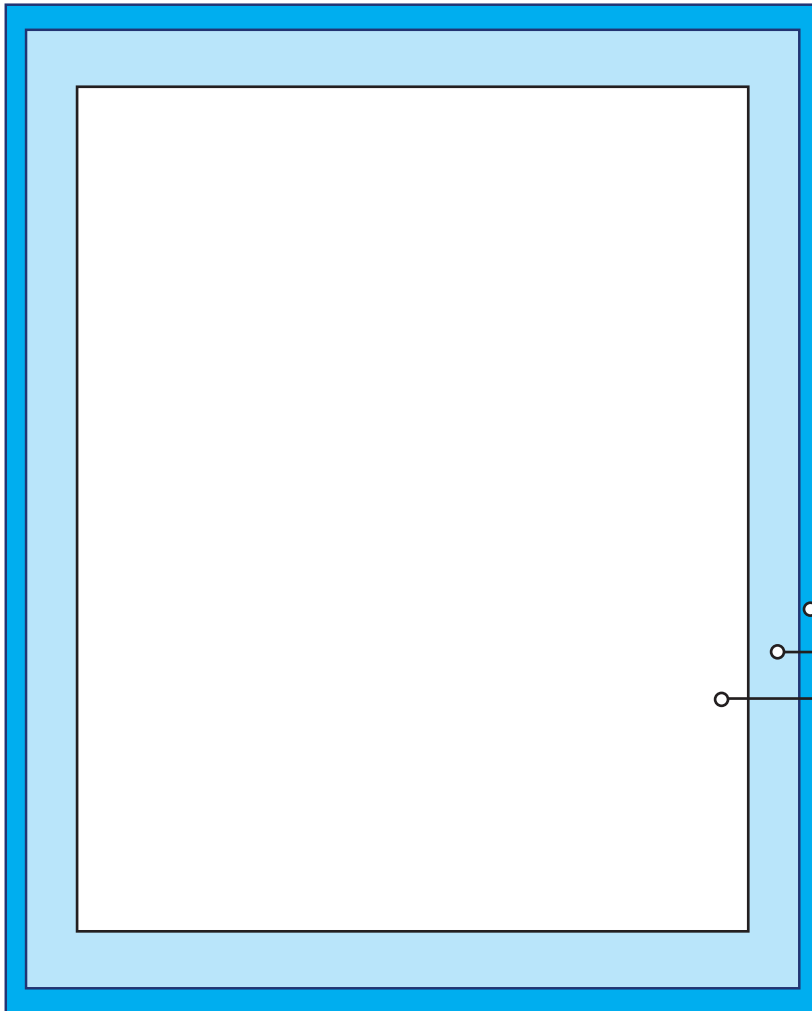
"As a long time resident of this beautiful island, I enjoy your charming magazine. Keep up with the good work!"

– **Grace Tagliabue, resident**

"I applaud your work in producing this charming and informative community magazine."

– **Francinelee Hand**

RATES AND SPECS



FULL-PAGE AD

Full-page ads have bleed and need to be set up to specifications. Please follow the guidelines below. If you have any questions, please contact Aliette Fournie at 305.673.7000 x26128 or at aliettefournie@miamibeachfl.gov

RATES		1X	4X	NON-PROFIT
Full Page	8.5"W x 11.125"H	\$2,820	\$9,600 (\$2400/issue)	\$2,100/issue
Inside Front SOLD	8.5"W x 11.125"H	\$3,120	\$10,620 (\$2655/issue)	\$2,520/issue
Inside Back SOLD	8.5"W x 11.125"H	\$3,120	\$10,620 (\$2655/issue)	\$2,520/issue
Back Cover SOLD	8.5"W x 7.5"H	\$3,480	\$11,840 (\$2960/issue)	\$2,700/issue

* Non-Profit rates do not require a 4-issue commitment for discounted rates

PRODUCTION NOTES

All ads that are not full-page do not have bleed. Acceptable formats for ads are CMYK, high-resolution (300 dpi) PDF or JPG files supplied on disk or in E-mail. Please call 305.673.7000 x4819 for additional information. Ads must be supplied camera-ready. Please outline all text prior to sending. 4-color only. No PMS colors in ads.

AD SPECIFICATIONS AND ACCEPTABLE FILE FORMATS

Ads must be created in a professional publications software program such as: Adobe Indesign, Quark Xpress, Adobe Illustrator, or Adobe Photoshop.

- Press-ready PDF (preferred)
PDFs created from Word, WordPerfect, Excel, PowerPoint, or similar programs will not reproduce properly for publication printing.
- Whether your PDF conversion process is integrated into your graphics software or is created separately, the file must be a high-resolution PDF. Depending on the process you use, select "Press" or "Press Ready" and check the options to make sure "crop marks," "registration marks," and "bleed" are included in your PDF output.
- Native Files
Adobe Illustrator or Adobe Photoshop files are accepted from both Macintosh and PC platforms. Convert all colors to CMYK or grayscale and delete unused colors from your file. Include all fonts and images, and a spec sheet or report listing the version of software used.
- High-resolution TIFF or EPS
Ads may also be submitted as high-resolution (300 dpi) tiffs or eps files created to size and in CMYK colors.

UNACCEPTABLE FORMATS & FILES

We cannot accept files in the following formats under any condition: Microsoft Publisher; any word processing software; any presentation software such as PowerPoint. NOTE: Ads submitted as film or in formats not specified above may be refused at the discretion of the publisher or will incur an additional processing fee to cover the cost of conversion.

FONT, IMAGES, TRIM and BLEEDS

Do not place "live matter" closer than 1/4 inch from the trim edge of your document. Allow 1/4-inch bleed beyond the trim edge.

Linked images (photos, logos, etc.) must be supplied in TIFF or EPS formats. Photo image resolution of 300 dpi at reproduced size is required. Convert all color images to CMYK. RGB colors are not acceptable. Black and white ads should be saved as grayscale files. Total color density should not exceed 300 percent.

Publisher reserves the right to reject any ad not in keeping with the publication's standards. Publisher reserves the right to reject faulty or improperly prepared materials. Publisher is not responsible for any claims made by advertisers. The liability of the publisher for any error for which it may be held legally responsible will not exceed the cost of the space ordered.

The publisher assumes no liability for errors in the typesetting of copy changes or key numbers and will not be held liable for any loss of income or profits or any consequential damages as a result of such errors.

PRINT DATES/SCHEDULE

AD DEADLINE	AVAILABLE ONLINE at www.issuu.com/cityofmiamibeach	PRINTED IN HAND
September 1	Fall Issue – October	Fall Issue – October
December 1	Winter Issue – January	Winter Issue – January
March 1	Spring Issue – April	Spring Issue – April
June 1	Summer Issue – July	Summer Issue – July

DESIGN FEES

AD TYPE/SIZE	COLOR
Full Page (8.5" x 11.125")	\$250.00

All design materials must be submitted at least a month prior to issue print dates. All files must also be submitted as high-resolution (300 dpi) tiffs or eps files created in CMYK colors.

DESIGN FEE REQUIREMENTS: We require a deposit of 50% of the project estimate prior to beginning work. Please note that we cannot begin work until we've received your deposit. Minimum deposit is \$150 required for jobs totaling less than \$300. Balance due upon final approval of your project and prior to our releasing the final files to you or the publication

KILL FEE: A kill fee of 50% of the project estimate (equal to your deposit paid) will be charged on all projects cancelled once work has begun.

WRITTEN ESTIMATES: Prior to beginning work, MB Magazine will provide you with a written project estimate. All fees and costs are estimated and valid for 30 days. Changes in the scope of work and/or project specifications may require a revision to the original quote. Any revision of this quote must be approved in advance by both parties, and will be reflected in the final invoice.

REVISION FEES: Simple revisions will only be made to ads created by MB magazine. The first revision is free. All other revisions are an additional \$50 (up to 5 revisions) and will be added to the remaining balance. Simple revisions include photo swaps, text updates and simple color changes. NOTE: If 75 percent of the MB magazine created ad is changed during revisions, then the client may be required to have the ad designed at regular design costs.

TURNAROUND: Standard turnaround for initial advertising concepts or designs is 3-5 business days from client approval of quote (payment of deposit) unless notified otherwise in advance. Actual turnaround depends on scope of project and current workload. Upon approval, MB Magazine will provide a specific date when you can expect to receive initial design concepts.

Final delivery is dependent on client turnarounds and final approvals. We recommend that you provide a minimum of 5 business days prior to your materials deadline in order to avoid publication imposed late material receipt charges.