

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

**New Luxury  
Real Estate  
Showcase**

**Exciting Homes  
with Modern Art**



621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 [floridadesign.com](http://floridadesign.com)

Photography by Kenneth Hayden, Miami Beach, FL

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## Miami Home & Decor Facts...

### Editorial Focus

The finest in Miami's design, home furnishings, luxury real estate, upscale hotels and high-end goods and services.

### Frequency

Quarterly

### Circulation

40,041

### Readership

250,000

### Distribution

Miami, Florida, Latin America, Europe, Key U.S. cities and world wide.

### Mailed to

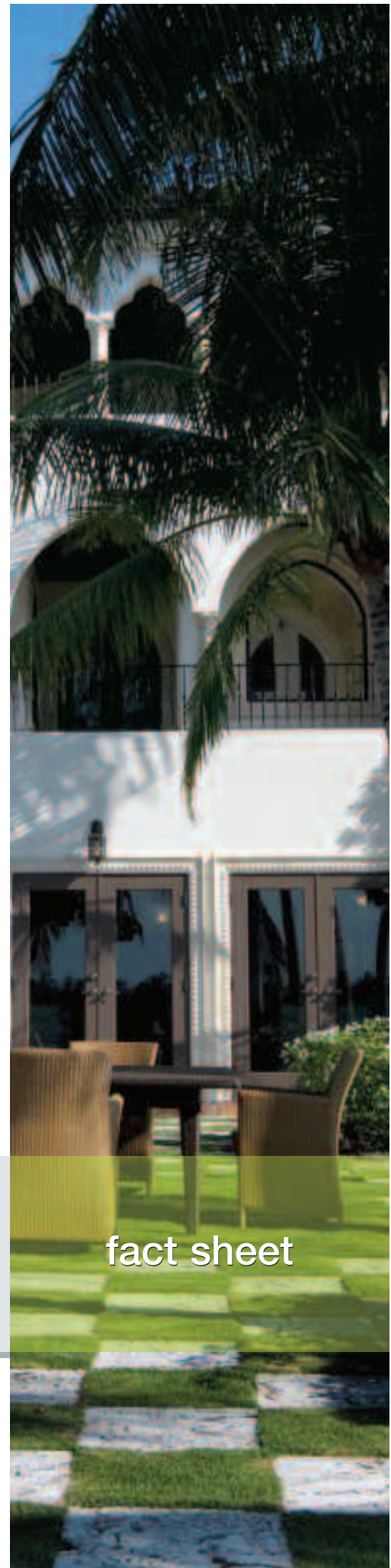
ASID members.

### Distributed by

Warner Publisher Services, A Time Warner Company.

### Targeted Audience

Median Age	35-65
Median Household Income	\$195,000
Median Household Assets	\$1,584,326
Median Home Value	\$502,431
Own 2+ Homes	44.14%



fact sheet

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 [floridadesign.com](http://floridadesign.com)

Photography by Alexia Foderé, Miami Beach, FL

\*Circulation, readership and targeted reader profile are estimates only and are subject to change. The 40,041 figure is from the 2012 US Postal Service Statement of Ownership (average No. copies each issue during preceding 12 months from 10/10/11) and circulation numbers are subject to error and change.

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## What our advertisers are saying...

### A \$30,000 sale...

A lighting showroom sold five chandeliers each worth \$6,000... a \$30,000 sale!  
The buyers came from Boca Raton, Naples and Puerto Rio.

— *Lighting Showroom, Miami*

### A \$25,000 sale...

A full page advertiser from the Miami Design District received a call from a potential buyer who purchased Miami Home & Decor in New York.  
The buyer flew down to Miami and bought \$25,000 worth of merchandise.

— *Furniture & Accessories Showroom, Miami Design District*

### Featured on HGTV...

From his exposure in Miami Home & Decor an Architect & Designer received a call from HGTV (Home & Garden TV) to feature his home.

— *Architect & Designer, North Miami Beach*

### Potential buyer owns private jet...

A designer's client from Northern Florida flies in her private jet to the Gulfcoast to view a limited edition stained-glass collection featured in Miami Home & Decor.

— *Stained Glass Artist, Gulfcoast*



testimonials

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 [floridadesign.com](http://floridadesign.com)

Photography by Roy Quesada, Miami, FL

\*The above testimonials were received from these clients.

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## editorial calendar 2015

Feb-March-April

Kitchens & Baths  
Outdoor Living

May-June-July

Coral Gables  
Flooring Styles

Aug-Sept-Oct

DCOTA  
Interior Design Spotlight  
Art Highlights  
New York

Nov-Dec-Jan

Lighting Decor  
Miami Design District

Free editorial is available to advertisers that qualify for the above categories. Advertisers will need to send a photo and a 20-word description of their business. To qualify for a product category, more than 80% of your showroom must be dedicated to that category. The Editorial Calendar and publication dates are subject to change without notice.



621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 [floridadesign.com](http://floridadesign.com)

Photos from top to bottom: Wired, Dania Beach, FL; Patio & Things, Coral Gables, FL; Nolte Kitchens; Gnosis, Fort Lauderdale, FL; PGT, Winguard; Michael Kuske, West Palm Beach, FL

\*Editorial calendar is subject to change.

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## family of magazines

*Miami Home and Decor* is a part of the Florida Design growing family of magazines. For over thirty years, Florida Design Inc.'s owners have created high-end content for the ultra-luxury market. We have mastered the art of attaining affluent readers with distribution in over 70 countries and nationally. Among our family achievements, Florida Design has been the United States' 2nd-largest selling title on the newsstand for all U.S. state and regional magazines, and Florida's No. 1 best-selling Florida title on the newsstand.\*

Here are some of the titles in our family of magazines...



Portuguese Edition



Spanish Edition

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660

Photo Credits From Left To Right: Robert Brantley, Sean Finnigan, Tom Monroe, Courtesy of Mandarin Oriental, Kim Sargent

\*According to past Capell's Circulation Report of city, state and regional titles. Newsstand sales subject to change. Florida Design Inc. owners originally started up as Florida's New Homes Guide in 1978.

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## digital requirements

size of magazine

10" x 12"

digital specifications

Miami Home & Decor only accepts files in the following programs for ads Quarkxpress, InDesign, Photoshop or Illustrator.

Ads, images and logos must be in one of the following formats: EPS, TIFF, JPEG or PDF. Also, they must be a minimum of 300 DPI and CMYK. Please submit a color proof of the ad for our printer to use as a guideline when printing the magazine. When submitting a PDF, please see our ad requirements on our website at [www.floridadesign.com](http://www.floridadesign.com)

Images and Ads can be supplied on CD, DVD, E-Mail or FTP. Please include all images, fonts and logos when submitting your ad.

ad sizes	final trim	live area (type)	bleed
2 page spread	20" x 12"	19" x 11"	20.25" x 12.25"
full page	10" x 12"	9" x 11"	10.25" x 12.25"
1/2 page horizontal	-	9" x 5.375"	-
1/2 page vertical	-	4.375" x 11"	-
1/2 page island	-	6.375" x 9.25"	-
1/3 page horizontal	-	5.9375" x 5.375"	-
1/3 page vertical	-	2.8125" x 11"	-
1/4 page vertical	-	4.375" x 5.375"	-
1/6 page vertical	-	2.8125" x 5.375"	-

FULL PAGES ONLY: please keep type 1/2" away from edges of page.  
For a full page bleed add 1/8" bleed on all sides beyond actual page/trim size.  
2 PAGE SPREAD Please submit as a 2 page spread and make sure no type falls in the 1" gutter.  
E-mailing: we can't accept files over 5 megs.  
FTP: for instructions, please call 561-997-1660 or e-mail: [production@floridadesign.com](mailto:production@floridadesign.com)

\*For 1/2, 1/3 or 1/6 page bleed ads, ask your sales rep for special pricing and sizes.



## digital requirements 2014

621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 [floridadesign.com](http://floridadesign.com)  
Cover Photography by Alexia Fodere, Miami, FL

MEDIA KIT 011614

FLORIDA DESIGN'S

# MIAMI

HOME & DECOR

## How to Send Your Ad Electronically

1. Launch the Internet browser of your choice (ie. Internet, Explorer, Safari)
2. Type in "www.floridadesign.com"
3. Select "Advertising information"
4. Select "Upload Your Ad"
5. Select "Send Your Ad"
6. Follow the instructions as seen on the computer screen.
7. Use the info below for login:

User ID = Florida (no spaces, case sensitive)

Password = D3sigN (no spaces, case sensitive)

## How to Retrieve Your Ad Electronically

1. Launch the FTP application of your choice (ie. Fetch or Wins FTP)
2. Use the info below for login:  
Host = 173.200.194.75  
User ID = FDftp6 (no spaces, case sensitive)  
Password = FDftp6 (no spaces, case sensitive)
3. Once you have entered this information you will see your ad.
4. You can download your files to the proper folder, depending on the application you are using.

If you have any questions contact us at:  
561-997-1660

send & retrieve  
files electronically



621 N.W. 53rd Street, Suite 370, Boca Raton, FL 33487  
phone 561/997-1660 fax 561/997-1663 floridadesign.com

Cover Photography by Mark Roskams, New York, NY

MEDIA KIT 011614