Gulfstream Media Group publications have been at the forefront of delivering award-winning content on South Florida for over five decades. We realize our communities are unique, from their demographics to psychographics, so we offer six local city magazines and one specialized design magazine. From local trends in fashion, interior design and dining to profiles of the people who impact the communities we serve, Gulfstream Media Group defines the upscale lifestyle in one of the most affluent regions of the United States.

Beginning with Gold Coast magazine in 1965, Gulfstream Media Group is Southeast Florida's largest and most well-branded print/digital affluent lifestyle magazine publisher with seven magazine titles in South Florida and the Treasure Coast.
Why We’re Unique

THE BEST OF SOUTHEAST FLORIDA, ALL IN ONE PLACE.

We connect you to the local communities that we serve, our readers to relevant content, consumers to area businesses and residents as well as tourists to valuable information about our local area. There’s something for everyone in every issue.

We have six separate luxury titles and one specialized design magazine, serving our respective markets while allowing you to reach all of Southeast Florida with one convenient buy.

Our publishers and editors have a finger on the pulse of our respective markets and communities.

Our content remains local and relevant, highlighting our individual communities’ unique assets.

We’re proud to have loyal readers who are actively engaged, with 83% frequenting our advertisers’ businesses.

Photo 2 by Lisa Renee Ludlum, Gallery 36; photos 3 & 4 by Steven Martine
Digital numbers gathered from October 2017 to July 2018

**360° reach**

**PRINT, DIGITAL & EVENTS**

- **11,000**
  - Monthly Circulation

- **4,400** - **40%**
  - High-Visibility Retail/Condo Distribution

- **1,000** - **9%**
  - Professional Distribution

- **600** - **5%**
  - Newsstands

- **8%** - **800**
  - Luxury Hotel Distribution

- **38%** - **4,200**
  - Affluent Mailing

- **11,000**
  - Total Print Circulation

- **600**
  - Average Annual App Page Views

- **40,000**
  - Average Annual App Page Views

- **176,789**
  - Annual Website Page Views (Average 20,000 monthly views)

- **560,314**
  - Annual Combined Digital Page Views (Average 63,000 monthly views)

- **121,373**
  - Average Annual Website Visits

- **99,000**
  - Annual Circulation
    - Published 9x a year

- **92,000**
  - Monthly Print Readership
    - (828,000 annually)

3.3 readers per copy for residential distribution. 12.4 readers for hotel and waiting-room distribution.

STUART MAGAZINE
Annual Digital Edition Page Views
(Average 43,000 monthly views)

STUART MAGAZINE
Monthly Digital Edition Page Views
(Average 43,000 monthly views)
Where We Are

Mailed to affluent residences in Martin and St. Lucie counties. Includes coverage in affluent areas such as Ft. Pierce, Hobe Sound, Hutchinson Island, Indiantown, Jensen Beach, Palm City, Port Salerno, Port St. Lucie, St. Lucie West, and Stuart

Barnes & Noble, Publix and major independent newsstands

Downtown Stuart, Downtown Ft. Pierce, Downtown Jensen Beach, Downtown Salerno, Downtown Tradition and other affluent shopping areas in the market

Best Western, Club Med Sandpiper, Courtyard Marriott Oceanside, Dockside Inn, Harbor Inn & Marina, Hilton Garden Inn at PGA, Hutchinson Island Marriott Resort, Hutchinson Shores Resort and Spa, Island Beach Resort, Jupiter Waterfront Inn, The Mellon Patch, Monterey Inn, Palm Cove Golf Club, Pirates Cove Resort, Plantation Beach Club, Seminole Inn, Sheraton PGA Vacation Resort at PGA Village and Vistana Beach Club

Stuart Magazine grabs the attention of South Florida’s elite including distribution to CEO’s, presidents and company owners as well as doctors, attorneys and local celebrities – groups that influence buying trends in the market

For print subscriptions, contact Mike Romano at circulation@gulfstreammediagroup.com.
OUR AUDIENCE, BROKEN DOWN

Our Reader Survey shows Stuart Magazine delivers the local affluent marketplace to your doorstep.

78% household income in excess of $100k
40% household income in excess of $300k
32% use a custom home builder
93% have purchased interior design products or services in the past 2 years

37% shop at Saks
75% shop at The Gardens Mall
72% shop at Macy’s
65% shop at Dillard’s
54% shop at Nordstrom
76% shop at Historic Downtown Stuart
61% shop at Harbour Bay Plaza
35% shop at Downtown Jensen Beach
77% shop at The Treasure Coast Mall
90% have purchased jewelry in the past 2 years

51% attended a private party or event this past year
85% dine out 5 or more times a month
72% visit a salon/spa at least once a month
42% own a yacht or play golf regularly

Photo by Steven Martine
WEBSITE ADS: STUARTMAGAZINE.COM
Website ads require minimum 3 months. Limited positions available.

FULL PAGE ADVERTORIAL
A square ad on the homepage is linked to the client's advertorial on the website.

IN-LINE AD
Client's print ad or new creative is placed into the edit piece.

IN-LINE LEADERBOARD AD
Ad is within the content of the web page as you scroll down.

LEADERBOARD AD
Ad at the top of the selected website page(s) is the first ad seen on the page.

SQUARE AD
Ad runs along the right column of the web page.

DIGITAL EVENT SPONSORSHIP
Client's event is placed chronologically under the Events Calendar tab and links to an advertorial landing page.

DIGITAL MAGAZINE EDITIONS
Full Page
Double-Page Spread

RICH MEDIA
Video, Audio, Slideshow, 360° Tour, E-Commerce Button
Available to embed on your display ad in any digital edition issue.
REACH A CUSTOMIZED AUDIENCE WHERE THEY SPEND MOST OF THEIR TIME: ONLINE.

With the cutting-edge technology of Programmatic e-Targeted Display advertising, we build a unique, customizable audience for you based on your prospects’ online footprints, which indicate their behavior, purchasing intent and geographical area. Your brand will not only be seen on your website but also on thousands of websites potential customers visit throughout the worldwide web. This repeated awareness reinforces your brand and influences decisions.

Put your ad in front of a customized target audience using the following programmatic strategies:

**CRM TARGETING**
People who know you

This uses your customer mailing list, for example.

**SITE RE-TARGETING**
People visiting your website

User visits your website and browses without purchasing anything. Shows user your ads as they perform other activities related to their search.

**SEARCH RE-TARGETING**
People searching for your products or services

When a user performs a search, data associated with keywords is collected. Shows the user your ads as they perform other online activities.

**CATEGORY CONTEXTUAL TARGETING**
People viewing content under a specific category

Your ad is shown to users who browse the internet and reading about topics related to your product or service.

**KEYWORD CONTEXTUAL TARGETING**
People reading content using keywords

This works using the specific keywords you choose to connect to your business.

**GEO-TARGETING**
Targeting people within a specific area

Targets users based on a specific area that you wish to do business in.

**GEO-FENCING**
Targeting people at a specific location

This technology will track calls, clicks and in-store visits. This uses designated fenced locations, as selected by you.

**EVENT-TARGETING**
Targeting people based on location, date & time interval

Geo-fence a specific location at a specific time. A custom niche audience of users will be served ads up to 30 days after attending.

**FEATURES**

- Multiple programmatic strategies are at your disposal—either individually or in combination—with the added bonus of CRM (customer relationship management).
- Optimization is daily and ongoing, through the use of advanced algorithms.
- Campaign results are reported monthly, including impressions, CTR (click through rate), CPA (cost per acquisition), the most effective keywords that are used and domains and apps that ads are served on.
- Display is supported on web, mobile, video & social media.
Our Accolades

Charlie Awards 2012-2017

2017
- Best Advertisement for a Client: Silver Award
- Best Digital Online Video: Charlie Award

2015
- Best In-House Ad for Outside Client: Silver Award
- Best Department: Silver Award
- Best Service Feature: Silver Award
- Best Feature: Charlie Award

2013
- Digital Excellence: Silver Award
- Best Self-Promotional Ad: Silver Award

2012
- Best Department: Charlie Award

Gold Coast Awards

2017
- Best Writing Feature: Charlie Award
- Best Digital Online Video: Charlie Award

2016
- Digital Excellence: Charlie Award

2015
- Best Online Video: Bronze Award
- Best Feature: Bronze Award
- Best Overall Magazine: Silver Award
- Best Overall Online Presence: Silver Award
- Best TOC: Charlie Award
- Best Media Kit: Charlie Award

2014
- Best Online Video: Bronze Award
- Best Illustration: Silver Award

2013
- Digital Excellence: Charlie Award

2012
- Best Column: Bronze Award
- Best Self-Promotional Ad: Bronze Award

Sunshine State Awards 2013-2017

2017
- Best Public Service Reporting: Second Place
- Investigative Reporting: Second Place

2016
- Profile Story: First Place
- Feature Story: First Place
- Inside Design: Second Place
- Photography Story: Third Place

2015
- Inside Design: Second Place
- Cover Design: Third Place

2014
- Cover Design: First Place
- Feature Photography: Second Place

2013
- Profile Reporting: Third Place

Awarded to
Gulfstream Media Group

Photo by Steven Martine
ANYTIME, ANYWHERE, ON ANY DEVICE.

With customized online editions and social media presence in addition to its print titles, Gulfstream Media Group leads the regional magazine industry with innovative and engaging marketing initiatives. We educate our audience through our print and digital platforms and will work with you to create a customized, effective multimedia marketing campaign designed to reach our loyal, engaged audience.

Our Websites
StuartMagazine.com
FortLauderdaleDaily.com
BocaLifeMagazine.com
JupiterMag.com
PalmBeacherMagazine.com
FloridaHomeGarden.com

Mobile Digital Editions
Download on the App Store
Get it on Google play
Available at Amazon
Search your favorite app stores to find the apps for each of our magazines.

Social Media
@StuartMagazine
@StuartMagazine_
@GoldCoastMag
@BocaLifeMag
@JupiterMagazine
@PalmBeacherMag
@FLAHomeGarden

Production
Please direct all ads and questions concerning ad material to Kaleigh Lipka, Production Manager by emailing graphics@gulfstreammediagroup.com
AD SPECS

Full-Page Bleed Ads

Document size/Bleed size: **8.75” x 11.375”**
Trim size: **8.25” x 10.875”**
Live area: **7.75” x 10.375”**

(This is the area that is a full inch in from all sides of the document size to prevent important elements from being cropped out)

- All full-page BLEED ads must have a document size of **8.75” x 11.375”**
- All full-page NON-BLEED ads must have a document size of **7.75” x 10.375”**
- All important elements (logos, text, photos, etc.) that are not meant to bleed off the page should be at least ½ inch in from the edge of the document's trim size (the live area).

FTP via your web browser

1) Address: tinurl.com/GMGDriveHQ • Password: FTP (Password is case sensitive!)
2) Name the folder according to your company/advertiser name and assign all other attributes.
3) Hit add to select your files and hit upload after selection.
4) Please send an email with the name of the folder and file(s) uploaded to graphics@gulfstreammediagroup.com.

EMAIL

Please only send high-resolution PDFs or JPEGs no larger than **10MB**. If sending images for your ad to be built, please send TIFFs or JPEGs at **300dpi**. All images larger than **10MB** must be uploaded to our FTP site or mailed to us on disc.

OVERNIGHT

If submitting materials via mail, please select a service that allows you to track your package such as FedEx, UPS or DHL. Please include a color proof.

CAMERA-READY SUBMISSIONS

When supplying a camera-ready ad as a high-resolution PDF, please follow these rules:

- Embed all fonts
- Be sure all images are linked before creating a PDF
- Be sure all images are CMYK TIFF, EPS or PSD in their native file
- Do not use spot colors; all colors should be CMYK
- When making a high-resolution PDF in Quark, OPI cannot be active

RICH MEDIA REQUIREMENTS

VIDEO FILES: Both m4v and mp4 files are supported. Only videos with H.264 video codec and AAC for audio codec are supported. Thirty-second to one-minute videos work best. Videos less than or equal to 20MB are recommended. Require videos with minimum width of 148 pixels and minimum height of 184 pixels. All video files need to be compressed using visual dimensions. For example, if the view area is 6 inches x 4 inches, then the video needs to be compressed for that size only and not using HDTV dimensions/settings.

AUDIO FILES: Only MP3 files are supported. Thirty-second to one-minute audio works best. Files less 5MB or less are recommended.

SLIDESHOW: Only PNG, JPEG, and GIF image files are supported. JPEG files are preferred. High resolution images only.

360 DEGREE VIRTUAL TOUR: The 360-degree view supports PNG, JPEG, and GIF image files, but JPEG files preferred. To create a 360-degree view, we need at least 36 images each at a 10-degree of view change (angle). That is 36 images multiplied by 10-degree view difference, equaling a 360-degree view. High resolution images only.

CONTACT

Please direct all ads and questions concerning ad material to Kaleigh Lipka, Production Manager.

graphics@gulfstreammediagroup.com