

FloridaWise

M A G A Z I N E

Featuring the Finest



What's so exciting about FloridaWise Magazine?

Florida Wise Magazine has quickly become one of the most widely read lifestyle magazines in Palm Beach County's Gold Coast area. Our circulation has grown to just over 40,000 now encompassing the entire eastern region of Palm Beach County. The demographics of our direct mailed circulation assure an audience with high levels of disposable income and provide unmatched efficiency and impact of display advertising campaigns. We are aggressive, growing, and successful at attracting the patronage of our readers.

Who make's this all possible?

Our team of incredibly talented polished professionals collaborating towards a strategic plan of action. We are backed by 40 years of experience, reputation and proven success in advertising, marketing, publicity and design. Integrity, ambition, and working toward a common goal are the ingredients that formulates our success. We are aware that our success in business is truly dependent upon your success and we assure you that we will do our very best to make your business a successful one.

Please go to our Website www.floridawisemagazine.com and view our advertiser's and reader's comments and testimonials. Take a look at our company bio to see the professional profiles of the terrific people who are looking forward to the privilege of working with you.

What makes our magazine unique?

We really do care! One of the things that set us apart from our competitors is that we focus on the real needs of our readers... We listen... We hear what our reader's needs, wants, interests, questions and concerns are and we respond to them. We connect our readers to our sponsors by entertaining, educating and informing them of the valuable resources, products and services our advertisers have to offer. We arm them with the information needed to make WISE purchasing decisions.

Editorial highlights from our award winning writers' in every issue include Beauty, Fashion, Health, Shopping, Sports, History, Profiles, Dining, Decorating, Arts & entertainment, Real Estate, Society, Social, City Life, Events and Advice on Business, Financial, Family and other general interest topics. We are also respected for our contributions and services to the community and charitable organizations.

Our Mission:

To provide a high quality, high impact venue for local businesses, merchants, and community resources to promote their products or services. To inform and create awareness to South Florida residents of all the magnificent products and services that are locally available to them. To create long term, caring, and profitable relationships for both our business and yours!

For Advertising Call 561.649.0335 or visit www.floridawisemagazine.com

FloridaWise Magazine targets its direct mail distribution to the area's most affluent and influential individuals. Our information has been gathered from one of our country's leading providers of business and consumer information products, database marketing services, data processing services and sales and marketing solutions

Circulation . . . 40,000 total circulation, (75%) Direct Mailed to the most affluent households and (25%) placed at over 400 strategic, upscale distribution points in Palm Beach County's Gold Coast areas. Our total circulation is verifiable with proof of printing certificates and our direct mail circulation is verifiable by United States Postal receipts.

Demographics*

GENDER

Male	90.4%
Female	74.6%

MARITAL STATUS

Married	91.8%
Single	8.2%

AGE

30 - 44	20.92%
45 - 54	32.19%
55 - 74	36.04%
75+	10.85%

HOUSEHOLD INCOME RANGE

\$150,000 - \$174,999	18.72%
\$175,000 - \$199,999	14.26%
\$200,000 - \$249,999	21.00%
\$250,000 - \$299,999	17.72%
\$300,000 - \$399,999	13.53%
\$400,000 - \$499,999	5.84%
\$500,000 Plus	8.93%

HOME VALUE RANGE

\$300,000 - \$399,999	29.13%
\$400,000 - \$499,999	19.64%
\$500,000 - \$599,999	13.18%
\$600,000 - \$699,999	8.59%
\$700,000 - \$799,999	6.37%
\$800,000 - \$899,999	4.20%
\$900,000 - \$999,999	3.26%
\$1,000,000 Plus	15.63%

*Demographics of our direct mailed circulation.

Reader's Interest

OUR READER'S INTERESTS

Apparel/Fashion/Beauty/Health and Fitness	57%
Automobile Enthusiasts and Technology	53%
Travel / Dining & Wine	51%
Art/Collectibles/Photography/Books/Magazines	67%
Outdoor Recreation/Sports	61%
Home Improvement/Strong Purchasing Behavior	65%
Personal Finance/Self Help/Charitable Donors	51%

Distribution . . . Aside from the 30,000 magazines directly mailed to affluent households FloridaWise Magazine also focuses 10,000 of its publications to some of the finest, upscale distribution points throughout the cities of Jupiter, Palm Beach Gardens, Palm Beach, North Palm Beach, West Palm Beach, Wellington, Royal Palm Beach, Lake Worth, Palm Springs, Greenacres, Atlantis, Lantana, Boynton Beach, Hypoluxo, Manalapan, Ocean Ridge, Gulfstream, Delray Beach, and Boca Raton.

We Look Forward to Working with You!

Local and national rates available upon request. Inserts, professional layout and design, gate folds, business reply cards, supplements, overrun, sponsorships, spreads, and group rates: available upon request as well.

FloridaWise Magazine
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 Greenacres, FL 33454-1600
 Phone: 561-649- 0335
 Fax: 561-423-2218
 Email: info@floridawisemagazine.com
 www.floridawisemagazine

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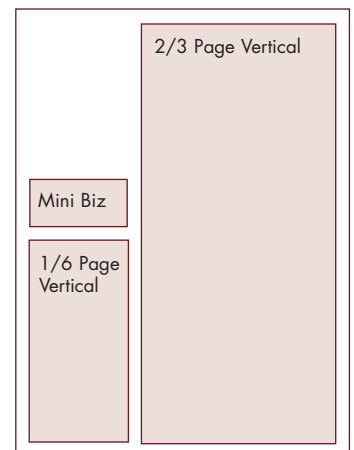
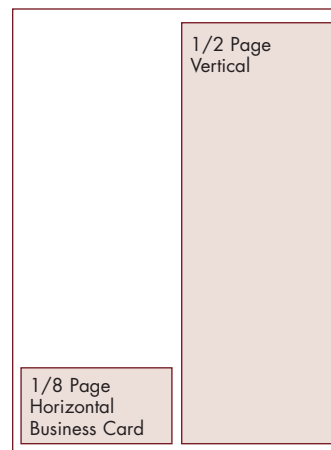
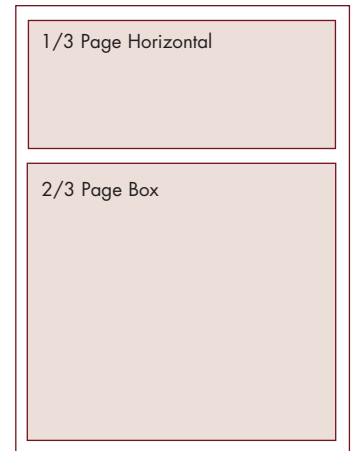
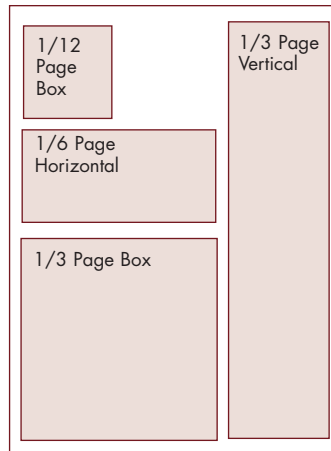
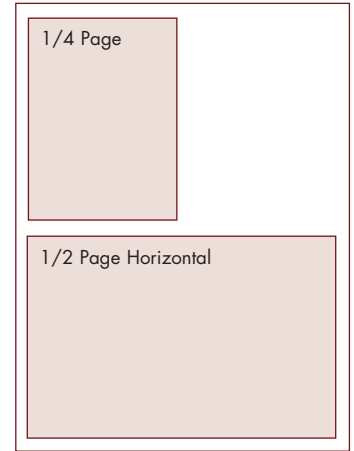
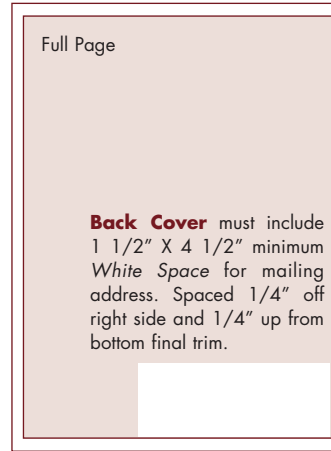
Display Ad Dimensions

Full Page	7.500 X 9.875
2/3 Page Box	7.500 X 6.625
2/3 Page Vertical	4.875 X 9.875
1/2 Page Horizontal	7.500 X 4.875
1/2 Page Vertical	3.625 X 9.875
1/3 Page Box	4.875 X 4.875
1/3 Page Vertical	2.250 X 9.875
1/3 Page Horizontal	7.500 X 3.250
1/4 Page Vertical	3.625 X 4.875
1/6 Page Vertical	2.250 X 4.875
1/6 Page Horizontal	4.875 X 2.375
1/8 Page Horizontal (business card)	3.625 X 2.070
1/12 Page Box	2.250 X 2.375
Mini-Biz (Scaled down business card).....	2.250 X 1.280
<small>(Resource section)</small>	
7 Line Listing	250 - 280 characters (including spaces)
3 Line Listing	100 - 120 characters (including spaces)

Full Page Final Trim ... 8.375" X 10.75"
 Plus Bleed (.125" Min. outside final trim)
 Keep text and all non-bleed elements 1/4" minimum from final trim size.

For information about our cost effective, local and national advertising rates and promotional plans please, contact one of our Advertising Consultants

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Digital File Specifications

We will accept files (tiff, pdf, eps) contained on the following disks and media: CD-ROM, 3.5" Discs, e-mailed to anthony@floridawisemagazine.com.
 If sending flattened files (i.e. eps file and pdf files) embed fonts.
 B&W Halftones 133 line screen, 300 dpi digital files.
 Four Color Process: 133 line screen, 300 dpi digital files.