

Magazine

# MIAMI BEACH

A Local's Publication

Media Kit  
2024

LIFE

[Miami Beach Life Magazine](http://Miami Beach Life Magazine)



Magazine

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**LIFE**

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# About Us

The Miami Beach Life Publication is the Magazine about Miami Beach for Miami Beach. The Miami Beach Life Publication is a reflection of the people, life and environment that makes up Miami Beach. Our publications focuses on the issues and topics that the Miami Beach residents are interested in hearing and being involved in.

## What Makes us Different

**1**

We are the ONLY Miami Beach Publication

**2**

90% of our articles and stories are focused only on Miami Beach

**3**

Our publication is free

**4**

We are 50% less expensive to advertised, compared to other south florida publications

**5**

Our articles are about the hot topics and issues happening in Miami Beach

**6**

Our Distribution locations are for locals and tourists

**7**

We give all of our advertisers the opportunity to cross promote with our existing advertisers

**8**

Including your business in our monthly publication events

**9**

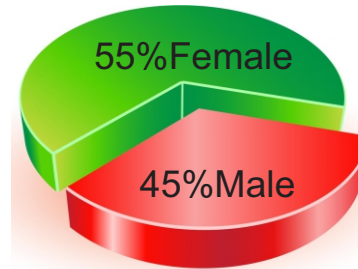
We are a well rounded publication with topics and views that will attract all types of readers

[Miamibeachlifemag.com](http://Miamibeachlifemag.com)



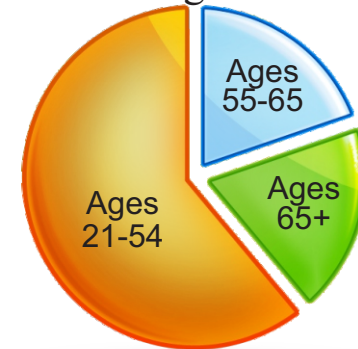
# Demographics

Gender



**“Our readers will become your best customers”** Marlon Humberto Cuesta Sales Manager

Age



**“This is the only publication on Miami Beach, about Miami Beach”** G. Briand Client

Household Income..... \$75,000+  
 Home Value..... \$450,000+  
 Hotel ratings..... B+ or better

Targeted Age..... 21-55  
 Targeted Gender... 55% Female, 45% Male  
 Education: 75% college graduate

**“Research shows that advertising in local magazines is a more powerful method of reaching new customers, it surpassed radio and television sales.”** Forbes Magazine

[MiamiBeachLifeMag.com](http://MiamiBeachLifeMag.com)

Marketing analysis provided by





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# Distribution

Total issue circulation  
**10-12k**  
Total issue readership  
**80,000**

# Locations

Residences, Condominiums, restaurants, hotels  
businesses, retail locations, salons, cafes, city buildings,  
banks, social events, marinas, golf courses,  
automotive dealerships,

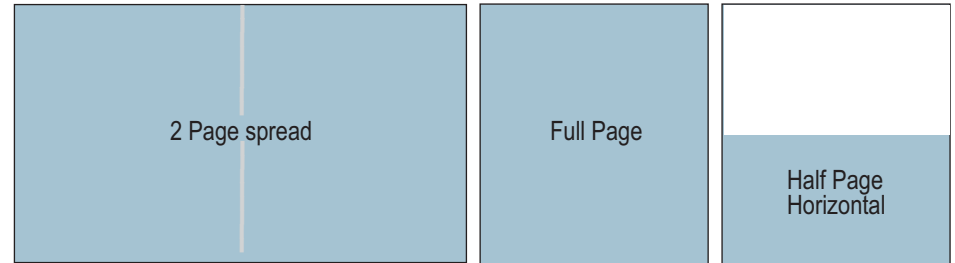
# Areas

Miami Beach, North Beach, Mid Beach, South Beach,  
Surfside, Bal Harbor

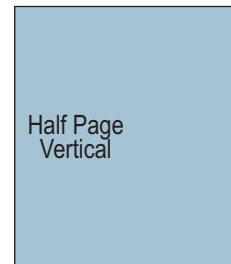
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# Mechanicals



		AD SIZES (Inches)	WIDTH	HEIGHT
1/6 Vertical	B-card size	2 page spread	17	11
		Full page	8.5	11
1/6 Vertical	B-card size	Half Page Horizontal	7.5	4.8
		Half Page Vertical	4.8	7.5
		1/6 Page Vertical	2.3	4.8
		Business Card	3.5	2.0



**Production:** All ads must be submitted to our offices by due date in a pdf or jpeg file format, high resolution. Advertisement rate does not include ad design or any type of production, for assistance in designing your ad please contact your sales rep. Artwork created by us cannot be used in other publications. Magazine has the rights to refuse any artwork that does not meet the look and feel of the publication.

**Cancellation:** Ad cancellation or moving of ad needs to be submitted by writing at least 30 days prior to that month's reservation date. If your ad work is not provided to us by deadline date, you will receive no refund and your ad space will be sold to another advertiser.

**Electronic Files:** Ad must be high-resolution pdf. or jpeg file. All ad and photography must be submitted no less than 300dpi and color corrected as CMYK. Microsoft Powerpoint files is not permitted and will not be permitted. We can assist you with artwork design starting at \$200.



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### Social Media pages we manage:

- Miami Beach Life Magazine
- Miami Beach Life
- South Beach Bike Week
- Miami Beach Beer Festival
- North Beach Business Organization
- Basel Wine & Food Festival
- North Beach Clean Up
- Miami Beach Summer Beer Festival
- Miami Beach Tennis Group
- Miami Beach International Foodie Festival
- Walk and Grub
- Hispanic North Beach
- Cross Minded Group

# Social Media

## Print + Social Media = Success

We are living in the digital times, this is why we are dedicated to also promoting your business on all of our social media channels. Cross Marketing your business in our magazine and social media page will give you double the exposure



### What you need to KNOW

- With the explosion of the various social media channels available, magazines have gained over 500,000 more readers. Magazines are usually read by more than 8 person. Magazines are more engaging than television and radio

### Advertising attracts new CUSTOMERS

With the overwhelming amount of new Residents moving to Miami Beach and the surrounding islands, new customers are easier to attract in our magazine. Our publication is the guide of "Everything Miami Beach" to all residents, new residents and visitors.

“There’s no better marketing than Cross marketing, and there’s no better cross marketing than social & print”



# Rates

We are a bi-monthly publication, all rates are for two months.  
 Flyer inserts start at \$300. All payments must be made out to Miami Beach Life Magazine. Prices listed below are valid til December 2022. All deadline dates are final dates unless approved by the publisher.  
 Publication size: 8.5x11  
 Matte Cover 80lb  
 Glossy inside 80lb



	1x	3x	6x
<i>Cover &amp; Page 1</i>	\$2000	TBA	TBA
<i>Inside Cover</i>	\$1500	\$1300	\$1000
<i>Back Cover</i>	\$1600	\$1450	\$1200
<i>Inside Back Cover</i>	\$1400	\$1200	\$1000
<i>2 Page Spread</i>	\$1600	\$1450	\$1200
<i>Full Page</i>	\$800	\$700	\$600
<i>Half Page</i>	\$500	\$400	\$300
<i>Quarter Page</i>	\$300	\$250	\$200
<i>Business Card size</i>	\$200	\$175	\$150