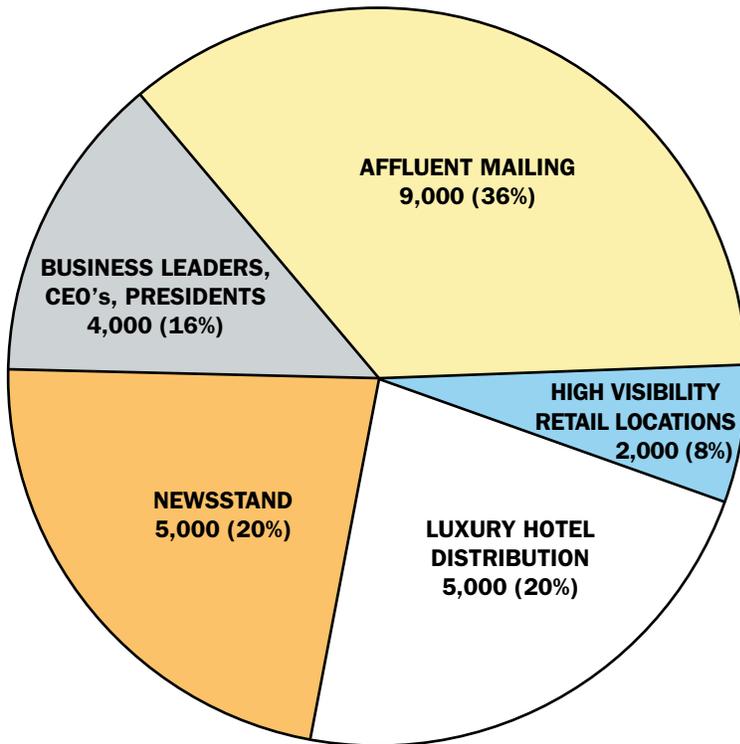


Gold Coast, Boca Life, PalmBeacher Package



TOTAL CIRCULATION 25,000 - TOTAL READERSHIP: 82,500

*Mailed to residences in Broward and Palm Beach Counties with assessed values over \$800,000. Includes coverage in affluent areas such as Boca Raton, Fort Lauderdale, Palm Beach, Wellington, Weston and West Palm Beach.

*Newsstands include Publix, CVS, Waldenbooks, B. Dalton Bookseller, Borders, Barnes & Noble, Whole Foods, Walgreens, Books-A-Million, Palm Beach International Airport, Miami International Airport.

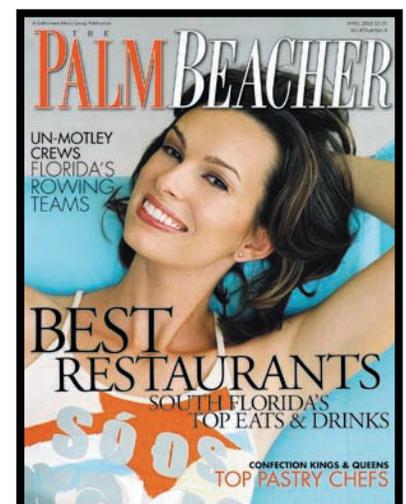
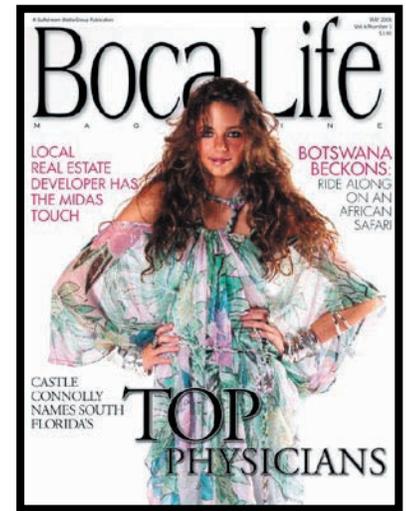
*In-Room Hotel Distribution: Bahia Mar, Brazilian Court Hotel, The Chesterfield Hotel, The Colony Palm Beach, Embassy Suites, Harbour Beach Marriott, The Heart of Palm Beach Hotel, Hyatt Pier 66, Lago Mar, Renaissance Boca Raton, Ritz Carlton Manalapan.

*In Lobby Distribution: Amrit Resort & Residences Singer Island, Four Seasons Resort, Boca Raton Bridge Hotel, Boca Raton Marriott, Doubletree Guest Suites Fort Lauderdale, Doubletree Guest Suites Boca Raton, Embassy Suites Fort Lauderdale, Embassy Suites Hotel Deerfield Beach, Ft. Lauderdale Grand Hotel & Yacht Club, Hampton Inn Boca Raton, Hilton Singer Island Oceanfront Resort, Marriott Vacation Club International.

*Specialty distribution to affluent retail locations include Worth Avenue, CityPlace, Las Olas Boulevard, Mizner Park.

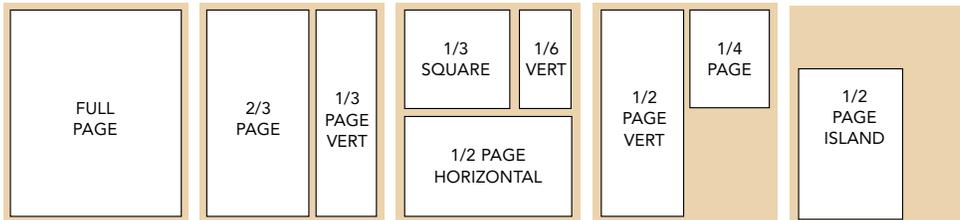
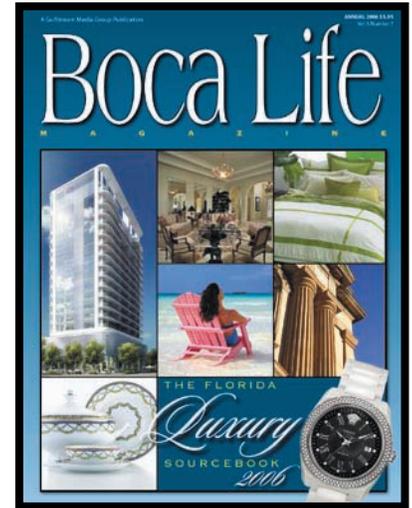
*Influential Readership: Boca Life, Gold Coast Magazine and The Palm Beacher grab the attention of South Florida's elite including distribution to 700 CEO's, presidents and company owners as well as over 500 doctors and local celebrities-a group that influences buying trends in the market.

*3.3 readers per copy



Includes Regional Versions of PalmBeacher & Gold Coast

Unit	1X	4X	7X	10X
Four Color				
Full Page	\$3,560	\$3,202	\$3,025	\$2,847
2/3 Page	2,954	2,658	2,510	2,363
1/2 Page	2,562	2,306	2,177	2,050
1/3 Page	1,779	1,602	1,512	1,423
1/4 Page	1,246	1,121	1,059	996
1/6 Page	925	833	786	740
Boca Life Covers Only (Non-Cancelable)				
Inside Front	\$2,163	\$1,957	\$1,854	\$1,751
Inside Back	2,163	1,957	1,854	1,751
Back	2,678	2,472	2,266	2,060



ADDITIONAL CHARGES

Guaranteed position – 10% premium. Available 1/3 page or larger. Rates available for **Gatefolds, Inserts, Postal Reply Cards, Reprints and Overruns.**

CLOSING DATES

FOR RESERVED SPACE

15th of the month, two months prior to issue date. Deadline for advertorials, cover positions, gatefolds and centerspreads is 15 days prior to regular closing date.

PUBLISHER POLICIES

RATE PROTECTION

Rates are guaranteed for all space ordered on contract for a period of 4, 7 and 10 issues. Cancellation of any portion of a contract voids all rate and position protection.

SHORT RATE

Advertisers will be short-rated if, within a 12-month period from date of the first insertion, they do not use the amount of space upon which their billings have been based.

TERMS

Invoices are due and payable upon receipt. Accounts not paid according to the terms are subject to a late payment finance charge computed at 1 1/2% per month (18% annual percentage rate) on any balance 30 days after billing date. Cancellations are not accepted after closing date. Cancellations will be accepted in writing only and must be made directly to the advertising sales manager. Verbal cancellations are not acceptable under any circumstances.

AGENCY DISCOUNT

Fifteen percent of gross billing on space, color and position to recognized advertising agencies. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies as are due and payable to the publisher.

Note: Agency discount does not apply to bills left outstanding more than 60 days from publication date and/or if Gulfstream Media Group must do production/creation work to the ad.

CONTRACT REGULATIONS

Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser and agency, who will be jointly and severally liable, to indemnify and protect the publisher from losses or expenses and claims or legal action arising from the content or subject matter of such advertisements, including suits or actions or libel, plagiarism, copyright infringement and unauthorized use of the names or photographs or invasions of privacy. All advertisements are accepted and published by the publisher on the representation of the agency and the advertiser that both are authorized to publish the entire contents and subject matter of the advertisement. Publisher's liability for error shall not exceed cost of advertising space. Publisher must be notified of any error, in writing, within 10 days of invoice date. The publisher reserves the right to reject advertising he feels is not in keeping with the publication's standard.

Distribution

Our readers are educated, affluent and influential

11,000 readers with South Florida homes valued at **\$1,000,000** or more

Average Annual Income - **\$275,000**

Reaches the households of over 500 doctors

71% Chairman, CEOs, directors or presidents of firms

70% Readers with a household income greater than \$200,000

66% Post-graduate degrees

Our readers have sophisticated tastes

95% Shop at Chanel, Escada, St. John or Calvin Klein

94% Select designer fashions

65% Order liquor by brand name

60% Own a Mercedes or BMW

50% Collect art or antiques

45% Shop at Cartier or Tiffany & Co.

Targeting

Our readers are socially active, frequenting restaurants, bars, clubs and hotels

63% More than 10 times per month

45% More than 14 times per month

27% More than 18 times per month

15% More than 25 times per month

5% More than 30 times per month

Our readers are active in the jewelry market

76% Readers surveyed had purchased jewelry in the last 6 months

65% Spent more than \$2,000

40% Spent more than \$5,000

27% Spent more than \$10,000

Advertising in our publications works year-round

86% Of our readers are full-time residents

Our readers are strong consumers in the interior decorating market

88% Readers surveyed have redecorated their homes within the last 12 months

62% Spent at least \$50,000

41% Spent more than \$100,000

23% Spent more than \$250,000

17% Spent more than \$500,000

Our readers value and are influenced by our publications

34% Readers who save issues after they have finished reading them

55% Readers who pass along the issue to someone else

24% Readers requesting information on a product they have seen advertised

33% Readers who purchase a product they have seen advertised

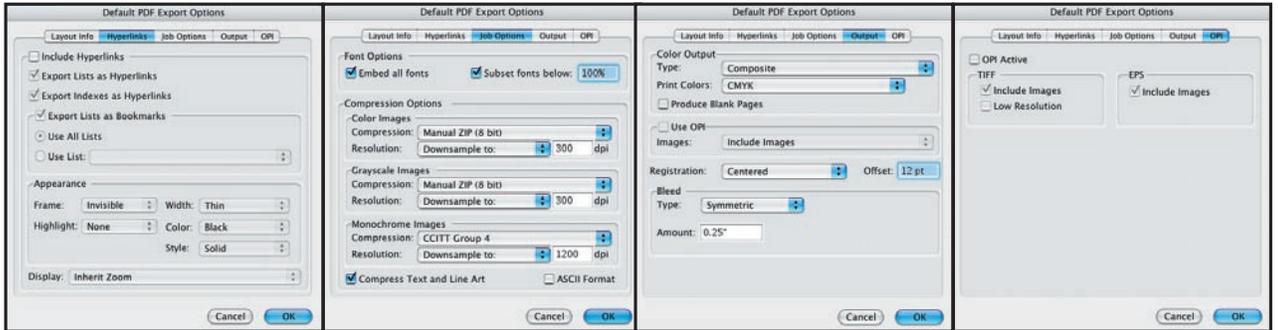
55% Readers using advertising for ideas



CAMERA-READY SUBMISSIONS

When supplying camera ready material as a high resolution PDF, please **embed all fonts** and make sure **all images are CMYK TIFFs** in their native file and make sure **all images are linked before creating the PDF**. If your ad has to be saved as a JPEG in Photoshop, **set the file to MAXIMUM (12)**. When supplying a camera ready ad in its native form (such as Quark or InDesign), **please collect the file** to include all the fonts, images (links), and elements. Then stuff the file and send via the methods below, preferable on disk or via our FTP.

Please use these settings when making a high resolution PDF in Quark. **OPI CANNOT be active!!!**



AD SPECS

• Full Page BLEED

* **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 1/2" in from all sides of the document).

* **ALL** Full page BLEED ads **MUST** have a document size of **8.75" x 11.375,"** and **ALL** important elements (logos, ALL text, important photos that are not meant to bleed off the page) should be **AT LEAST 1/2"** in from the edge of the document.

Otherwise IMPORTANT ELEMENTS OF YOUR AD WILL BE CROPPED!

- | | | | |
|-----------------------|------------------------|----------------|------------------------|
| • Full Page NON-Bleed | 7.75" x 10.375" | • 1/3 Vertical | 2.223" x 9.875" |
| • 2/3 Vertical | 4.562" x 9.875" | • 1/3 Square | 4.612" x 4.875" |
| • 1/2 Vertical | 3.4" x 9.875" | • 1/4 Page | 3.4" x 4.875" |
| • 1/2 Horizontal | 7" x 4.875" | • 1/6 Vertical | 2.223" x 4.875" |
| • 1/2 Island | 4.612" x 7.312" | | |

*** Materials that **do not meet the above specifications** and must be converted or require additional work **will be billed at the rate of \$50/hr and \$25 per scan**. Ask questions if you are not sure about how to build or how to properly submit your ad.

HOW TO SUBMIT YOUR AD

FTP

Files may be uploaded to our FTP site via your web browser. (*Please note: the ftp site works optimally with the Safari or Firefox web browser*).

Address: www.box.net • **User ID:** gulfstream-client • **Password:** ftp

Upload your file into the **MyBox** folder. Name your file according to the advertiser.

*** **Send an email with the name of the file(s) uploaded to: karen@gulfstreammediagroup.com.**

OVERNIGHT

If submitting your materials via mail, it is best to use a service that enables you to track your package, such as FedEx, UPS, DHL, etc. Please send the high resolution PDF and/or the properly collected file on disc accompanied by a color proof.

Mail ATTN Production Dept.: 800 E. Broward Blvd. Ste. 506, Fort Lauderdale, FL 33301. Phone: (954) 462.4488.

EMAIL

If choosing to email your ad, please send only hi-res PDF's no larger than 10MB. If sending images for your ad to be built, please send tifs or jpegs at 300 dpi to: karen@gulfstreammediagroup.com.

* Images larger than 10MB must be uploaded to our FTP site via your web browser at: www.box.net, or mailed on disk using a service that enables you to track your package, such as FedEx, UPS, DHL, etc.

CONTACT PERSON

Please Direct **ALL ads & questions concerning ad material** to: **Karen Fortunato** at:

karen@gulfstreammediagroup.com • **T. 954.462.4488 ext232** • **F. 954.462.5588**

Gulfstream Media Group: 800 E. Broward Blvd. Ste. 506 • Ft. Lauderdale, FL 33301