

FLORIDA ESTATES

FINE HOMES AND CONDOS

distribution

Total Circulation: 17,500 per month

Total Readership: 57,750 per month (3.3 Readers per copy)

Florida Estates distribution includes:

- High-end real estate office distribution (Miami-Dade, Broward, Palm Beach, Martin, St. Lucie and Indian River counties)
- Free rack distribution to CVS locations throughout South Florida
- National newsstand coverage (Barnes & Noble, Borders)

Specialty distribution (*August–September*):

- 15,000 mailed copies to Northeast (*New York, New Jersey, Connecticut and Massachusetts*) during August–September issue only.

Florida Estates consists of FIVE specific luxury homes sections that are additionally bound into select Gulfstream Media Group lifestyle magazines:

- Broward Luxury Homes
- Boca Luxury Homes
- Palm Beach–Jupiter Luxury Homes
- Stuart Luxury Homes
- Vero Luxury Homes

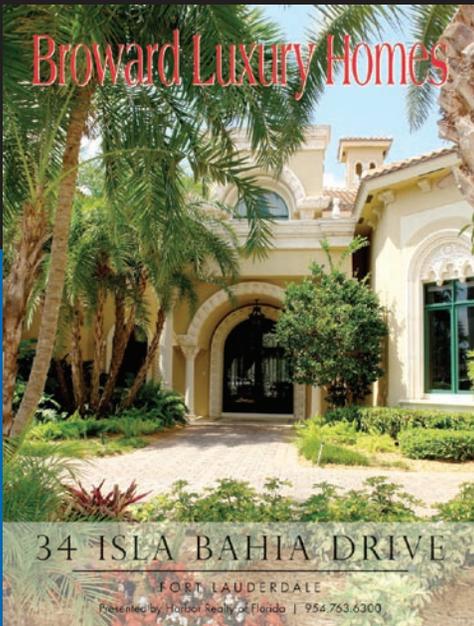
** Ask your sales representative for information and rates on your specific market.*

Real estate companies also have the option to run SEPARATELY from the five luxury homes sections by placing an ad on a COVER POSITION of Florida Estates alone:

FLORIDA ESTATES NET COVER RATES

	2X	6X	12X
INSIDE FRONT COVER	\$2,200	\$2,000	\$1,800
INSIDE BACK COVER	\$2,200	\$2,000	\$1,800
BACK COVER	\$2,600	\$2,400	\$2,200

*** ALL ADS ARE RUN ON A 2X BASIS AND AD MATERIAL IS THE SAME FOR THAT TWO MONTH SPAN.
(Ad costs are billed separately on a monthly basis).

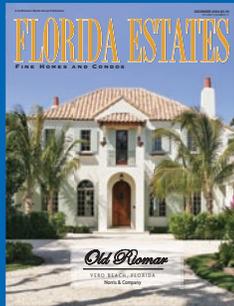


Broward Luxury Homes

This unique advertising section places your properties into the two best lifestyle magazines in Broward County (*Gold Coast Magazine* & *Fort Lauderdale Monthly*), as well as Florida's #1 high-end real estate magazine, (*Florida Estates*) for a price which is lower than any other magazine in the market.

- 10,000 Copies of *Broward Luxury Homes* are inserted into *Gold Coast Magazine* & *Fort Lauderdale Monthly* which is distributed to newsstands, hotels, and homes valued over \$1,000,000 assessed and up.
- 17,500 Copies of *Broward Luxury Homes* are inserted into *Florida Estates* which is distributed to newsstands, hotels, and homes valued over \$1,000,000 assessed and up.

- Distributed on newsstands nationwide
- Distributed in over 60 CVS in South Florida
- Distributed in every luxury homes real estate office in South Florida

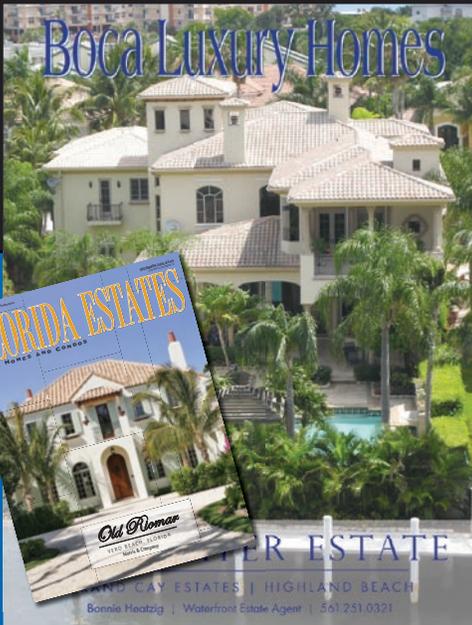


Gulfstream PUBLISHING SCHEDULE

MEDIA GROUP

		January	February	March	April	May	June	July	August	September	October	November	December
Free Rack (CVS, Hotels, Real Estate Offices)	15,000	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
National Newsstand	2,500	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
Local Magazines	10,500		Gold Coast Fort Lauderdale		Gold Coast Fort Lauderdale		Gold Coast Fort Lauderdale				Gold Coast Fort Lauderdale		Gold Coast Fort Lauderdale
Special North East Circulation	7,500								Florida Estates New England	Florida Estates New England			
Material due date		DEC 15th		FEB 15th		APR 15th		JUNE 15th		AUG 15th		OCT 15th	

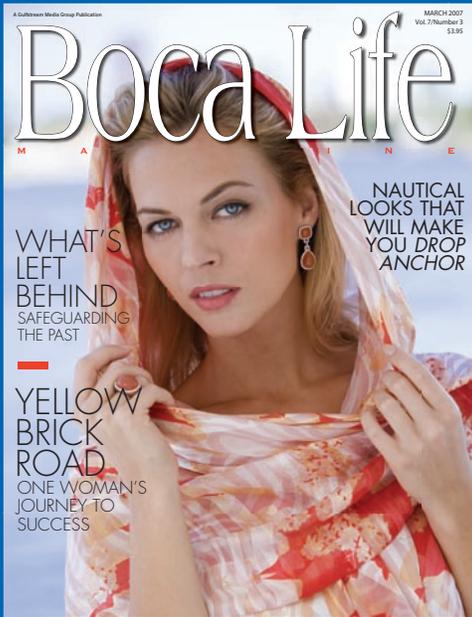
For more information, call 800.831.5479, ext. 206



Boca Luxury Homes

This unique advertising section places your properties into Boca Raton's premier lifestyle magazine, *Boca Life Magazine*, as well as Florida's #1 high-end real estate magazine, *Florida Estates*, for a price which is lower than any other magazine in the market.

- 7,000 Copies of *Boca Luxury Homes* are inserted into *Boca Life Magazine* which is distributed to newsstands, hotels, and homes valued over \$1,000,000 assessed and up.
- 17,500 Copies of *Boca Luxury Homes* are inserted into *Florida Estates* which is distributed to newsstands, hotels, and homes valued over \$1,000,000 assessed and up.
 - Distributed on newsstands nationwide
 - Distributed in over 60 CVS in South Florida
 - Distributed in every luxury homes real estate office in South Florida



Gulfstream PUBLISHING SCHEDULE

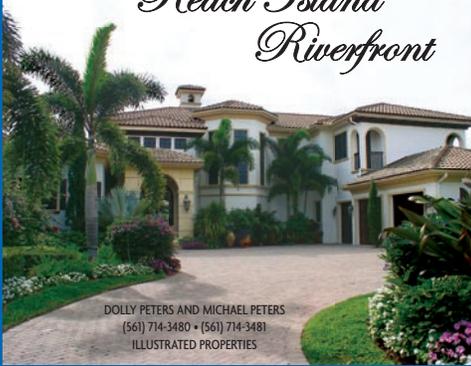
		January)	(February	March)	(April	May)	(June	July)	(August	September)	(October	November)	(December
Free Rack (CVS, Hotels, Real Estate Offices)	15,000	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates						
National Newsstand	2,500	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates						
Local Magazines	7,000		Boca Life		Boca Life		Boca Life				Boca Life		Boca Life
Special North East Circulation	7,500								Florida Estates New England	Florida Estates New England			
Material due date		DEC 15th		FEB 15th		APR 15th		JUNE 15th		AUG 15th		OCT 15th	

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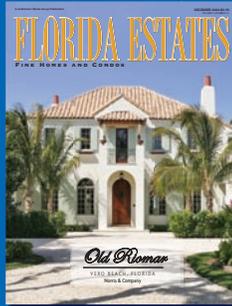
Palm Beach & Jupiter

LUXURY HOMES

Reach Island Riverfront



DOLLY PETERS AND MICHAEL PETERS
(561) 714-3480 • (561) 714-3481
ILLUSTRATED PROPERTIES



Palm Beach & Jupiter

LUXURY HOMES

This unique advertising section places your properties into two of Palm Beach County's premier lifestyle magazines (*The Palm Beacher* and *Jupiter Magazine*) as well as Florida's #1 high-end real estate magazine (*Florida Estates*) for a price which is lower than any other magazine in the market.

- 15,000 Copies of *Palm Beach-Jupiter Luxury Homes* are inserted into *Jupiter Magazine* which is distributed to newsstands, hotels, and homes valued over \$800,000 assessed in Jupiter, Palm Beach Gardens, Jupiter Island and North Palm Beach.
- 7,500 Copies of *Palm Beach-Jupiter Luxury Homes* are inserted into *The Palm Beacher* which is distributed to newsstands, hotels, and homes valued over \$800,000 assessed in Palm Beach, West Palm Beach, Wellington and Manalapan.

- Distributed on newsstands nationwide
- Distributed in CVS in South Florida
- Distributed in every luxury homes real estate office in South Florida



PUBLISHING SCHEDULE

		January	February	March	April	May	June	July	August	September	October	November	December
Free Rack (CVS, Hotels, Real Estate Offices)	15,000	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
National Newsstand	2,500	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
Local Magazines	15,000	Jupiter Magazine		Jupiter Magazine	Jupiter Magazine			Jupiter Magazine				Jupiter Magazine	
South Florida Magazines	7,500		Palm Beacher			Palm Beacher	Palm Beacher				Palm Beacher		Palm Beacher
Special North East Circulation	7,500								Florida Estates New England	Florida Estates New England			

Material due date

DEC 15th

FEB 15th

APR 15th

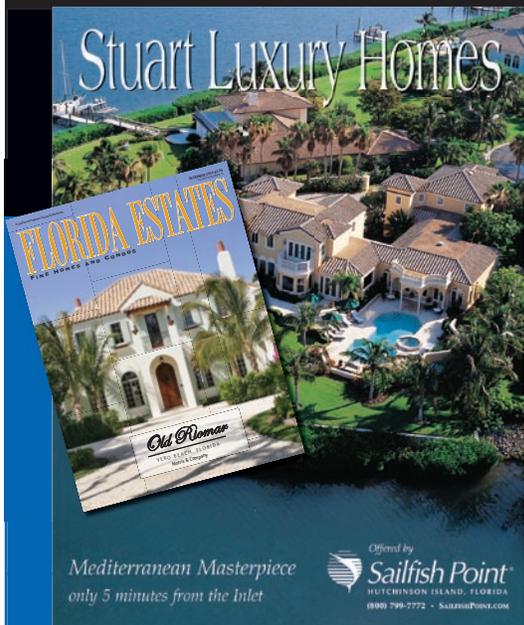
JUNE 15th

AUG 15th

OCT 15th

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Stuart Luxury Homes



This unique advertising section puts you in the only lifestyle magazine in Stuart plus Florida's #1 real estate magazine, plus one of the best magazines in South Florida all for a price which is lower than any other magazine in the market.

- 15,000 Copies of Stuart Luxury Homes are inserted into Stuart Magazine going to newsstands, hotels, and homes valued at over \$700,000 assessed and up.
- 17,500 Copies per month distributed in Florida Estates Magazine
 - Distributed on newsstands nationwide
 - Distributed in CVS in South Florida
 - Distributed in every luxury homes real estate office in South Florida

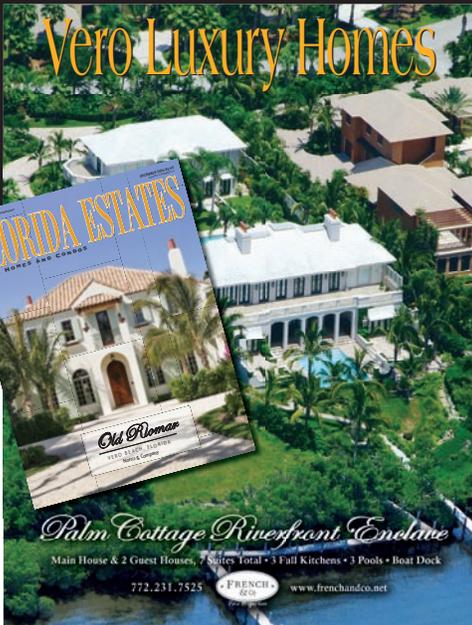


PUBLISHING SCHEDULE

		January	February	March	April	May	June	July	August	September	October	November	December
Free Rack (CVS, Hotels, Real Estate Offices)	15,000	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
National Newsstand	2,500	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
Local Magazines	15,000	Stuart Magazine		Stuart Magazine	Stuart Magazine			Stuart Magazine				Stuart Magazine	
Special North East Circulation	7,500								Florida Estates New England	Florida Estates New England			
Material due date		DEC 15th		FEB 15th		APR 15th		JUNE 15th		AUG 15th		OCT 15th	

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Vero Luxury Homes



This unique advertising section puts you in the two best lifestyle magazines in Vero plus Florida's #1 real estate magazine, plus one of the best magazines in South Florida all for a price which is lower than any other magazine in the market.

- 15,000 Copies of Vero Luxury Homes are inserted into Vero Life Magazine going to newsstands, hotels, and homes valued at over \$600,000 assessed and up.
- 7,500 Copies in Gold Coast + 14,500 in Palm Beacher and Boca Life in April & May.
- 17,500 Copies per month distributed in Florida Estates Magazine
 - Distributed on newsstands nationwide
 - Distributed in CVS in South Florida
 - Distributed in every luxury homes real estate office in South Florida



PUBLISHING SCHEDULE

	January	February	March	April	May	June	July	August	September	October	November	December
Free Rack (CVS, Hotels, Real Estate Offices)	15,000	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
National Newstand	2,500	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates	Florida Estates
Local Magazines	15,000	Vero Life Magazine		Vero Life Magazine			Vero Life Magazine				Vero Life Magazine	
South Florida Magazines	7,500		Gold Coast (Broward County)		Gold Coast (Broward County)	Gold Coast (Broward County)				Gold Coast (Broward County)		Gold Coast (Broward County)
South Florida Magazines	14,500			Palm Beacher Boca Life								
Special North East Circulation	7,500							Florida Estates New England	Florida Estates New England			

Material due date

DEC 15th

FEB 15th

APR 15th

JUNE 15th

AUG 15th

OCT 15th

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