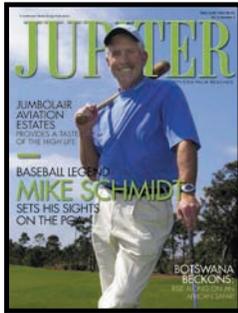
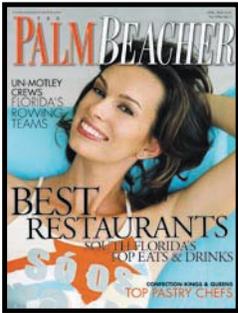
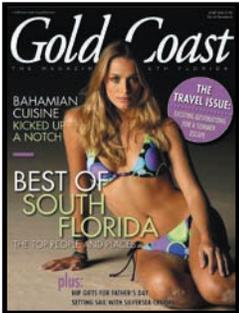


800 E. Broward Blvd. • Fort Lauderdale, FL 33301 • Phone 800-831-5479 • Fax 954-462-5588



Highest Circulation Interior Design Media Buy for South Florida! Ten Magazines For The Price Of One!

Would you like to run ads in the best lifestyle magazines in Florida reaching the wealthy readers that these magazines cater to? Would you like to have a presence in interior design publications that give you exposure to the trade and to “hot” buyers who are buying design magazines for ideas to improve their homes. Traditionally, most advertisers want both but don’t have enough budget....Running in ten magazines would cost you a minimum of \$11,000 a month!

There is a way to reach all of your advertising objectives for less! The Gulfstream Media Group, Florida’s largest magazine publisher, has developed a combined media package that enables you to publish your ad in ten different magazines at a fraction of what you would expect it to cost. Your ad will be everywhere, but you’ll have the advantages of only dealing with one media company.

- *You only have to sign one contract. *You only pay one bill.*
- *You only deal with one sales rep. *You only have to send the ad to one company.*

And yet the affluent public sees you in ten different magazines reinforcing the perception that you are a dominant player in the market through mass exposure (Average 100,000 circulation).

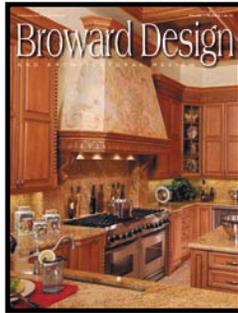
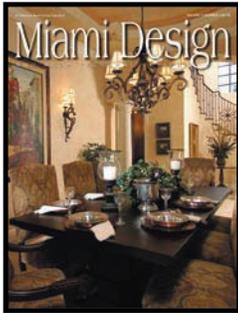
The ten magazine media buy includes *Gold Coast Magazine, The Palm Beacher, Boca Life, Stuart Magazine, Jupiter Magazine, Vero Life, Boca Design and Architectural Review, Broward Design and Architectural Review, Palm Beach Design and Architectural Review, and Miami Design and Architectural Review* and is offered four times per year : January, March, July and November.

Net rates are as follows:

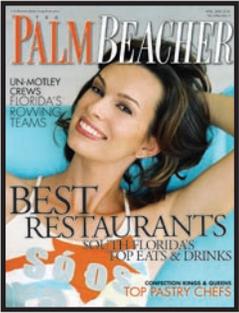
TOTAL CIRCULATION: 100,000
TOTAL READERSHIP: 330,000*

**3.3 readers per copy*

	1X	4X
Full page ad	\$5,400	\$4,900
Half page ad	\$3,850	\$3,500
Quarter page ad	\$1,975	\$1,795



800 E. Broward Blvd. • Fort Lauderdale, FL 33301 • Phone 800-831-5479 • Fax 954-462-5588



Highest Circulation Interior Design Media Buy for South Florida!

Seven Magazines For The Price Of One!

Would you like to run ads in the best lifestyle magazines in Florida reaching the wealthy readers that these magazines cater to? Would you like to have a presence in interior design publications that give you exposure to the trade and to “hot” buyers who are buying design magazines for ideas to improve their homes. Traditionally, most advertisers want both but don’t have enough budget....Running in seven magazines would cost you a minimum of \$11,000 a month!

There is a way to reach all of your advertising objectives for less! The Gulfstream Media Group, Florida’s largest magazine publisher, has developed a combined media package that enables you to publish your ad in seven different magazines at a fraction of what you would expect it to cost. Your ad will be everywhere, but you’ll have the advantages of only dealing with one media company.

- *You only have to sign one contract. *You only pay one bill.**
- *You only deal with one sales rep. *You only have to send the ad to one company.**

And yet the affluent public sees you in seven different magazines reinforcing the perception that you are a dominant player in the market through mass exposure (Average 55,000 circulation).

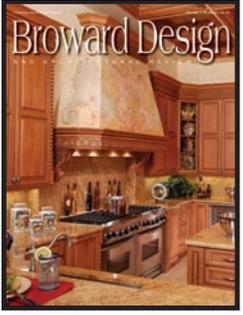
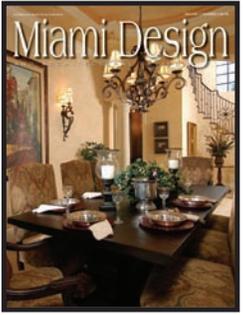
The seven magazine media buy includes *Gold Coast Magazine, The Palm Beacher, Boca Life, Boca Design and Architectural Review, Broward Design and Architectural Review, Palm Beach Design and Architectural Review, and Miami Design and Architectural Review* and is offered five times per year : January, March, May, July and November.

TOTAL CIRCULATION: 55,000 TOTAL READERSHIP: 181,500*

*3.3 readers per copy

Net rates are as follows:

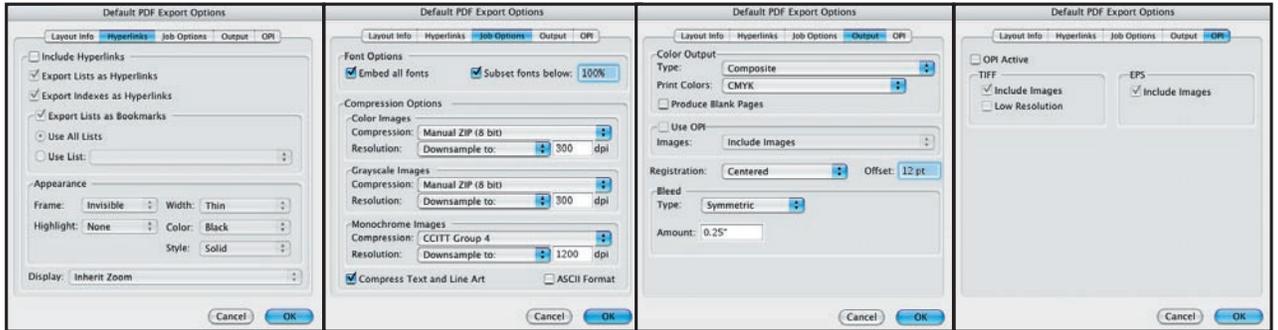
	1X	5X
Full page ad	\$3,410	\$3,100
2/3 page ad	\$2,830	\$2,573
Half page ad	\$2,455	\$2,232
1/3 page ad	\$1,706	\$1,551
Quarter page ad	\$1,195	\$1,086
1/6 page ad	\$897	\$807



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