

# simply the best

south florida + life + style

**Simply The Best** is an award-winning, controlled circulation publication that reaches South Florida's most affluent residents—from Vero Beach to Miami Beach. With an editorial focus that captures the interests of the upscale consumer, *Simply The Best* is dedicated to the very best of everything—from fine dining to fashion and travel to trends. Articles are researched, written and designed with the needs of the most discriminating audience in mind, and each reflects the high standards that our enthusiasts have come to expect. National content is expertly blended with regional relevance to make *STB* the go-to guide for South Florida's most sophisticated, savvy readers.



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**stb:** South Florida + Life + Style.

**Beauty Buzz:** The best makeup, skin care and hair products.

**Best Style:** The latest and greatest trends.

**Destinations:** Great three-day getaways.

**The Travel Snob:** Jeremy Murphy knows what's haute.

**Smart Talk:** Linda Marx sounds off.

**Design File:** How great looks get made.

**Location, Location, Location:** Real estate directory.

**Good Advice:** Area experts discuss new and important news.

**Bon Vivant:** Restaurants, recipes, wine and spirits.

**What's Happening:** Exhibits, galas and events you won't want to miss.

**Neighbors:** Who's who around South Florida.

**People Watching:** Out and about around South Florida.

**Editor's Picks:** Must-haves.





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**January/February:** Food, Wine & Dining

**March/April:** Healthy Living

**May/June:** Family/House & Home

**July/August:** Beauty

**September/October:** Style/Travel

**November/December:** Holiday Gift Guides

\*Lead time is 10 weeks prior to the newsstand date.

January/February issue



July/August issue



March/April issue



September/October issue



May/June issue

November/December issue



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<u>SIZE:</u>	1X 4/CL	3X 4/CL	6X 4/CL	12X 4/CL
FULL	\$3175	\$2855	\$2564	\$1900
1/2	\$2375	\$1955	\$1559	\$1100
1/3	\$1500	\$1299	\$999	\$700
<u>COVERS</u>				
2ND	\$4685	\$4020	\$3420	N/A
3RD	\$4125	\$3520	\$3160	N/A
4TH	\$4405	\$4180	\$3700	N/A

## RATE PROTECTION

Rates are guaranteed for all space orders on contract for a period of one, three or six months.

## SHORT RATE

Advertisers will be short-rate invoiced if, within a nine-month period from the date of the first insertion, the advertiser does not use the full space they contracted for or upon which the billings have been based.

## PAYMENT TERMS

All display advertising orders require payment with artwork, unless agency or client has approved credit 30 days prior to closing. Full payment is due upon receipt of invoice.

## OTHER NOTES

- Bleed: 10% Premium
- Inserts: Rates + Specifications (upon request)
- Gatefolds: Cover Frequency plus 10%

## PREMIUM POSITION

Earned rate + 10% to guarantee.

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ISSUE	AD MATERIALS & CHANGES DUE	CAMERA READY FILES DUE	NEWSSTAND DATE
January/February '14	November 15, 2013	November 29, 2013	January 1
March/April '14	January 17, 2014	January 31, 2014	March 1
May/June '14	March 17, 2014	March 31, 2014	May 1
July/August '14	May 16, 2014	May 30, 2014	July 1
September/October '14	July 17, 2014	July 31, 2014	September 1
November/December '14	September 16, 2014	September 30, 2014	November 1

**\*Please note that deadlines for space in special  
advertorial sections are 7 days prior to these dates.**

**\*Please also note that these ad deadline dates are a close approximation and could change slightly.**

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## Sex:

Male: 28%  
Female: 72%

## Age:

Under 35: 19%  
35-54: 51%  
55-64: 24%  
65 and over: 6%

## Household Income:

\$50,000 to \$99,000: 6%  
\$100,000 to \$249,000: 48%  
\$250,000+: 46%

## Marital Status:

Married: 72%  
Single: 8%  
Widowed/Divorced: 20%

## Residence:

Own a single-family home: 81%  
Other (condominium, townhouse, etc.): 19%  
Have two residences: 28%  
Average Primary Home Value: \$829,000

## Occupation of Readers Currently Employed:

Company Owner/Partner: 24%  
Professional/technical: 18%  
Company CEO/President/Upper Management: 12%  
Sales: 9%  
Other: 9%  
Retired: 28%

## Education:

Four-Year College degree or better: 94%  
Other: 6%

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## ACCEPTED FILE TYPES:

### 1. Collected InDesign Files:

Your final ad should be built in InDesign and saved as version CS5 or lower. Images placed in these documents can be Adobe Illustrator and Adobe Photoshop files and should be placed at no more than 100%.

Illustrator files should be saved in EPS format as version 10 with an 8 bit Macintosh preview level 1, compatible gradience should be selected. Any Freehand files need to be exported in EPS format. All type in Illustrator MUST be converted to outlines. Photoshop files can be accepted in either EPS format or TIFF format, with TIFF being preferred. Images should be at least 300 dpi at 100% placement with no embedded color profiles and in CMYK color.

- High-resolution images and fonts must be included when collecting the file for output.
- Only use Type 1 fonts. NO True type fonts. Include both screen and printer fonts.
- Images must be 300 dpi or higher, CMYK (SWOP), and be in TIFF or EPS format.
- All required trapping will be included in the file.
- Include standard trim, bleed and center marks (include no marks in the live image area)
- Digital proofs which represent the final digital file are accepted, but not required.

### 2. High Resolution PDF's:

We accept high resolution PDF's as long as the required bleed is included. All fonts and high resolution photos must be embedded.

## AD SUBMISSIONS:

### 1. Ads Burned to CD:

You may burn the collected files or high resolution PDFs to a CD and mail it to the following address:

#### Simply the Best Magazine

Attn: Sarah Zeenberg  
301 Yamato Road, Suite 1240  
Boca Raton, FL 33431 ph 561.210.4411

### 2. Ads via Email (10 Megabytes and under):

Digital files for ads may be sent via e-mail to the Art Director, Sarah Zeenberg, at: [art\\_director@goodpresspublishing.com](mailto:art_director@goodpresspublishing.com)

### 3. Ads via FTP site (Over 10 Megabytes):

Larger files can be placed on our FTP site at: [users.fdn.com](http://users.fdn.com) (all lower case). Please speak to the Art Director, Sarah Zeenberg, for log in and user information. We require that you send a notification email to the Art Director when the file is placed on the FTP, so that the ad may be removed and we are aware of who the file came from.

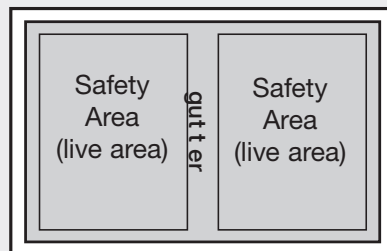
## DOUBLE TRUCK:

Trim with Bleed: 16.75 x 11.375  
Trim: 16.25 x 10.875  
Live Area: 15.25 x 9.875

Live Area:

The ad must have NO LESS than 1/4 (.25) inch bleed on EACH SIDE!

**NOTE:** For all ads that require bleeds, the bleed must be .25 (1/4) inch on *each* side of the ad. Any bleed amount less than 1/4 inch will be rejected.



## FULL PAGE:

Trim w/Bleed: 8.625 x 11.375  
Bleed: .25 inch *each side*  
Trim: 8.125 x 10.875  
Live: 7.125 x 9.875

The ad must have NO LESS than 1/4 (.25) inch bleed on EACH SIDE!

Safety  
Area  
(live area)

## 1/2 PAGE - HORIZONTAL:

(This is a non-bleed ad)

size: 7.375 x 4.75

We suggest, but do not require, a thin border around the ad.

1/2 PAGE -  
HORIZONTAL  
AD

## 1/2 PAGE - VERTICAL:

(This is a non-bleed ad)

size: 3.569 x 9.75

We suggest, but do not require, a thin border around the ad.

1/2 PAGE - VERTICAL AD

## 1/3 PAGE - VERTICAL

(This is a non-bleed ad)

size: 2.3125 x 9.75

We suggest, but do not require, a thin border around the ad.

1/3 PAGE - VERTICAL AD

## 1/3 PAGE - SQUARE

(This is a non-bleed ad)

size: 4.3725 x 4.8125

We suggest, but do not require, a thin border around the ad.

1/3 PAGE  
SQUARE  
AD