PHILOSOPHY

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. 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.

301 Yamato Road, Suite 1240 • Boca Raton, FL 33431 • 561.210.4411 • fax 561.994.6693

www.simplythebestmagazine.com

IN EVERY ISSUE

simply the best

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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.

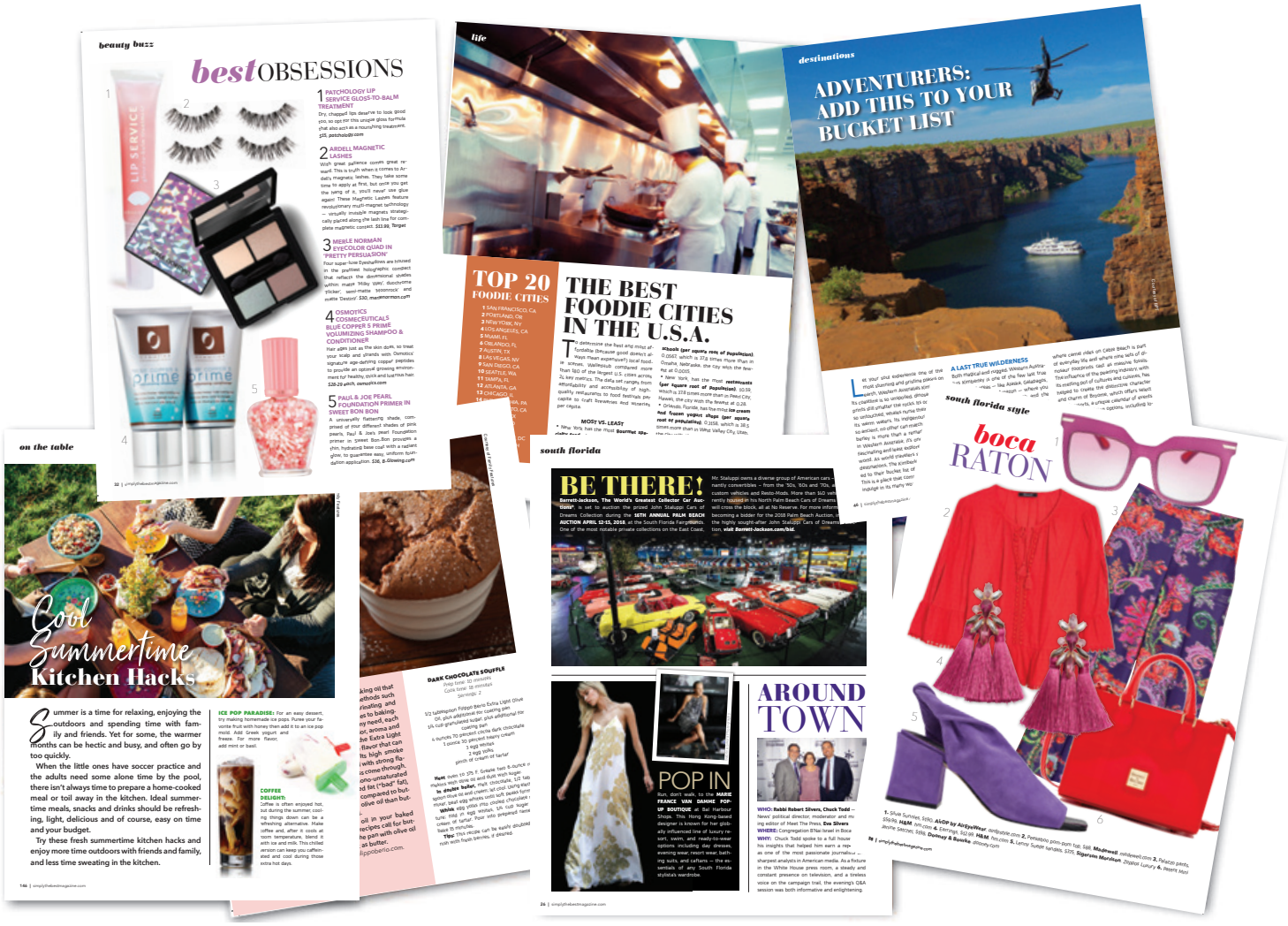
Bon Vivant: Restaurants, recipes, wine and spirits.

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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EDITORIAL CALENDAR

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January/February: Health/Fitness/Wellness

March/April: Food/Wine/Dining

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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NET RATES

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SIZE:	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
COVERS				
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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MEDIA PLANNER

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ISSUE	AD MATERIALS & CHANGES DUE	CAMERA READY FILES DUE	NEWSSTAND DATE
January/February '19	November 16, 2018	November 30, 2018	January 1
March/April '19	January 18, 2019	January 31, 2019	March 1
May/June '19	March 15, 2019	March 29, 2019	May 1
July/August '19	May 17, 2019	May 31, 2019	July 1
September/October '19	July 17, 2019	July 31, 2019	September 1
November/December '19	September 13, 2019	September 27, 2019	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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DEMOGRAPHICS

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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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AD SPECS

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ACCEPTED FILE TYPES:

1. 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.

2. COLLECTED INDESIGN FILES:

Your final ad should be built in Adobe InDesign. 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. All type MUST be converted to outlines. Photoshop files can be accepted in either JPEG, EPS or TIFF format.

- Images should be 300 dpi at 100% placement with no embedded color profiles and CMYK color.
- High-resolution images and fonts must be included when collecting the file for output.
- Images must be 300 dpi or higher, CMYK and in TIFF or EPS format.
- All required trapping will be included in the file.
- Include standard trim, bleed and center marks in margin (at least .125" away from live image area)

AD SUBMISSIONS:

1. ADS ON CD OR FLASH DRIVE

Mail to to the following address:
Simply the Best Magazine
Attn: Art Director
301 Yamato Road, Ste. 1240
Boca Raton, Fl 33431

2. ADS via EMAIL

Digital files can be emailed to: art_director@goodpresspublishing.com

3. ADS via DROPBOX

Contact the Art Director via email if you'd like to place your file directly into our Dropbox at art_director@goodpresspublishing.com.

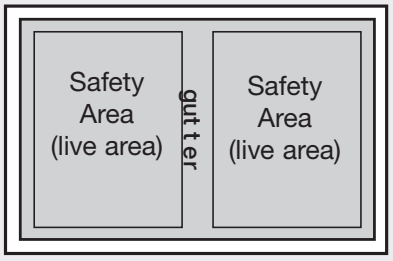
DOUBLE TRUCK:

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

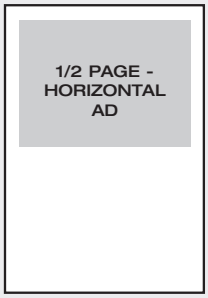
The ad must have NO LESS than 1/4 (.25) inch bleed on EACH SIDE!

1/2 PAGE - HORIZONTAL:

(This is a non-bleed ad)

size: 7.375"W x 4.75"H

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

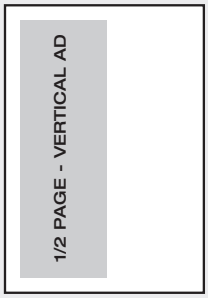


1/2 PAGE - VERTICAL:

(This is a non-bleed ad)

size: 3.57"W x 9.75"H

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



1/3 PAGE - VERTICAL

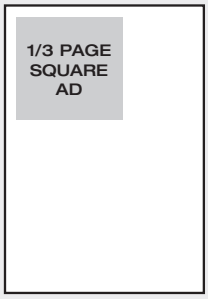
(This is a non-bleed ad)

size: 2.313"W x 9.75"H

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

1/3 PAGE - SQUARE

(This is a non-bleed ad)

size: 4.373"W x 4.813"H

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