WHAT ARE THEY SAYING?

CLIENT TESTIMONIALS

Truly Valuable Marketing
“I wanted to drop you a quick email to say thank you for creating the most productive article ever done for me or Waterfront in 30 years! The article you did still today months later has multiple people a week mentioning to me that they read it. I had 3 people talk to me about it just yesterday. The response is and has been nothing short of mind blowing! If you ever have anyone who wants to hear first hand how valuable marketing with your company is don’t hesitate to have them call me direct on my cell.” – Rob Thomson, Waterfront Properties

A great spotlight!
“You killed it with the article in the magazine. We have had five customers so far that have spent money. Hope it keeps trickling in!” – Katrina A., Marston Boutique

Advertising that actually works!
“This magazine has brought me more exposure and business than any other platform I’ve used. They are truly experts devoted to the Jupiter community. I’m extremely happy with the outcome and look forward to doing much more with them.” – Jack Bates, Jack Bates Photography

Real Leads!
“Thank you the ad looks really good! I received many calls ... and I am going to look at a full kitchen remodel from the ad on Monday.” – Anthony Cimo, Atlantic Cabinetry

I got two calls already!
“In Jupiter Magazine is amazing! So much to know about Jupiter and all the local spots! Also I have an ad in the issue this month and already have two new clients call from it within the first couple days it was out.” – Ashley Malcom, Hair by Shlee
WHO WE ARE

Florida Coast Magazine, formerly award-winning InJupiter Magazine, is the ultimate visual voice capturing the community, businesses, and diverse lifestyles of the people living, visiting, and enjoying the recreational and cultural activities in Palm Beach and Martin counties.

As InJupiter Magazine, we were voted “Best New Magazine” in Florida by the Florida Magazine Association and Florida Coast Magazine will continue this award-winning format that highlights Jupiter, Florida and the surrounding coastal areas, but will now expand its geographical reach to the greater stage for all of Palm Beach and Martin county’s communities to read, enjoy, and engage in. Florida Coast Magazine will continue providing engaging stories and breathtaking photography, along with the branding success, advertising, and print and digital reach our readers and advertisers have come to rely on.
Florida Coast Magazine provides unique, in-depth local coverage of Palm Beach and Martin Counties. Our articles are written by locals for the locals with a main focus to provide the reader with a closer look at the latest trends, as well as compelling topics and issues that are currently happening in our area. As InJupiter Magazine, we have featured several renowned celebrities living in our area such as Joe Namath, Burt Reynolds, Jason Newsted, Greg Norman, Virginia Sinicki, Michelle McGann, Scott Sharp, and Melissa Odabash. It’s this type of content that has propelled our magazine’s growth and created our huge local fan base.
OUR EDITORIAL FEATURES

ART OUT LOUD

From Broadway to Tequesta

A DRIVING AMBITION

Pro Golfer and Philanthropist Michelle McGann’s Journey On and Off the Course

BIG VOICE, LITTLE SMILES

SCOTT SHARP
LOCAL RACING CHAMPION

BY JUAN SACARRAÑA

BY BRIAN WOOD
HOME TOUR FEATURETTES
Florida coastal living boasts majestic indoor and outdoor beauty and we like to give our readers a closer look by featuring some of the most luxurious and beautiful homes our area has to offer.
A CLOSER LOOK
Dr. Loe Fox uses his expertise in radiology to provide quality treatment for the community

THE BEST PART OF MEDICINE IS HELPING PEOPLE...A woman of many talents proves that anything is possible at any age

COMMUNITY SPOTLIGHT

FACE TIME
with Dr. Vartan Marderosian

ATHLETE OF THE YEAR
Kathy Petrillo

A closer look at Dr. Fox's work in radiology, providing quality treatment for the community.

An athlete of many talents proves that anything is possible at any age.

A closer look at Kathy Petrillo, the Athlete of the Year.

Face Time with Dr. Vartan Marderosian, offering insights and perspectives on medical practice.

2020-21 MEDIA KIT
PROFESSIONAL ARTICLES FOR MEDICAL, HEALTH & WELLNESS
EDITORIAL SPOTLIGHTS

CONTENT MARKETING

This method of content marketing far outperforms traditional “ads,” and when used together the results are much stronger. We use a combination of text, photos and videos to create interest and engagement to your story and brand.

2 Page Example — Includes One Page of Content and One Full Page Ad

1 Page Example — Includes One Page of Content
From tagging your brand across all of our Social Media platforms, to linking our followers to your company’s website, we will work with you to put your brand at the forefront of our readers’ minds.

InJupiter.com serves as our major digital hub connecting all of our media channels in one seamless location. The website utilizes award-winning* customized technology designed to provide an innovative interactive experience.

Our combined social media following surpasses every other comparable publication for online ratings and reviews, social media growth, and engagement metrics. Our Instagram page has nearly six times the local audience and higher engagement than any of the decades-old, traditional society and ad magazines. In addition, we have the most pages indexed in Google Search out of any of the leading Palm Beach publications, so your businesses, information, news, and editorial gets found long after the print issue is gone.

Our interactive digital reader enhances reader’s experience with the inclusion of videos, direct links to your website or landing pages.

*Our sister publication, Spray Foam Magazine, won an award for Digital Excellence, Best App and Overall Best Online Presence from the Florida Magazine Association. These are the same platforms used by Florida Coast Magazine.
ADVERTISING INFO

ARTWORK SUPPLY METHOD

We advise that artwork is generated only in the following design programs: Photoshop, Illustrator, InDesign and Acrobat in CMYK. We cannot accept responsibility for any unwanted results from artwork originally generated in any other programs, especially programs such as Microsoft Word and PowerPoint.

All nonvector artwork should be supplied at a minimum of 300dpi. Any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows: overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi.

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it is received. If you need to amend your artwork and re-supply it, you must contact your rep to arrange this.

** We cannot accept responsibility if incorrect versions are printed when multiple versions have been supplied and no specific instructions have been given. **

Artwork should be saved in PDF, EPS, TIFF or JPEG format.

GRAPHIC DESIGN SERVICES

With client supplied hi-res images and copy, prices typically run around $150/hr. See your sales rep for details and a quotation for design services.

AD APPROVAL

Florida Coast reserves the right to reject any ad submitted that does not meet the required criteria. This includes technical requirements and professional design requirements.

AD DELIVERY

All final artwork can be submitted via email to your rep or contact. If the file is too large to send, please contact us for FTP submission info.

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AD DIMENSIONS & SPECS

<table>
<thead>
<tr>
<th>BASIC AD UNIT</th>
<th>DOCUMENT SIZE (TRIM)</th>
<th>BLEED**</th>
<th>MARGINS***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8.375 x 10.875&quot;</td>
<td>.25&quot; All Sides</td>
<td>.5&quot; from Trim</td>
</tr>
<tr>
<td>Two-Page Spread</td>
<td>16.75 x 10.875&quot;</td>
<td>.25&quot; All Sides</td>
<td>.5&quot; from Trim</td>
</tr>
<tr>
<td>1/2 Page (Horizontal)</td>
<td>7.625 x 5&quot;</td>
<td>N/A</td>
<td>.5&quot; from Trim</td>
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<tr>
<td>1/4 Page</td>
<td>3.75 x 5&quot;</td>
<td>N/A</td>
<td>.5&quot; from Trim</td>
</tr>
<tr>
<td>1/3 Page (Vertical)</td>
<td>2.375 x 10&quot;</td>
<td>N/A</td>
<td>.5&quot; from Trim</td>
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</tbody>
</table>

*PDF RESOLUTION MUST BE at least 300 dpi and COLOR set to CMYK

**BLEED: .25" must be added to all four sides. Any LIVE content should not be used in this area.

***MARGINS: All text/type must be kept at least .5" from live edges. Any important content should be kept at least .25" from trim.

+ CROP MARKS: We ask for NO crop marks be included in an export.

2019 - 2020 DEADLINES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>AD ARTWORK DUE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2019 (Sept-Oct)</td>
<td>Friday, July 26, 2019</td>
</tr>
<tr>
<td>Holiday 2019 (Nov-Dec)</td>
<td>Friday, September 27, 2019</td>
</tr>
<tr>
<td>Winter 2020 (Jan-Feb)</td>
<td>Friday, November 29, 2019</td>
</tr>
<tr>
<td>Spring 2020 (Mar-May)</td>
<td>Friday, January 31, 2020</td>
</tr>
</tbody>
</table>

*ALL DATES ARE SUBJECT TO CHANGE WITHOUT NOTIFICATION. PLEASE CONTACT YOUR REP FOR THE LATEST INFORMATION.