

CITY & SHORE 2016 MAGAZINE

South Florida's leading, award-winning, luxury lifestyle magazine.



Containing a rich blend of editorial, full color photography and enticing advertising, **City & Shore** includes regular features such as fashion, home design, travel, financial, real estate, dining, arts and culture, society, health, automotive and entertainment. **City & Shore** is published 10 times per year by the *Sun Sentinel Media Group*, publisher of the market's leading daily newspaper. The editorial staff includes award-winning Tribune and *Sun Sentinel* journalists, columnists and photographers.

Total Distribution:

46,000 copies delivered with a total readership of 176,180*. The most affluent *Sun Sentinel* subscribers, 5,000 copies annually via requests and sponsorship of community and charitable events as well as direct mailed copies to home design professionals.

Audience:

City & Shore Magazine delivers dynamic, upscale, socially active readers with a rich, fashion savvy and glamorous lifestyle. **City & Shore's** audience profile is one of the most affluent in the market: average household income is nearly \$174,200 and controlled distribution targets the most desirable and upscale consumers. This audience tends to be between 45 and 64 years old, highly educated, married and own their own home.

City & Shore stands apart.

- Publishing for 15 years, with the same Editor and now Publisher, Mark Gauert.
- Delivering a verified audience through a detailed and documented distribution list.
- Arriving in homes via an ABC audited newspaper.
- Backed by the integrity of the Pulitzer Prize-winning *Sun Sentinel Media Group*.
- Targeted and delivered to high-end neighborhoods and developments through carrier routes, not random zip codes.
- Award-winning editorial that keeps readers involved.

Frequency:

Published 10 times per year.

Publisher:

Sun Sentinel Media Group | Tribune Publishing

Source: Sun Sentinel Internal Estimates 2013.

2016

CITY & SHORE
EDITORIAL
 EXCELLENCE

Award-Winning Talent with a Following

City & Shore Magazine provides high-quality editorial content backed by the abundant resources of the *Sun Sentinel Media Group*.

Many of the magazine's celebrity columnists and reader favorites also write for the *Sun Sentinel* and have large, established reader followings. *City & Shore's* well-known contributors include:

- Rod Stafford Hagwood — Fashion
- Rebecca Cahilly — Fine Dining
- Ben Crandell — Entertainment
- Charlyne Varkonyi Schaub — Home Design & Decor
- Contributing Editor Deborah Wilker — Entertainment
- Elyse Ranart — Fashion & Style

City & Shore Magazine has won 20 national and state journalism awards in the past four years, including First Place for Best Niche Publication and First Place for Commentary/Criticism from the national Society For Features Journalism (SFJ); and First Place for Cover Design and First Place for Commentary/Criticism from the state Society of Professional Journalists (SPJ) awards. The magazine is distributed with the *Sun Sentinel*, which won the 2013 Pulitzer Prize Gold Medal for public service.

Editor & Publisher, Mark Gauert
 mgauert@cityandshore.com / 954.356.4686



2016

CITY & SHORE ADVERTISING DEADLINES

PUBLICATION DATE	MATERIAL & SPACE DEADLINE	CAMERA READY DEADLINE
January 10	12/10	12/14
February 7	1/20	1/22
March 6	2/17	2/19
April 3	3/16	3/18
May 1 - PRIME	4/13	4/15
June 5	5/18	5/20
June 12 - TRAVEL	5/23	5/25
July 10	6/20	6/22
August 14 - PRIME	7/27	7/29
September 4	8/17	8/19
October 2	9/14	9/16
November 6	10/19	10/21
December 4	11/14	11/16



2016

CITY & SHORE DISTRIBUTION

Powerful, Visible, Targeted

Reach South Florida's wealthiest consumers with the most powerful distribution method among high-end magazines. Reach them with *City & Shore*, distributed with the area's leading daily newspaper, the Pulitzer Prize-winning *Sun Sentinel*.

Total distribution: 46,000

Total readership: 176,180*

SUN SENTINEL DISTRIBUTION:

For maximum visibility in the market the top most affluent *Sun Sentinel* subscribers receive *City & Shore* 10 times a year in the Sunday newspaper.

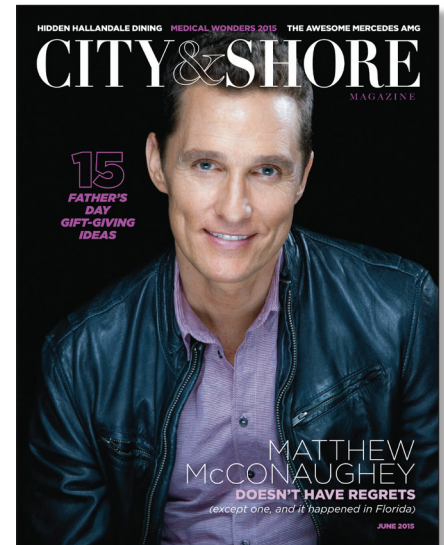
DIRECT MAIL DISTRIBUTION:

Approximately 100 are mailed to the top interior designers in Broward, Palm Beach and Miami-Dade counties.

COMPLIMENTARY DISTRIBUTION:

Copies are distributed annually via requests, at community and charitable events. Select bulk drops at high-end condominiums such as Sea Ranch Lakes and Mizner Court Condominiums, Everglades House, Las Olas Grand plus others.

*Based on 3.83 readers per copy



CITY & SHORE
MAGAZINE

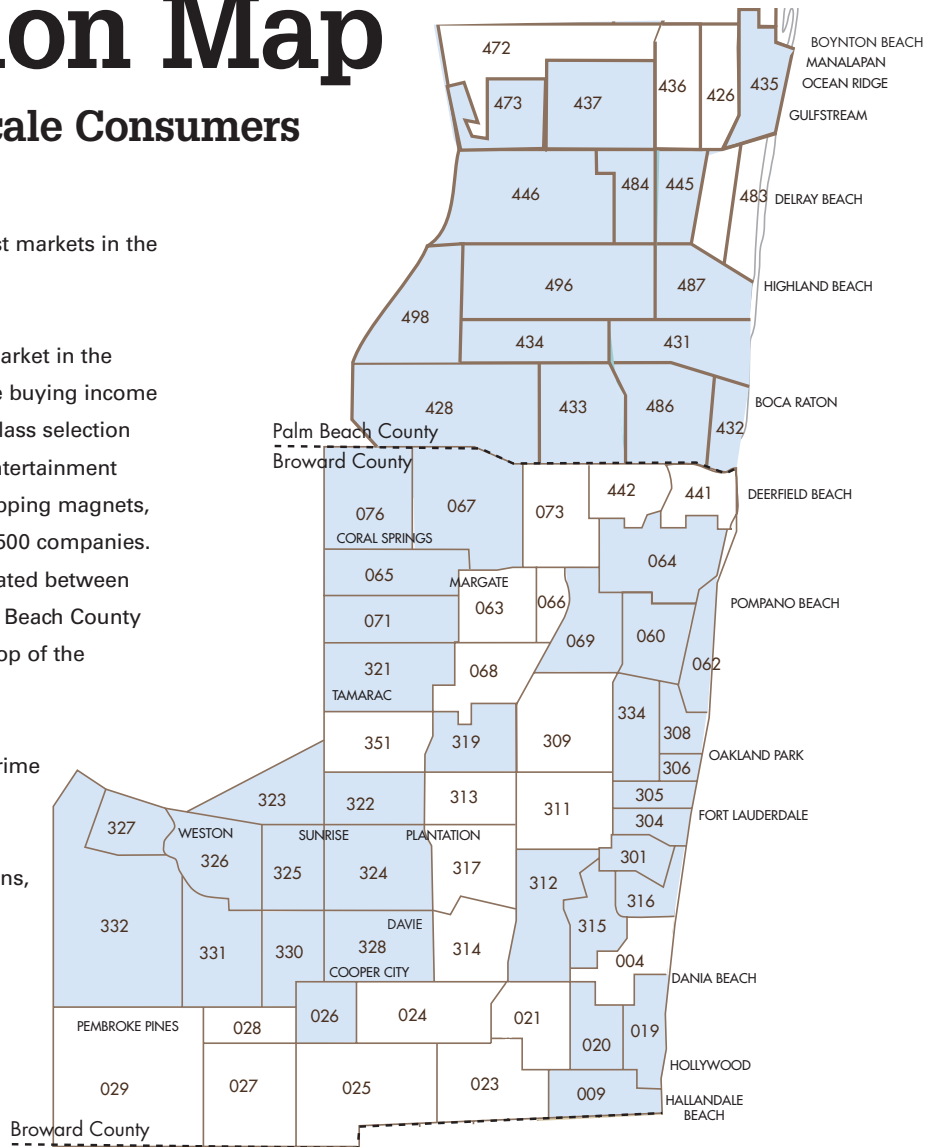
Circulation Map

Target the Most Upscale Consumers in the Market

Send your message to one of the wealthiest markets in the nation with *City & Shore Magazine*.

Broward/Palm Beach is the most affluent market in the State of Florida, ranking #1 in total effective buying income and in total retail sales, including a world-class selection of stores. It is also the home to a host of entertainment complexes, professional sports teams, shopping magnets, cutting-edge cultural facilities and Fortune 500 companies. *City & Shore's* core distribution is concentrated between south Broward and Boynton Beach in Palm Beach County where *City & Shore* is home delivered on top of the *Sun Sentinel*.

Residents in the *City & Shore* market are prime prospects for luxury items and services. They are likely to buy a luxury vehicle, shop for travel services and accommodations, home furnishings, jewelry, high-end electronics, spend more on remodeling or additions to their homes and attend cultural events. This market has money to spend.



Note: All zip codes are preceded by 33. All shaded areas represent *City & Shore* distribution areas.

Circulation: 46,000
Readership: 176,180

*Based on 3.83 readers per copy

Source: Mediemark Research, Inc. Spring 2013; Sun Sentinel Internal Estimates 2013, Claritas, 2015; Scarborough Research 2015, Release 1.



2016

CITY & SHORE ONLINE

Expand your reach to those who savor the good life in South Florida online at **CityAndShore.com**. The magazine is online 24/7. Target your audience throughout **City & Shore Magazine's** editorial features: design, dining, people, travel and special features or departments such as home and décor, fashion, curb appeal, and wine & spirits, among others.

Connect directly with potential buyers through **City & Shore's** blogs on dining, entertaining and fashion.

FOLLOW US ON FACEBOOK AND TWITTER.

Facebook.com/CityAndShoreMagazine

Twitter.com/CityAndShore

AD UNIT	SOV%	FLAT RATE
Leaderboard (728x90) AS	25%	\$75 per month
Cube (300x250) AS	25%	\$75 per month
Rich Media Ads (Excludes Rising Star ad units)	100%	\$125 per day
Social Media Package (Available for existing City & Shore contract advertisers only)	Includes 3 Tweets & 3 Facebook posts	\$575 per month
Digital Sponsorship on Upcoming Edition Email Announcement	10K City & Shore users	\$500 per announcement
Ad Mail Campaign to Targeted Demographic	20K Sun Sentinel registered users	\$1,700 per admail



CITY&SHORE
MAGAZINE

CITY & SHORE SPECS 2016

Digital

PDF is the preferred format for digital ads.

Ad upload site:

<http://upload.sun-sentinel.com/addrop>

Refer to the sales representative for ad information to fill out on website.

Adobe Acrobat PDF options

Export PDF options for InDesign & Illustrator are posted on our ad upload site:

<http://upload.sun-sentinel.com/addrop> - Complete Ad Upload (link)
InDesign / Illustrator PDF job option (Downloads link)

Distiller PDF options is posted on our ad upload site:

<http://upload.sun-sentinel.com/addrop> - Distiller Setting (link)

Photoshop PDF options is posted on our ad upload site:

<http://upload.sun-sentinel.com/addrop> - Photoshop PDF Preset (link)

For all other programs Exporting to PDF job options below:

- Standard: PDF/X-1a:2001

- Compatibility: Acrobat 4 (PDF 1.3)

- Compression:

- **Color & Grayscale images**

Bicubic Downsampling to: 300 ppi

Compression: Automatic (JPEG)

Image Quality: Maximum

- **Monochrome Images:**

Bicubic Downsampling to: 1200 ppi

Compression: CCITT Group 4

Check 'Compress Text and Line Art & Crop Image Data to Frames'

- **Marks & Bleeds:**

Check 'Crop Marks & Page Information'

Weight: 0.25 pt (default)

Offset: 0.0833 in (default)

Bleed: 0.125 in

Images: 300 dpi resolution minimum

Fonts:

- All fonts embedded

- Postscript and/or Open Type (preferred) and True Type (no MM fonts)

Color: CMYK or Grayscale color mode (no RGB, Spot or Pantone colors)



AD SIZE	WIDTH	LENGTH
Full Page Bleed	8 5/8"	11 1/8"
Full Page Trim	8 3/8"	10 7/8"
Full Page Image	7 1/4"	9 3/4"
1/2 Page H	7 1/4"	4 3/4"
1/2 Page V	3 5/8"	9 3/4"
2/3 Page V	4 3/4"	9 3/4"
1/3 Page V	2 5/16"	9 3/4"
1/3 Page Square	4 3/4"	4 3/4"
1/4 Page V	3 5/8"	4 3/4"
Spread Bleed	17"	11 1/8"
Spread Area	16"	9 3/4"

Cover: 7pt. UV coated. Inside: 50 lb. gloss enamel.
Printing: web offset, perfect bound.

Acceptable Applications to build your ad:

- InDesign (preferred)
- Illustrator
- Photoshop
- Quark

Microsoft applications are not for commercial printing and therefore should not be used.

For more technical information please visit our ad upload site <http://upload.sun-sentinel.com/addrop> or call Digital Media Group 954-425-1330

IN EVERY
ISSUE

FIRST LOOK: The people, the places, the particulars - South Florida's most interesting people, things to do, places to go

STYLE FILE: The fashion, the accessories, the finds

ON THE MONEY: How to get it, hold on to it, and who can help

WELL BEING: Medical wonders and the professionals who practice them

BEHIND THE WHEEL: Cars that leave an impression, as well as tracks

THE ARTS: South Florida's seasons of the arts, and the artists

HOT PROPERTY: Notable real estate developments, listings and people

STYLE & DÉCOR: Home decor, furnishings, accessories, products

DESIGN: Interiors, exteriors, design, decoration, South Florida style

DESIGNER/SHOWROOM Q&A: Notable designers and design showroom notables

QUICK SIPS: What to drink now – and later

PHOTO OPS: Our parties, people and places

THEN & NOW: A look back using some forward technology

■ **JANUARY 10** *The 15th Anniversary Issue*

Design Best of South Florida Design, 2001-16
Fashion Best of South Florida Fashion, 2001-16
Dining Best of South Florida dining, 2001-2016
Travel Hot spots for 2016: Editor's choice

■ **FEBRUARY 7** *The Jewelry Issue*

Design Closets, storage and safekeeping
Fashion Diamonds and precious stones
Dining Seafood
Travel Cruise preview 2016
Education How private schools make a difference

■ **MARCH 6** *The Home Issue*

Design Today's home of tomorrow
Fashion Home entertaining
Dining Specialties of the house
Education Summer camps/open houses

■ **APRIL 3** *The Luxury Issue*

Design Luxe looks
Fashion Spring Fashion
Dining Waterfront restaurants
Travel Luxury travel, cruises and destinations

■ **MAY 1 - PRIME Magazine** + Everything for Mom

Dining Going organic
Travel Recreational, rejuvenating and relaxing time away

■ **JUNE 5 - Medical Wonders** + Everything for Dad

Design Waterfront homes
Fashion Wedding – day chic
Dining That's Italian

■ **JUNE 12 - Destinations Magazine**

A Florida travel guide

■ **JULY 10** *The Summer Issue*

Design Pools, patio, outdoor furniture, gardens
Fashion Swimwear
Dining Summer dining/happy hour deals

■ **AUGUST 14**

Cover Phil Collins interview—PRIME feature
City Focus Boca/Delray
Home Design Hot Appliances
Dining Great Burgers
Real Estate Condo Amenities and 50+ Communities
Travel Late summer escapades

■ **SEPTEMBER 4** *The Epicure Issue*

Design Tasteful kitchens
Fashion Fall Fashion Preview
Dining Best New Restaurants
Advertorial Medical Specialists

■ **Breast Cancer Awareness** 
OCTOBER 2 *The Power Issue: How they Made it to the Top*

Design Bath chic
Fashion Boat show nautical
Dining Meet the chefs: Our tastemakers
Education Private school success stories/open houses
Dream Garages Car for every desire

■ **NOVEMBER 6** *The Arts Issue*

Guide to the Arts

Design The retro look
Fashion Holiday dressing
Dining Eateries that entertain
Life's Victories Breast Cancer Survivors
City Focus It's Happening in Hallandale

■ **DECEMBER 4**

Holiday Gift Guide and new year's ideas for fun

Year In Review Real Estate Roundup
Design Home bars/wine storage
Fashion Cruise/resortwear
Dining Holiday dining

2016

CITY & SHORE CUSTOM PUBLICATIONS

Hot Summer Destinations

City & Shore and the *Sun Sentinel* present Hot Summer Destinations, a glossy magazine appearing in the Sunday newspaper on June 12th, 2016.

Distribution: 160,000 all home delivery in the paper, digital edition on CityandShore.com available
Publishes June 12, 2016

The Diplomat Resort & Spa

Official in-room publication for The Diplomat. This high-quality magazine provides The Diplomat guests with information on the finest local venues for shopping, dining, recreation, attractions, nightlife, real estate and more. The Diplomat is in Hollywood, between Ft. Lauderdale and North Miami.

Distributed to 998 rooms, replenished continually for the full year
Publishes May 2016

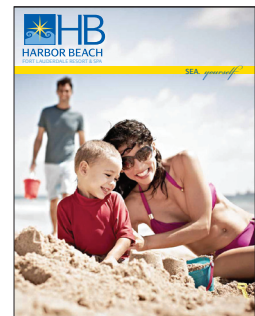
Fort Lauderdale Marriott Harbor Beach Resort & Spa

Official in-room publication for the Harbor Beach Marriott Resort and Spa. Located on South Florida's largest private beach, Harbor Beach is Ft. Lauderdale's premier location for meetings, conventions and trade shows. The magazine offers visitors the finest dining, shopping, entertainment and cultural options, many within walking distance. This is the perfect place to reach affluent vacationers.

Distributed and replenished in all rooms, spa and general areas for full year.

Publishes December 2016

For rates, please contact Associate Publisher Lori Jacoby
ljacoby@cityandshore.com



2016

CITY & SHORE
**TERMS &
CONDITIONS**

During the Term, Advertiser agrees to place, and Publisher agrees to publish/distribute for Advertiser, print, digital and/or preprint advertising at the rates and on the terms set forth herein, including Publisher's Advertising Agreement Standard Terms and Conditions ("Advertising Terms"). Advertiser acknowledges that Advertiser has reviewed the Advertising Terms and understands that the parties' Agreement is composed of the Advertising Terms and this order. The Advertising Terms are available at <http://www.tribpub.com/ad-io-terms/>. In the event of any conflict between this order and the Advertising Terms, the provisions of the Advertising Terms will control, unless both parties sign the order. Any other additional or different terms in any written communication from Advertiser, such as a purchase order, are void. Publisher reserves the right to change the Advertising Terms from time to time. Please check <http://www.tribpub.com/ad-io-terms/> periodically for changes. Any changes to the Advertising Terms will be effective upon posting (unless expressly stated otherwise at the time of posting). If any change to the Advertising Terms is unacceptable to Advertiser, Advertiser's only recourse is to stop submitting advertising for placement hereunder. Advertiser's continued placement of advertising following the posting of changes to the Advertising Terms will mean Advertiser accepts those changes.