

CITY&SHORE 2017 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 12 times per year by the *Sun Sentinel Media Group*, publisher of the market's leading daily newspaper. The editorial staff includes award-winning *tronc* and *Sun Sentinel* journalists, columnists and photographers.

Total Distribution:

46,000 copies delivered with a total readership of 197,800*. 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 \$162,000 and controlled distribution targets the most desirable and upscale consumers. This audience tends to be women between 45 and 64 years old, highly educated, and married. Most are homeowners with an average home value of \$474,900.

City & Shore stands apart.

- Publishing for over 16 years, with the same Editor-in-Chief, 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 12 times per year.

Publisher:

Sun Sentinel Media Group | *tronc*

*Based on 4.3 readers per copy
Source: Sun Sentinel Internal Estimates; City and Regional Magazine Association Readership Study; Scarborough Research 2016, Release 1

2017

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

City & Shore Magazine has won 36 national, regional and state journalism awards in the past five 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) and Florida Press Club (FPC). The magazine is distributed with the *Sun Sentinel*, which won the 2013 Pulitzer Prize Gold Medal for public service.

Editor-in-Chief, Mark Gauert
mgauert@cityandshore.com / 954.356.4686



2017

CITY & SHORE DISTRIBUTION

Powerful, Visible, Targeted

Reach South Florida's wealthiest consumers with the most powerful reliable 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: 197,800*

SUN SENTINEL DISTRIBUTION:

For maximum visibility in the market the top most affluent *Sun Sentinel* subscribers receive *City & Shore* 12 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. Bulk drops at high end condominiums such as Las Olas River House, Water Garden, Amaray on Las Olas, Las Olas Grand, Sea Ranch Lakes & also Delray Marketplace

*Based on 4.3 readers per copy

Source: Sun Sentinel Internal Estimates; City and Regional Magazine Association Readership Study



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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, hot property, 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	Up to 20K Sun Sentinel registered users	\$1,700 per admail



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CITY & SHORE SPECS 2017

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	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Image	7.25"	9.75"
1/2 Page H	7.25"	4.75"
2/3 Page V	4.75"	9.75"
1/3 Page V	2.31"	9.75"
1/3 Page Square	4.75"	4.75"
Spread Bleed	17"	11.125"
Spread Area	16"	9.75"

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

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CITY & SHORE CUSTOM PUBLICATIONS

Explore Florida

City & Shore and the *Sun Sentinel* present Explore Florida, a glossy magazine appearing in the Sunday newspaper on June 11, 2017.

Distribution: 160,000 all home delivery in the paper, digital edition on **CityandShore.com** available

Publishes June 11, 2017



Margaritaville Hollywood Beach Resort

Margaritaville Hollywood Beach Resort magazine is the official in room publication provided to resort guests offering fine dining, casual dining, entertainment, area attractions and shopping venues. This glossy full color magazine is replenished in guest rooms all year long.

Publishes October 2017



The Wrap

Your guide to holiday entertaining, dining, gift buying and traveling.

Distribution: 46,000 in Sun Sentinel

Publishes Wednesday prior to Thanksgiving, 2017

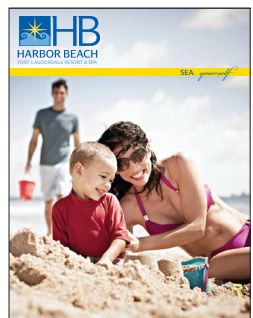


Fort Lauderdale Marriott Harbor Beach Resort & Spa

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 2017



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

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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.