

2013

CITY & SHORE



City & Shore Magazine is South Florida's Best Upscale Media Buy

City & Shore is South Florida's leading, affluent lifestyle magazine. Containing a rich blend of editorial, full color photography and enticing advertising, **City & Shore** includes standard 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* Company, publisher of the market's leading daily newspaper. The editorial staff includes award-winning Tribune and *Sun Sentinel* journalists, columnists and photographers.

City & Shore is the perfect place to advertise high-end fashion, jewelry, home design, real estate, travel, financial, automotive, dining and other products for those savoring the good life in South Florida.

City & Shore Audience:

City & Shore 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 annual 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 offers key advertiser benefits compared to similar South Florida magazines.

- One of the most targeted in South Florida
- Backed by the integrity of the Sun Sentinel
- Prime visibility with placement in the Sun Sentinel newspaper in affluent subscriber areas
- Distributed in the Sun Sentinel—an ABC audited newspaper

Source: Scarborough Research 2012, Release 1

Frequency:

Published 10 times per year

Publisher:

Sun Sentinel Company | Tribune Company

Total Distribution:

46,000 copies, delivered to the top most affluent Sun Sentinel subscribers. **City & Shore** also distributes an additional 4,000 copies annually via requests, community and charitable events.

Source: Sun Sentinel Internal Estimates 2012.

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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.

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 Editorial and Design Awards

City & Shore Magazine — 2012

- First place, Niche Media category, National Society for Features Journalism
- First place, Cover, Anderson Greene, collected work, Society for Professional Journalists, Sunshine State Awards
- First place, Commentary/Criticism, Mark Gauert, collected work, Society for Professional Journalists, Sunshine State Awards
- Second place, Inside Layout, Anderson Greene, Society for Professional Journalists, Sunshine State Awards

City & Shore Magazine — 2011

- First place, Magazine Design, Society for Professional Journalists, Sunshine State Awards
- Second place, Special Interest Magazine, Society for Professional Journalists, Sunshine State Awards
- Best Sections Award, Society of Features Journalism.

City & Shore Magazine — 2010

- Second place, Magazine Design, Society for Professional Journalists, Sunshine State Awards
- Third place, Special Interest Magazine category, Society for Professional Journalists, Sunshine State Awards

City & Shore Magazine — 2007

- First Place, Special Interest Magazine, Society for Professional Journalists, Sunshine State Awards
- Second Place, Editor Mark Gauert, Commentary, Society for Professional Journalists, Sunshine State Awards

Editor & Publisher, Mark Gauert
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CITY & SHORE TESTIMONIALS

Satisfied Customers Endorse *City & Shore*



Coral Springs Appliance Center has been advertising in *City & Shore* since its first issue.

"We couldn't be happier with the continual response we receive. *City & Shore* readers have become our customers, purchasing our distinctive, high-end appliances."

**KEN COOPER,
CORAL SPRINGS APPLIANCE CENTER**



"*City & Shore* has helped us achieve our marketing goals, by delivering our message to high-end, discriminating clientele we want to reach.

In Levinson's Marketing Survey, *City & Shore* placed first in Fort Lauderdale for being the magazine where people most remembered seeing Levinson ads. We're staying in *City & Shore*, the South Florida magazine that delivers!"

**ROBIN LEVINSON,
LEVINSON JEWELERS**



"*City & Shore Magazine* is a solid, well-produced lifestyle magazine which has improved noticeably in recent years. With the resources and distribution capabilities of the Sun Sentinel Co., I consider *City & Shore* a credible vehicle to reach affluent South Florida readers."

**BRANDON HAWTHORNE,
HAWTHORNE MARKETING STRATEGY + DESIGN**



"As Neiman Marcus Fort Lauderdale celebrates its 30th anniversary this year, *City & Shore* has always been a tremendous supporter and wonderful partner to our store. When we want to showcase our seasonal trends and the 'Must Haves,' for the upcoming season, we always turn to *City & Shore*. Their readers are very fashion savvy with a lifestyle that fits our demographics.

When we hear our customers say, or in many cases they will call us and ask for one of our looks that was featured in *City & Shore*, we know we have definitely made the right choice in advertising in *City & Shore*."

**JONIE SABO
PUBLIC RELATIONS MANAGER
NEIMAN MARCUS FORT LAUDERDALE**

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CITY & SHORE ADVERTISING DEADLINES

PUBLICATION DATE	MATERIAL & SPACE DEADLINE	CAMERA READY DEADLINE
January 6	12/3	12/12
February 3	1/9	1/15
March 3	2/6	2/12
April 7	3/12	3/20
May 5	4/16	4/24
June 30	6/5	6/11
September 8	8/14	8/21
October 6	9/11	9/18
November 3	10/9	10/16
December 1	11/6	11/13



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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 Sun Sentinel.

Total distribution: 46,000

Total readership: 180,640*

SUN SENTINEL NEWSPAPER DISTRIBUTION:

For maximum visibility in the market, a minimum of 46,000 of the top most affluent Sun Sentinel subscribers receive *City & Shore* 10 times a year in Sunday newspaper.

DIRECT MAIL DISTRIBUTION:

Approximately 150 copies are mailed to the top interior designers in Broward, Palm Beach and Miami-Dade counties.

COMPLIMENTARY DISTRIBUTION:

4,000 copies are distributed annually via requests, at community and charitable events.

*Based on 3.91 readers per copy

Source: Mediamark Research, Inc. Spring 2012; Sun Sentinel Internal Estimates 2012



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CITY & SHORE ONLINE

Online Component

ONLINE COMPONENT:

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 Magazines'* 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/CityAndShore

Twitter.com/CityAndShore



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CITY & SHORE SPECS

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"
1/6 Page V	2 5/16"	4 3/4"
1/6 Page H	4 3/4"	2 5/16"
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.



CAMERA READY ADS (Electronic ads) - PDF format only accepted

- PDF compatibility should be PDF version 4.0 (1.3)
- PDF must be in CMYK color (No Spot or RGB colors)
- All fonts embedded. (Avoid using Multiple Master "MM" fonts)

***PDF Export Options* (for Adobe and/or Quark applications)**

General Tab

- Standard: PDF/X-1a:2003
- Compatibility: Acrobat 4 (PDF 1.3)

Compression Tab

- Color Images: Bicubic Downsampling to 300 ppi / Compression: Automatic (JPEG)
Image Quality: Maximum
- Grayscale Images: Bicubic Downsampling to 300 ppi / Compression: Automatic (JPEG)
Image Quality: Maximum
- Monochrome Images: Bicubic Downsampling to 1200 ppi / Compression: CCITT Group 4
- Compress Text and Line Art "checked" and Crop Image Data to Frames "checked"

Marks and Bleeds

- Marks: (optional)
- Bleed and Slug: Use Document Bleed Settings "Checked" (City&Shore bleed is "0.25 in")
Include Slug Area "unchecked"

Output Tab

- Color: (Standard PDF/X-1a:2003 color settings)
Color Conversion: Convert to Destination (Preserve Numbers)
Destination: Working CMYK – U.S. Web Coated (SWOP)2
- PDF/X: Output Intent Profile Name: Working CMYK – U.S. Web Coated (SWOP)2

■ Advanced – use default options

**You may contact Digital Dept 954-425-1330 to receive a copy of PDF options for Adobe Applications only

continued

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CITY & SHORE SPECS



ACCEPTABLE APPLICATIONS USED TO BUILD YOUR ADS:

Adobe InDesign CS2 or higher (preferred application)

Do not colorize any Tiff images

Do not stylize fonts

All color swatches must be converted to CMYK, No Spot or RGB colors

Placed images must be CMYK or B/W, 300 dpi.

Quark 6.0 or higher

Do not colorize any Tiff images

Do not stylize fonts

Placed images must be CMYK or B/W, 300 dpi.

Adobe Illustrator CS2 or higher

Convert all fonts to Outlines

Include all art placed in graphics

All color swatches must be converted to CMYK, No Spot or RGB colors

Placed images must be CMYK or B/W, 300 dpi.

Adobe Photoshop CS2 or higher

Acceptable color formats are CMYK or B/W (No RGB, JPEG, Index color images)

No Alpha Channels

Resolution 300 dpi

Flatten layers before saving to PDF file

DIGITAL AD TRANSFER – SunSentinel Upload site - <http://upload.sun-sentinel.com/addrop/>

Camera Ready ads: on the upload page click on “completed ad upload”

Fill out all fields with asterisks. Be sure to acquire the ad order number from sales representative.

File format: PDF only!

For technical questions please call 954-425-1330

Art Components ads: on the upload page click on “ad component upload”

Fill out all fields with asterisks. Be sure to acquire the ad order number from sales representative.

File format for art: TIFF, JPEG, BMP or EPS (CMYK or B/W, 300 dpi)

Text Documents: Word (.doc) or Rich Text Format (.rtf) Text unformatted.

For technical questions please call 954-425-1597

Mail Shipment of native files is accepted, but not recommended:

CD ROM or DVD

Include Native document, links, fonts and PDF proof of the ad on disk.

All images must be CMYK or B/W, 300 dpi.

All Fonts – Postscript and/or True Type accepted.

Send materials to:

Digital/Prepress - City & Shore Magazine

333 SW 12th Avenue

Deerfield Beach, FL 33442

954-425-1330

** Emailed ads or art not accepted.*



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CITY & SHORE EDITORIAL CALENDAR



IN EVERY ISSUE

Real Estate · Health · Events Calendar · Wine & Spirits · Arts · Financial

JANUARY (1/6)

Fashion: *New Year, New You:* updating your wardrobe
Design: *Renovations: Before & After*
Home & Décor: Carpet, tile and flooring décor
Dining: Wine bars, craft beer and small bites
Travel: *Florida 2013:* Editor's picks
Special: *New Year, New You:* Spas, cosmetic surgery, exercise
Special: Higher education, private schools
Financial: On the Money

FEBRUARY (2/3)

Fashion: Jewelry
Home & Décor: Closets, containers and cabinetry
Design: Sensuous bedrooms
Dining: Taste Trendsetters
Travel: Romantic hideaways and destination weddings
City Focus: Weston
Financial: On the Money

MARCH (3/3)

Fashion: Spring Style
Design: Shopping South Florida's Design Districts
Home & Décor: Creative barware and tabletop settings
Dining: *Professional Drinks:* Establishments with advanced sommeliers or advanced mixologists on staff
Travel: *Out There:* Golf, fishing, tennis, adventure/athletic vacations
Special: American Fine Wine Competition preview
Financial: On the Money

APRIL (4/7)

Fashion: Swimwear
Design: Design ideas inspired by hotels
Home & Décor: Lighting
Dining: Wonderful world restaurants
Travel: Florida Getaways
Special: *Medical Wonders:* Innovative techniques and procedures
Financial: On the Money

MAY/JUNE (5/5)

Fashion: Accessories/Jewelry
Design: *Turnkey design:* Just move in
Home & Décor: Stylish storm windows/doors
Dining: Dining Trends - Who Does it Best? Best organic menu, best farm-to-table, best food truck, etc.
Travel: Boutique hotels
Special: All for Mom
Special: Father's Day Great Gifts Preview

JULY/AUGUST (6/30)

The Summer Issue
Fashion: Beach chic
Design: *Great Outdoors:* Pools, lenais, landscaping
Home & Décor: Outdoor furnishings
Dining: Summer dining deals, cool happy hours
Travel: Summer travel specials
Special: Things we love about South Florida in summer

SEPTEMBER (9/8)

Fashion: Fall Style File
Design: Beautiful baths
Home & Décor: Bath fixtures, accessories
Dining: The best new restaurants
Travel: Destination spa/resorts
Special: Luxury car guide
City Focus: Boca Raton
Advertorial: Florida's Top Hospitals/ Critical Care Specialties
 South Florida's top physicians profiles

OCTOBER (10/6)

Fashion: Beauty trends
Design: Kitchens that cook
Home & Décor: Kitchen fixtures, accessories
Dining: Glories of Italy - markets, cafes, bakeries and restaurants
Special: Powers for Good
City Focus: Fort Lauderdale
Financial: On the Money
 Higher Ed/Second Acts
 Ft. Lauderdale Boat Show

NOVEMBER (11/3)

Fashion: Elegant evening wear
Design: Decorating around art (Art Basel 12/5-8, 2013)
Home & Décor: Best of tabletop - glasses, dishes, silverware, linens
Dining: Before and after the show
Travel: Ski adventures
Special: *Season Preview:* A Guide to the Arts
City Focus: Delray Beach
Financial: On the Money

DECEMBER (12/1)

Fashion: Ho, ho, haute: Holiday attire
Design: *Designer Picks:* Favorite rooms
Home & Décor: Elegant entertaining
Dining: Holiday tables
Special: Holiday shopping/Gift Guide
Travel: Winter retreats
Financial: On the Money

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