

# CITY & SHORE 2014 MAGAZINE

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.

## 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 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, Pulitzer Prize-winning 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 5,000 copies annually via requests, community and charitable events.

Source: Sun Sentinel Internal Estimates 2013.





2014

# CITY & SHORE TESTIMONIALS

## Satisfied Customers Endorse *City & Shore*



"*City & Shore magazine* is a dynamic upscale publication that provides terrific visibility for our clients while targeting a sophisticated affluent clientele. Their entire team from publisher to editor to writers to the creative team to sales representatives are true professionals and it's a real pleasure working with all of them. The total package — amazing editorial, quality layouts, social media outreach and their dedication to giving back to the community — makes *City & Shore magazine* the perfect partner."

**KIP HUNTER,**  
**CEO, KIP HUNTER MARKETING**



"*City & Shore* has a proven track record with us as we consistently get positive feedback and a great response rate from our ads. They have a quality, luxury product that reaches the perfect demographic for our clientele and the team behind the magazine is always a pleasure to work with."

**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

<b>PUBLICATION DATE</b>	<b>MATERIAL &amp; SPACE DEADLINE</b>	<b>CAMERA READY DEADLINE</b>
January 5	12/2	12/12
February 2	1/9	1/15
March 2	2/6	2/12
April 6	3/12	3/20
May 4	4/9	4/18
July 13	6/4	6/13
September 7	8/14	8/21
October 5	9/11	9/18
November 2	10/9	10/16
December 7	11/11	11/19





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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, Pulitzer Prize-winning *Sun Sentinel*.

Total distribution: 46,000  
Total readership: 176,180\*

### SUN SENTINEL NEWSPAPER 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, plus others.

\*Based on 3.83 readers per copy  
Source: Mediamark Research, Inc. Spring 2013; Sun Sentinel Internal Estimates 2013



# CITY & SHORE

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# CITY & SHORE CUSTOM PUBLICATIONS

## Hot Summer Destinations

*City & Shore* and the *Sun Sentinel* present Hot Summer Destinations, a 32 page glossy magazine appearing in the Sunday newspaper on June 8th 2014.

Distribution: 125,000 in paper, digital edition on **CityandShore.com** and iMag available  
Publishes June 8, 2014



## PRIME Magazine

An annual edition targeting readers 55 and over. Living even better after 55, exploring passions, remaining healthy and active, PRIME will open up discussions and provide answers.

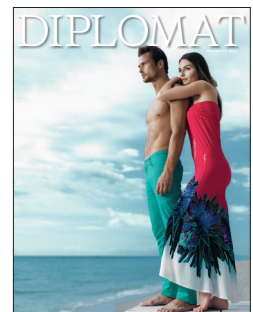
Distribution: 46,000 total in paper, bulk drop at high end condominiums and direct mail to physician's offices  
Publishes April 20, 2014



## The Westin Diplomat Resort & Spa

Official in room publication for the 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 October 2014



## Harbor Beach Marriott

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.  
Published December 2014



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

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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, 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

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**  
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# CITY & SHORE SPECS 2014

## 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:2003

- *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)

**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



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# CITY & SHORE EDITORIAL CALENDAR



**IN EVERY ISSUE**  
**Real Estate · Health · Events Calendar · Wine & Spirits · Arts · On the Money**

**JANUARY (1/5)**

- Fashion:** New Year, New You: updating your wardrobe
- Design:** Color our world: paint trends
- Home & Décor:** Lighting ideas
- Dining:** *Tastemakers:* Ones to watch in 2014
- Travel:** Top destinations for 2014
- Special:** Higher education, private schools
- Financial:** On the Money
- City Focus:** Hollywood

**FEBRUARY (2/2)**

- Fashion:** Jewelry/watches/Valentine's gifts
- Home & Décor:** Metal motifs – staircases, furniture, mirrors, etc
- Design:** What we can learn from restaurant design
- Dining:** Restaurants with the best wine lists
- Travel:** Adventurous day trips
- City Focus:** Weston
- Financial:** On the Money

**MARCH (3/2)**

- Fashion:** Spring style
- Design:** Wallpaper and tile
- Home & Décor:** faux options in tiles, countertops
- Dining:** Fresh catch: Seafood
- Resort Travel:** Golf, tennis and more
- City Focus:** Naples
- Financial:** On the Money

**APRIL (4/6)**

- Fashion:** Swimwear
- Design:** High-rise views
- Home & Décor:** Contemporary style setters
- Dining:** Spotlight on Hollywood
- Travel:** Florida hot spots: Naples/Marco Island
- Special:** Medical Wonders
- Financial:** On the Money

**MAY/JUNE (5/4)**

- Fashion:** Fine jewelry
- Design:** Children's rooms/what to do with rooms as the kids get older
- Home & Décor:** Window treatments
- Dining:** Our Diners, Drive-Ins and Dives
- Travel:** Island getaways (*Keys, Caribbean*)

**PRIME Magazine (4/20)**

The Best Years are Yet to Come

**TRAVEL (6/8)**

Summer Getaways to and from Florida

**JULY/AUGUST (7/13)**

- The Summer Issue*
- Fashion:** Beach chic
- Design:** Outdoor pools, gardens, lenais
- Home & Décor:** Outdoor furnishings
- Dining:** Dining/happy hour deals
- Travel:** Summer deals

**SEPTEMBER (9/7)**

- Fashion:** Fall Style File
- Design:** The best baths
- Home & Décor:** Bath fixtures
- Dining:** Best New Restaurants
- Travel:** Spa and rejuvenating vacations
- City Focus:** Boca Raton
- Special:** Higher Ed/Second Acts
- Advertorial:** Medical specialists

**OCTOBER (10/5)**

- Fashion:** Beauty trends
- Design:** Sizzling kitchens
- Home & Décor:** Kitchen equipment
- Dining:** Dining by boat (*waterfront restaurants*)
- Travel:** Pet friendly vacations
- Special:** Powers for Good
- Financial:** On the Money
- Special:** Ft. Lauderdale Boat Show

**NOVEMBER (11/2)**

- Fashion:** Elegant evening wear
- Design:** World influences
- Home & Décor:** Retro style, inspired by movies/pop culture
- Dining:** Serious steakhouses and hamburger delights
- Travel:** Ski & Snow – far and near
- Special:** *Season Preview:* A Guide to the Arts
- City Focus:** Delray Beach
- Financial:** On the Money

**DECEMBER (12/7)**

- Fashion:** Resort wear OR cocktail dresses
- Design:** Creature comforts
- Home & Décor:** Setting the perfect holiday table
- Dining:** Holiday dining
- Special:** **Gold chains:** Consistently good restaurants with more than one location
- Travel:** Winter getaways
- City Focus:** Aventura/Bal Harbour
- Financial:** On the Money