

# CITY & SHORE <sup>2014</sup> 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. 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.

Source: Sun Sentinel Internal Estimates 2013.

For further info contact Lori Jacoby  
ljacoby@cityandshore.com 954-356-4804

