

SOUTHWEST

FLORIDA
magazine

2022 MEDIA KIT



Our mission is to "*share good times with our readers*". We honor our readers by covering those events and topics which they themselves are involved with.

Whether it be coverage of a local charity gala to sharing the story of an entrepreneur, we strive to do so in a classy, cultural and constructive manner!





SOUTHWEST FLORIDA magazine inspires local readers.

Following thru on the inspiration by connecting readers with events in their own local communities we establish our relationships in those areas!



PHILANTHROPY

37%



FOOD

13%



FASHION

12%



BUSINESS

18%



CULTURE

10%



NEWS / OTHER

10%





DATE *DEADLINE* | *THEME*

January	12/27/21	<i>Charity Giving Guide</i>
February	1/28/22	<i>Naples Most Eligible</i>
March	2/25/22	<i>Home & Design</i>
April	3/28/22	<i>Tax Havens & Travel Havens</i>
May	4/24/22	<i>Summer Spirits & Seersuckers</i>
June	5/28/22	<i>Wellness Issue</i>
July	6/26/22	<i>Swimwear & BBQ Issue</i>
August	7/28/22	<i>New Car Guide 2023</i>
September	8/28/22	<i>Fall Fashion Guide</i>
October	9/27/22	<i>Yachts & Parties</i>
November	10/31/22	<i>Kitchen & Closet Issue</i>
December	11/22/22	<i>Golfers Gift Guide</i>





OUR READERS

MEDIAN HHI: **\$174,000**

AVERAGE NET WORTH: **\$2.3 MILLION**

M/F: **45% / 55%**

Median Age: **55**

60% MOBILE 37% DESKTOP 3% TABLET

SOUTHWEST FLORIDA magazine epitomizes luxury lifestyle.

Our readers are Capitalist culture lovers with a fine taste for cognac, Colombian coffee, golf, yachting and philanthropy...

Digital Rates

Ad Size	One Month	Three Mos	6 Mos	12 mos
2 Page Spread	\$400.00	\$1080 (360 mos)	\$1920 (320 mos)	\$2260 (280 mos)
Full page	\$200.00	\$540. (180 mos)	\$960. (160 mos)	\$1680 (140 mos)
Half page	\$150.00	\$405. (135 mos)	\$720. (120 mos)	\$1260 (105 mos)
Third page	\$100.00	\$270. (90 mos)	\$480. (80 mos)	\$840. (100 mos)

Print Rates

PRINT COPIES	COUNTY	One Month	Three Months	6 Months	12 months
2000	Collier	\$3,750.00	\$7,500.00	\$18,000.00	\$31,500.00
2000	Lee	\$3,750.00	\$7,500.00	\$18,000.00	\$31,500.00
2000	Charlotte	\$3,750.00	\$7,500.00	\$18,000.00	\$31,500.00
6000	FULL RUN	\$11,250.00	\$22,500.00	\$54,000.00	\$94,500.00

PRINT RATES = FULL PAGE ADS ONLY - WE DO NOT RUN SMALLER THAN FULL PAGE FOR PRINT RUNS





Gala Media Sponsorship Package

Help us cover the cost of swag bags, magazine printing and distribution and we will donate a media sponsorship including one full page pre-event ad up to 3 months before the function. Swag bags for every attendee which include a special edition copy of SOUTHWEST FLORIDA magazine, a photographer at the event and post event coverage as well.

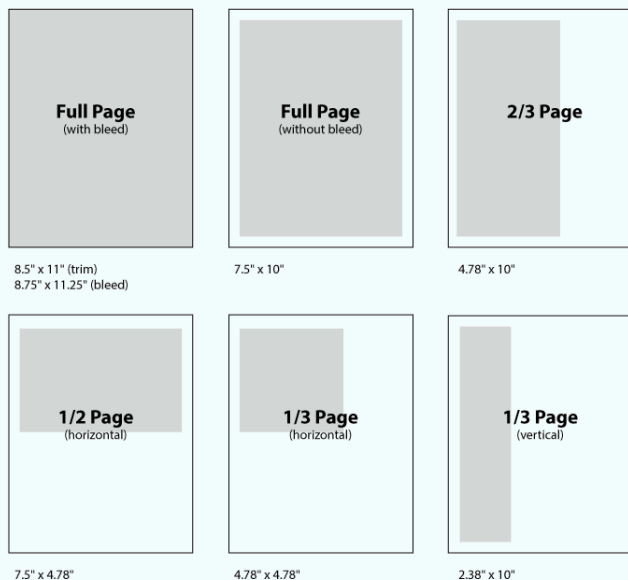
**other items for the swag bag contents must be provided by the charity or its donors.*

Small Gala, 100-250 people - **\$3000**

Large Gala, 250-500 people - **\$5000**



Ad Sizes



File Submission

- email: jay@referrals.vip
- Whatsapp: 561-376-0033
- Google Drive:
eventsinsouthflorida@gmail.com
- Mail a flash drive / cd

Payment Methods

< \$2000

Use a credit card at: swmaga.com/advertise

> \$2000

Pay with a bank draft or wire transfer.

Send funds to:

Routing: **026009593** Acct: **898084572818**

Artwork / Graphics

- 300 dpi, 600 dpi for line art.
- Accepted files: pdf, .png .jpg
- Color: CMYK only (no rgb, no spot)
- Print ready only

Deadlines

- Print issue artwork must be provided at least 16 days before the 1st of each calendar month.
- Payment in full must be provided within 48 hours of receipt of the artwork / ad.
- Digital ad deadlines are roughly 3 days prior to publication date. Exact dates found on page 4 of this kit.

Format

- Paper - Gloss
- Binding - Saddle Stitch
- Dimensions 8.5" by 11"
- Paper - Laser Gloss 70#
- Cover - Scored & UV Coated
- Pages 30

Distribution Methods

- Direct Mail - Ultra High Net Worth Individuals in Targeted Zip Codes
- Exotic Car Dealers - Lounge Area
- Med Spa & Doctor Offices - Coffee Table / Waiting Area
- Digital Subscribers - Emailed
- Charity Gala Events
- Chamber of Commerce Events

CONDITIONS

Advertiser acknowledges that Publisher reserves the right to control the look, layout and design of all digital Ad Products

All contracts are subject to acceptance by LUXURY CHAMBER MEDIA GROUP ("Publisher"). Known herein as LCMG, or Publisher Jay Shapiro ("Publisher") requires that all Terms and Conditions contained in this agreement legally bound the Advertiser and Agent (if any) to all contract Terms and Conditions.

AD POSITION

LUXURY CHAMBER MEDIA GROUP reserves the right to display advertising in any order. Format and/or position of advertisement is at the discretion of the Publisher. THE POSITION OF ADVERTISEMENT IS NOT GUARANTEED NOR WILL A DISPUTE OF PLACEMENT DISSOLVE CONTRACT OBLIGATIONS.

CANCELATION

NO CANCELLATION TO THE CONTRACT WILL BE ACCEPTED INSIDE A 30 DAY PERIOD OF THE NEXT SCHEDULED ISSUE'S SPACE CLOSING DATE. This contract may be cancelled by Purchaser (excluding Covers and Premiums) by written notice to LCMG sent certified mail return receipt requested or e-mail to LUXURY CHAMBER MEDIA GROUP c/o Jay Shapiro sent confirm receipt of message and received by LCMG no later than 30 days prior to the next space closing date. Purchaser agrees to pay for any advertisement actually published and delivered by LCMG. In addition, Purchaser agrees to pay any and all cancellation fees applicable, including the difference between contract rate and cancellation rate for all advertisements published. NO VERBAL CANCELLATIONS WILL BE ACCEPTED

Purchaser Agrees: to pay all insertion fees when due, starting with the cost of the first ad product and/or cover position to which a 50% non-refundable deposit is required and is payable upon execution of this agreement by bank draft check or credit card. The outstanding balance of each insertion is payable upon space closing date (See material deadlines). Any account not paid in full within 30 days from space closing date will be subject to a late charge of 1.5% per month until outstanding balance is paid. Payment: This contract has been signed by an individual authorized to legally bind and obligate the above named company and signee to pay for all ad products on this contract in accordance with the terms and conditions printed here on this contract, Advertiser, Purchaser and Agent (if any) each agree to be jointly and severally responsible for full payment thereof. This contract is with the named firm (Purchaser) and change of ownership, management or agency will not dissolve contract obligations. Failure to acknowledge signoff or return proof will not alter contract payment terms or obligations. A \$35.00 service charge will be applied to all returned checks.

COPY ACCEPTANCE

Any loss or expense claims or suits based upon the subject matter and/or advertisement content is at the expense of the Purchaser. LCMG is held harmless and all indemnification policies apply LCMG reserves the right to place the word "advertisement" on any ad that could be mistaken as part of our magazine's editorial features. Advertiser, Purchaser and Agent (if any) assume liability for all content of advertisement published and the responsibility for any and all claims arising therefore. In no event shall Publisher's liability to Purchaser for all claims of any kind for loss or damage arising out of or resulting from any error or omission exceed the total charges payable for the advertising. PUBLISHER RESERVES THE RIGHT AT ANY TIME TO REJECT ADVERTISING MATERIAL, WHICH MAY BE DEEMED OBJECTIONABLE OR COMPROMISES AN AGREEMENT WITH AN EXISTING CLIENT.

ADDITIONAL TERMS

Publisher reserves the right to terminate this agreement in part or in its entirety at any time with or without cause. Publisher reserves the right to adjust coverage based on updated subscriber list. DEPLOYMENT FOR EACH ISSUE MAY VARY BASED UPON OPTED-IN SUBSCRIBER CHANGES. PURCHASER ACKNOWLEDGES THAT HE/SHE or OTHER HAS READ THE CONTRACT AND AGREES TO BE LEGALLY BOUND BY ALL CONTRACT TERMS AND CONDITIONS CONTAINED HEREIN THIS CONTRACT

Date: _____ Signature: _____

INSERTION ORDER

Company or Entity Advertising: _____

Name of Authorized Representative: _____

Entity Address: _____ Zip: _____ Billing Zip: _____

Method of Advertising: Digital ____ Print ____

Term Sought: One Month ____ Three Months ____ Six Months ____ One Year ____

Size Sought: Two Page Spread ____ Full Page ____ Half Page ____ Third Page ____

Credit Card Number: _____ CVV Code: ____ Exp. ____|____

Name on Card: _____

Tel. number of Authorized Rep: () ____-____ Tel. number of Co or Entity: () ____-____

Email address for receipt: _____@_____

Email address for entity: _____@_____

Email address for other(s): _____@_____

Additional Info:

Date: _____ Signature: _____



Jay Shapiro, Publisher

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239-201-3060