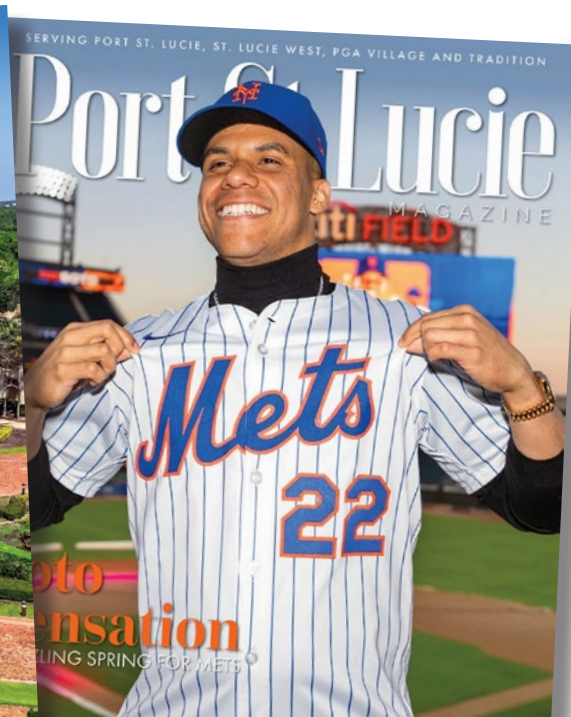
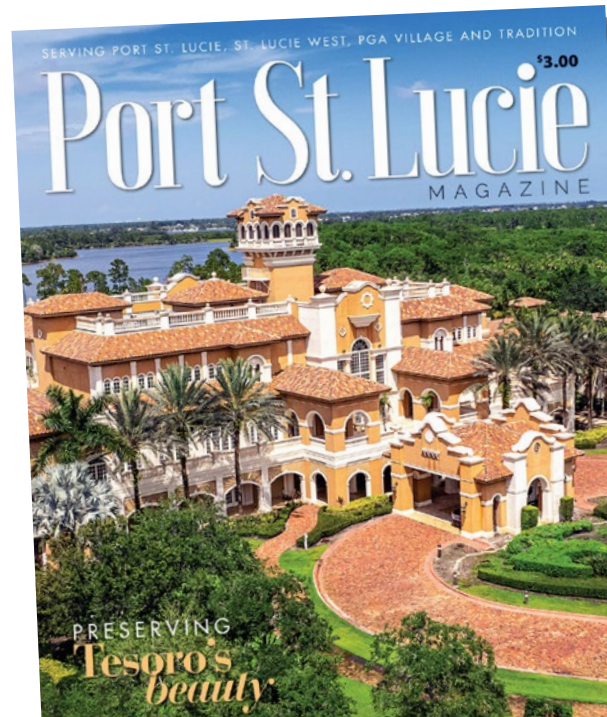




2027 MEDIA KIT

Port St. Lucie

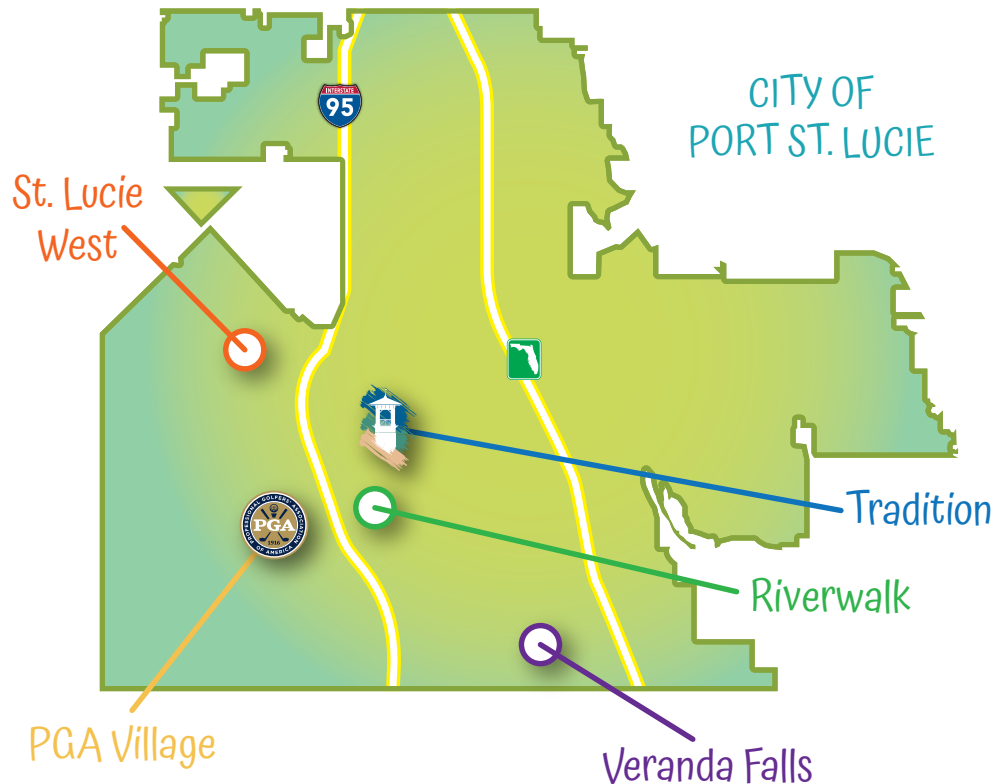
M A G A Z I N E



Our Market

COVERING FROM THE COAST TO FAR
WESTERN TERRITORY OF ST. LUCIE COUNTY

- Top magazine for the city of Port St. Lucie. Market leader in distribution of printed copies, digital format and participation in social media.
- Readership targets high-income households, key business and community leaders who influence buying decisions in the three-county region.
- Award-winning content by region's leading writers and photographers ensures long shelf life. Departments reflect broad range of interests.



PRINT AND DIGITAL DISTRIBUTION

- Residential distribution includes unique combination of paid subscriptions and complimentary subscriptions targeting high-income households in St. Lucie County, including copies to highest income households in the region.
- Distribution targets the city of Port St. Lucie, St. Lucie West, PGA Village, Veranda Falls and Tradition.
- Complimentary copies placed at leading hotels.
- Besides hard copy distribution, *Port St. Lucie* provides free flip book online access for each issue, as well as free downloadable App on iPhone, iPad and Android devices.

Port St. Lucie Magazine 2027 Advertising Opportunities and Editorial Calendar



Editorial Calendar subject to change without notice. Some dates above may vary.

WINTER ISSUE (JAN-FEB)

Reserve space by Nov. 15, 2026 | Arrives Jan. 2027

ADVERTISING OPPORTUNITIES

- Port St. Lucie Leaders — Feature your CEO or business owner in this special section
- Great Golfing — Profiles on Port St. Lucie courses
- Port St. Lucie Communities highlighting local residential developments and builders
- Private School Spotlight — Profiles of local private schools
- Senior Living — Highlights senior living facilities

EDITORIAL FEATURES

- Performing Arts preview of upcoming season
- Port St. Lucie Personalities
- What to Do/A Guide to upcoming events in Port St. Lucie

SPRING ISSUE (MARCH-MAY)

Reserve space by Jan. 15, 2027 | Arrives Late Feb.

ADVERTISING OPPORTUNITIES

- Port St. Lucie Communities profile of local residential developments and builders
- Senior Living — Trends in senior care
- Wedding Day feature on local wedding venues

EDITORIAL FEATURES

- New York Mets Spring Training Preview
- Home and Garden — Features outstanding homes and gardens
- Port St. Lucie Personalities
- Indian River Kitchen cooking column
- What to Do/A Guide to upcoming events in Port St. Lucie

SUMMER ISSUE (JUNE-AUGUST)

Reserve space by May 10, 2027 | Arrives June

ADVERTISING OPPORTUNITIES

- Summer Camps — Highlights summer camp programs

EDITORIAL FEATURES

- Best of Port St. Lucie — Our annual contest featuring the best of Port St. Lucie
- Outdoor Exploration — Exploring the great outdoors in Port St. Lucie
- Celebrating Summer — A complete guide to Summer in Port St. Lucie

FALL ISSUE (SEPT-NOV)

Reserve space by August 1, 2027 | Arrives early September

ADVERTISING OPPORTUNITIES

- Faces of Medicine — Profiles of medical professionals appearing in the Port St. Lucie Medical Report
- Senior Living — Trends in senior care
- Salute to Veterans — As Veterans Day approaches, your business can salute our veterans in this special section. Feature veterans on your staff or in your family or offer discounts to veterans.
- Non-Profit Profiles — Let readers know what your non-profit achieves
- Port St. Lucie Communities highlighting Port St. Lucie residential developments and builders

EDITORIAL FEATURES

- Port St. Lucie Medical Report — Our 18th annual section on trends in health care in Port St. Lucie
- Port St. Lucie Personalities
- Indian River Kitchen cooking column
- What to Do/A Guide to upcoming events in Port St. Lucie



Port St. Lucie
MAGAZINE

CONTACT 772.466.3346 OR STAFF@INDIANRIVERMEDIA.COM

COMMUNITY

Partnerships and

Sponsorships

***Port St. Lucie Magazine* actively supports a variety of organizations throughout Southeast Florida.**

Not only does each relationship provide us with an amazing opportunity to give back to the community in which we live and work, but we're also able to extend the reach of your advertising message to a broad audience.

Being a partner means you'll have access to both subscribers and nonsubscribers through bonus distribution of *Port St. Lucie Magazine* at carefully selected events. Additional community partnerships and sponsorships also offer networking opportunities and valuable exposure that strengthens your advertising program.

SOCIAL LENS



Grady Miers President GreenPointe Developers, Ed Burr President & CEO GreenPointe Holdings, City of Port St. Lucie Vice Mayor Shannon Martin, Mayor Greg Oravec, Councilman David Pickett, City Manager Russ Blackburn and Austin Burr South Florida Regional Manager GreenPointe Developers



Grady Miers President GreenPointe Developers, Ed Burr President and CEO GreenPointe Holdings, Steve Garrett Vice President Lucido & Associates, Brandon White Senior Designer Lucido & Associates, Austin Burr South Florida Manager GreenPointe Developers



Ed Burr President and CEO GreenPointe Holdings and Alex Muxo, Huitzena Holdings

GreenPointe Developers
celebrates dedication of
the Spinnakers at Veranda
May 6, 2021
Photos by Liz McKinley



Ed Burr and Gaynelle James



Mackenzie Anderson, Stephann Cotton, Karen Cantor



Joe Floyd, Jr, Joe Floyd, Sr, and Tad Norman



Grady Miers President GreenPointe Developers, Jim McGowan Regional President GreenPointe Developers, Ed Burr President and CEO GreenPointe Holdings, Austin Burr South Florida Manager GreenPointe Developers, Blake Weatherly Finance Associate GreenPointe Developers and Mike Taylor Regional President GreenPointe Developers



The Spinnakers by
artist David Harber

Benefits

All advertisers in *Port St. Lucie Magazine* receive these benefits:

- High-profile visibility in the largest and most comprehensively distributed magazine in St. Lucie County
- Free advertising design
- Free Web advertising in our digital edition
- Free listing in the Business Directory appearing in each printed and online edition of *Port St. Lucie Magazine*
- Ample complimentary magazines to distribute to customers and clients



AD SIZE	4x INSERTION (all issues)	1x INSERTION
Quarter page	\$445	\$495
Half page	\$645	\$695
Full page*	\$1,095	\$1,295
Inside Front Cover	\$1,695	\$1,900
Inside Back Cover	\$1,395	\$1,595
Page 1	\$1,695	\$1,900
Back Cover	\$2,400	\$2,800

**15 percent premium for guaranteed placement on pages 2-13.*

Advertisers who join *Indian River Media Group* for the complete season (four issues) are designated as *Indian River* partners and are entitled to these benefits:

- Free listings (*name of business, phone number, Web address*) in advertising directories that appear in the magazine, on the home page of portstluciemagazine.com and TCbusiness.com, and our weekly e-newsletter.
- Free announcements in our Treasure Coast Business e-newsletter and in social media promotions such as Facebook (*limitations apply*)
- Free photography (*limitations apply*)
- Free announcements in our ***News About Our Advertisers*** section and on our Facebook page (*limitations apply*)
- Free one-year subscriptions for advertisers (*limitations apply*)
- Participation in *Port St. Lucie Magazine* events

Advertisers are responsible for requesting in writing the utilization of any benefits offered by Indian River Media Group. Please request from your advertising representative the limitations on benefits.

See the digital difference by advertising with Indian River Media Group

All you need is that digital push. Let us share your news, advertisements and business listings with the thousands of web users that view and trust our industry leading digital content and print publications.



indianrivermagazine.com | spacecoastliving.com
portstluciemagazine.com | tcbusiness.com | spacecoastbusiness.com
fortpiercemagazine.com | treasurecoastweekend.com

IMAGE FORMATS: JPEG/PNG/GIF (animated ok)

Online Marketing

970 x 250 px Digital Display Ad on Home Page with link

☐ 6 months \$900

☐ 12 months \$1,600

300 x 250 px Sidebar Ad on Home Page with link

☐ 6 months \$600

☐ 12 months \$1,100

Digital Issue Sponsorship Sponsor one of our digital issues. Be included in all website content, email blasts and social media related to a digital issue

☐ (1) issue \$3,000

Website Article Sponsorship Ad 970 x 250 px with link. See your ad in middle of trending articles listed on Home Page of indianrivermagazine.com

☐ 6 months \$600

☐ 12 months \$1,100

Native Advertising/Digital Advertorials Our digital editors will craft the message, images and links to share your message. Article will be identified as sponsored content and listed under section (ex. art or business) on website based on content and relevance. List on Home Page for additional cost.

☐ \$1,500

Press Release Post ☐ \$100 per post

Email Marketing

FORMATS: JPEG/PNG/GIF (animated ok)/MP4 (50 seconds max)



Item or Press Release Post

☐ **Treasure Coast Weekend e-newsletter, \$100 per week**

☐ **Treasure Coast Business e-newsletter, \$100 per week**

Dedicated Email Blast ☐ \$500 per blast

970 x 250 px Email Banner Ad with link

☐ **Treasure Coast Weekend e-newsletter, \$125 per newsletter**

☐ **Treasure Coast Business e-newsletter, \$125 per newsletter**

Social Media

Facebook, Instagram, Twitter
FORMATS: JPEG/PNG/GIF (animated ok)/MP4 (50 seconds max)



☐ **Social Media Original Post \$200**

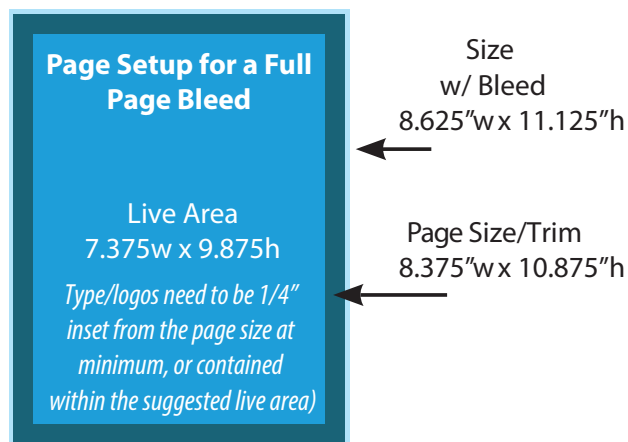
Our editors will craft the message, images and links to share your message.

☐ tcbusiness.com

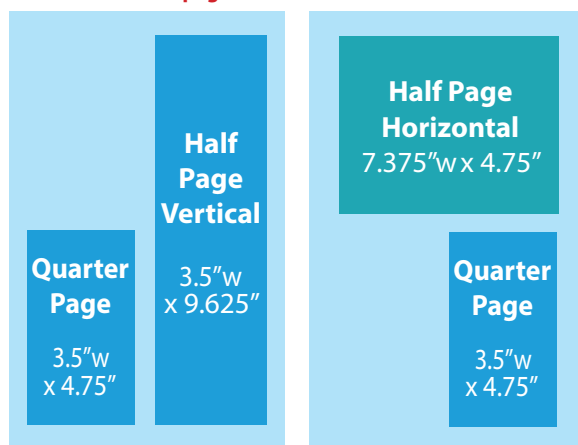
☐ portstluciemagazine.com

☐ spacecoastlivingmagazine.com

☐ **Social Media Reshare \$50** Does not include editing of captions, images or tags.



Other Ad Sizes: Please DO NOT include crop marks on ad sizes smaller than a full page. These ad sizes DO NOT BLEED.



REQUIREMENTS

FULL-PAGE BLEED

Page size: 8.375" x 10.875" **Bleed size:** 8.625" x 11.125" ***Live area/Safe zone:** 7.375" x 9.875"

**(This is the area that is a full inch inset from all sides of the page size to prevent important elements from being cut off or landing in the gutter. Type/logos need to be 1/4" inset from the page size at minimum, or contained within the suggested live area)*

FULL-PAGE NON-BLEED

Page size: 8.375" x 10.875" ***Live area/Safe zone:** 7.375" w x 9.875" h

FULL-PAGE SPREAD

The specs are the same for a spread as they are for a full page ad with bleed. Each page should be sent as a separate pdf, not as a spread. Label them left and right accordingly.

Page size: 8.375w x 10.875" **Bleed size:** 8.625w x 11.125" ***Live area/Safe zone:** 7.375w x 9.875"

CAMERA-READY SUBMISSIONS ACCEPTABLE FORMATS

PDF (PREFERRED) - All images must be 300 p.p.i. Fonts embedded. Convert all RGB images and spot colors to CMYK. If black and white, convert all images and text to grayscale.

TIFF - Must have at least 300 p.p.i. resolution, with size equal to ad size in inches.

MICROSOFT APPLICATIONS (MS Word, MS Publisher and Word Perfect) are **NOT** acceptable as Camera-Ready submissions.

CROP MARKS Please DO NOT include crop marks on ad sizes smaller than a full page.

HOW TO SUBMIT YOUR AD

E-mail your ad or instructions to your ad representative or advertise@indianrivermagazine.com. Large files may be uploaded to our FTP site or drop box. Contact your representative for details. When e-mailing an ad, please send high resolution (300 ppi) PDFs or JPEGs no larger than 15MB. Disks may be delivered to your ad representative or mailed to Indian River Media Group, 308 Ave. A, Fort Pierce, FL 34950. If sending images for your ad to be built, please send JPEGs or TIFFs at 300 dpi.

We cannot assume responsibility for color shifts that can occur in ads that are not supplied in CMYK.

DEADLINES

Space Reservation Due

Ad Completed

Distribution Begins

■ Port St. Lucie Magazine Winter Issue.....	Nov. 5.....	Nov. 15	Dec. 18
■ Port St. Lucie Magazine Spring Issue.....	Jan. 5.....	Jan. 20.....	Feb. 19
■ Port St. Lucie Magazine Summer Issue.....	May 1	May 10.....	June 11
■ Port St. Lucie Magazine Fall Issue	July 25	Aug. 4.....	Aug. 21

Some dates above may vary. Advertisers will be given ample notice of any changes.

Advertising Agreement

COVERING FROM THE COAST TO FAR
WESTERN TERRITORY OF ST. LUCIE COUNTY

OUR FOUR ISSUES: WINTER | SPRING | SUMMER | FALL



☒ **YES, Reserve the following space for my business:** (check one)

Single issue only:

Issue: _____

☐ Quarter page \$495

☐ Half page \$695

☐ Full page \$1,295

4-Issue Season (Jan, March, June and Sept. 2025) per issue

☐ Quarter page \$445

☐ Half page \$645

☐ Full page \$1,095

☐ Inside Back Cover \$1,395

☐ Inside Front Cover \$1,695

☐ Back Cover \$2,400

* 15 percent premium for guaranteed placement on pages 2-13.

Signature: _____

Printed Name: _____ Date: _____

Email Address: _____

Phone Number: _____

I agree to advertise in the quantity checked above and represent that my business will be responsible for payment. I understand that a 20 percent cancellation fee of the cost of the ad will apply if I do not advertise. I also understand that failure to pay for my advertisement within 30 days of billing could result in an 18 percent annual interest rate and payment of collection, court and attorney fees. Most recent relevant ad will be used when good faith efforts to contact advertiser are unsuccessful. To cover the added expense for credit card processing fees a 3% handling charge will be added to the final invoice when payment by credit card is chosen.

Advertiser Information

☐ My company or ad agency will design my ad. Please send me the specs and submission information for your magazine.

☐ I want Indian River Media Group to design my ads for free. Please contact me immediately to begin work on the ad.

BILLING INFORMATION

Name of Business: _____

Name of billing contact: _____

Billing Street Address: _____

☐ _____ State _____ Zip _____

I prefer invoices be emailed to this e-mail address _____

Name of person handling ad: _____

Phone # of person handling ad: _____

E-mail of person handling ad: _____

CONTACT 772.466.3346 OR STAFF@INDIANRIVERMEDIA.COM

Fill out form and fax to 866.505.2446 • Indian River Media Group - 308 Avenue A, Fort Pierce, FL 34950 • www.indianrivermagazine.com

Affiliated Publications

SERVING JUPITER TO SEBASTIAN

In 2007, Indian River Media Group began publishing specialty magazines and custom guides serving specific markets in the Treasure Coast and the Space Coast. The company also publishes pamphlets, brochures and even books.



■ *Indian River Magazine* publishes in January, March, May, October and November and is our flagship publication.



■ *Space Coast Living Magazine* publishes in January, March, May, September and November and covers Brevard county.



■ *Fort Pierce Magazine*, which publishes every February, celebrates life in the Sunrise City.



■ The company has produced and published the Sunrise Theatre playbill each September since 2007. The playbill provides a complete guide to the season at the 1,200-seat Sunrise Theatre, the largest performing arts hall on the Treasure Coast.



■ *Discover the Space Coast* magazine publishes in early December and is a welcome and relocation guide to Brevard county.



■ *Indian River Magazine Inc.* began publishing books in 2014.



■ The *St. Lucie Travel Guide* publishes each December and is the official vacation guide of the St. Lucie County Tourist Development Council.



■ *Treasure Coast Business Magazine* publishes in February, April, July and October. Focuses specifically on the Treasure Coast business environment.



CONTACT

772.466.3346 or

email enns@indianrivermedia.com

Florida's Best Tourism Publication 2019/20
awarded by Florida Magazine Association

Florida's Best New Magazine 2020
awarded by Florida Magazine Association

Indian River Media 2027 Advertising Deadlines

PUBLICATION	PRIOR CONTRACT ADS COMPLETED		SPACE RESERVATION DUE		ADS COMPLETED	DISTRIBUTION BEGINS
Port St. Lucie Magazine Winter Issue	Nov. 5	Nov. 15	Nov. 25	Dec. 18		
Port St. Lucie Magazine Spring Issue	Jan. 5	Jan. 20	Jan. 29	Feb. 19		
Port St. Lucie Magazine Summer Issue	May 1	May 10	May 21	June 11		
Port St. Lucie Magazine Fall Issue	July 25	July 31	Aug. 4	Aug. 21		
Indian River Magazine Winter Issue	Nov. 10	Dec. 1	Dec. 10	Jan. 4		
Indian River Magazine Spring Issue	Jan. 5	Jan. 25	Feb. 5	March 5		
Indian River Magazine Summer Issue	March 15	April 1	April 9	May 1		
Indian River Magazine Fall Issue	Aug. 15	Aug. 31	Sept. 4	Sept. 25		
Indian River Magazine Holiday Issue	Oct. 5	Oct. 10	Oct. 25	Nov. 20		
Treasure Coast Business Winter Issue	Jan. 10	Jan. 20	Jan. 25	Feb. 12		
Treasure Coast Business Spring Issue	March 1	March 10	March 20	April 10		
Treasure Coast Business Summer Issue	June 1	June 5	June 11	July 2		
Treasure Coast Business Fall Issue	Sept. 10	Sept. 15	Sept. 25	Oct. 16		
Discover the Space Coast	Oct. 10	Nov. 1	Nov. 10	Nov. 30		
St. Lucie Travel Guide	Oct. 15	Nov. 10	Dec. 5	Dec. 28		
Fort Pierce Magazine Annual Edition	Dec. 30	Jan. 10	Jan. 15	Feb. 5		
Sunrise Theatre Playbill Annual Edition	Aug. 1	Aug. 10	Aug. 14	Sept. 4		
Space Coast Living Winter Issue	Nov. 15	Dec. 10	Dec. 20	Jan. 15		
Space Coast Living Spring Issue	Jan. 25	Feb. 10	Feb. 19	March 12		
Space Coast Living Summer Issue	April 15	May 1	May 7	May 28		
Space Coast Living Fall Issue	Aug. 5	Aug. 10	Aug. 24	Sept. 11		
Space Coast Living Holiday Issue	Sept. 25	Oct. 5	Oct. 15	Nov. 6		

CONTACT 772.466.3346 OR STAFF@INDIANRIVERMEDIA.COM