



# theMission

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*Delray Beach* magazine is on the front lines of local issues and events in central Palm Beach County, covering the lighter side of life like dining news and fashion, to more substantive issues and trends. We help our readers navigate the dynamic lifestyle of this community through profiles of the people making it happen as well as the best experiences in arts and entertainment, dining, health and beauty and more.

We specialize in great storytelling, from explorations of local history to the stories behind the headlines. Our emphasis on great storytelling and content is coupled with a commitment to quality design and production. No other medium can capture the flavor, color and rhythms of the region like our beautifully produced magazine.

We invite you to get to know us and our readers who return issue after issue looking for the best of life in Delray Beach.



**delraybeach**  
Your town, your magazine

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sales@bocamag.com

32 EAST ROCKS ON • THE CITY'S BIZ WHIZ • SPRING PARTY FAVORS

# delraybeach

[ M A G A Z I N E ]

**8 DELRAY  
UP & COMERS**

**THE MIGHTY  
IRISH PUB**

**DON'T-MISS  
SPRING EVENTS**



# thePillars

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## *On The Avenue*

A preview of Delray now, from arts & entertainment to great finds, dining & all manner of local diversions

## *Style*

Our take on fashion-forward Delray Beach, from home décor to fashion accessories

## *Up Close*

A few irresistible personalities populating our diverse village by the sea

## *Dine*

An in-depth look at one of Delray's notable restaurants and restaurateurs

## *Play*

South Florida is known for its quality of R&R; here's our monthly take on everything from sports to the great outdoors

## *Dining Guide*

The city's best guide to fine dining—with critic-driven restaurant reviews and spotlights

## *Out & About*

Our own paparazzi shots party to party, one great event after another



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FALL HIGHLIGHTS: THE GREENMARKET, STONE CRABS & OUR HALLOWEEN PARADE

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[ M A G A Z I N E ]

WHERE TO GET  
**STUFF FIXED**

**17** PLACES YOU  
CAN'T GO  
WRONG

**SHELL GAME**  
J&J SEAFOOD BAR  
& GRILL ROCKS



**ON THE MAT**  
DELRAY'S MARTIAL ARTS



# theCalendar

Every issue, the staff at *Delray Beach* magazine creates an engaging mix of stories about living life to the fullest in South Florida—and the people who make our community unique. With a mix that includes food, fashion, history and in-depth features, these pages deliver the ultimate guide. Here's a sneak peek at what's to come for 2012.

## JANUARY/FEBRUARY

Love Stories & Winter Diversions

Special Advertising Sections

Stylebook

Deadlines

Special Ad Close: 10/19/11

Ad Close: 11/2/11

On Sale: 1/1/12

## MARCH/APRIL

Full Circle as Delray goes back the farm

Special Advertising Sections

Savor the Avenue

Stylebook

Deadlines

Special Ad Close: 11/21/11

Ad Close: 1/4/12

On Sale: 3/1/12

## MAY/JUNE

The Delray Difference: Best of Class

Special Advertising Sections

Stylebook

Deadlines

Special Ad Close: 2/15/12

Ad Close: 2/29/12

On Sale: 5/1/12

## JULY/AUGUST/SEPTEMBER

Our guide to summer, from great getaways to at-home delights

Special Advertising Sections

Tastemakers of Delray Beach

Tastemakers at Mizner Park

Stylebook

Deadlines

Special Ad Close: 4/18/12

Ad Close: 5/2/12

On Sale: 7/1/12

## OCTOBER/NOVEMBER

Charting Delray's Course

Season's preview

Special Advertising Sections

Beauty & Wellness

Stylebook

Deadlines

Special Ad Close: 7/18/12

Ad Close: 8/1/12

On Sale: 10/1/12

## DECEMBER/JANUARY

Holiday & New Year traditions

Special Advertising Sections

Stylebook

Deadlines

Special Ad Close: 9/19/12

Ad Close: 10/3/12

On Sale: 12/1/12



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THE MANERO EMPIRE • PUMPKIN MARTINIS • FIFTH AVENUE CHEER

# delraybeach

[MAGAZINE]

FLORIDA MAGAZINE ASSOCIATION  
BEST NEW  
2011  
MAGAZINE

**SEASON'S  
BEST**

**HOLIDAY TREATS  
& TRADITIONS**

**WORK IT OUT**  
HOLIDAY FITNESS



**CROSSING THE  
COLOR LINE**  
THE INTEGRATION OF SEACREST HIGH



# the Audience

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Delray Beach may be the hottest little town in South Florida. From its miles of scenic oceanfront to Atlantic Avenue, its dynamic dining, arts, and entertainment center, Delray Beach draws residents and visitors from throughout the region. Delray Beach embodies the best of both worlds: Old Florida charm with a trendy spin on the sophisticated urban tropics. It has been hailed by city planners around the nation as a model for growth management, a testimonial to its enduring hometown charm even in the face of rapid development.

- *Delray Beach* magazine reaches **52,000 readers** in Palm Beach/Broward Counties
- Our readers have a **combined household income of 3.3 billion dollars**
- Our readers **spend \$244 million** annually dining out
- Our readers **spend \$154 million** annually on furniture and appliances
- Our readers **spend \$77 million** annually on women's apparel
- **57% of our readers** purchased women's clothing in the past four weeks
- Our readers **spend \$4 million** annually on jewelry

Source: The Media Audit, Palm Beach & Broward Counties, 2011



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# delray beach

[MAGAZINE]

4

**DELRAY  
RETAIL  
DYNASTIES**  
(AND OTHER  
STORES WE LOVE)

**PLAY DATE: PUTTIN' AROUND**





# theCirculation

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**Delray Beach magazine circulates 17,000 copies per issue through multiple distribution channels.**

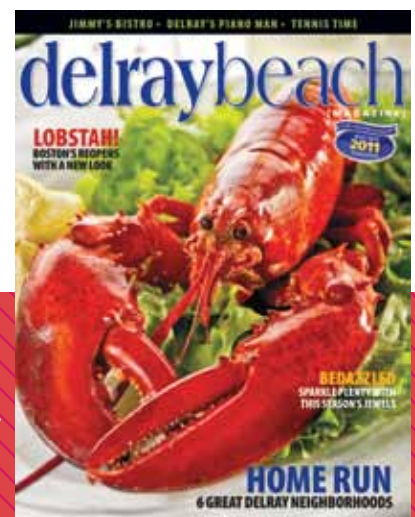
- Mailed to select households in zip codes in greater Delray Beach, from Highland Beach north to Manalapan as well as country club communities.
- Mailed to members of the Delray Beach Chamber of Commerce.
- Mailed to select professional offices, salons, spas, and other waiting rooms.
- Mailed to paid subscribers of *Boca Raton* magazine.
- Distributed at select public places and local events.
- Offered at special charity events as a guest amenity.

Original content and a strict division between advertising and editorial content is the basis for a magazine that is attracting a quality readership, winning Best New Magazine for 2011 from the Florida Magazine Association.

Source: JES Publishing Corp.

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JIMMY'S BISTRO • DELRAY'S PIANO MAN • TENNIS TIME

# delraybeach

[MAGAZINE]

**LOBSTAH!**  
BOSTON'S REOPENS  
WITH A NEW LOOK



**BEDAZZLED**  
SPARKLE PLENTY WITH  
THIS SEASON'S JEWELS

**HOME RUN**  
6 GREAT DELRAY NEIGHBORHOODS



# theWeb



**bocamag.com**



**mobile site**



**e-newsletter**

**The Scoop E-Newsletter - \$495**

E-newsletter Banner 450 px wide x 59 px high  
Formats: jpg, gif, swf, HTML5  
Inventory: 5 per week

**Expandable Banner - \$995**

960 px wide x 50 px high, expands to 960 px wide x 250 px high  
Formats: jpg, gif, swf, HTML5  
Inventory: 1 per week

**Boca Raton magazine E-Blast - \$995**

E-blast 600 px wide x 800 px high  
Formats: jpg, gif  
Inventory 2 per week

**Floorboard Banner - \$995**

960 px wide x 50 px high  
Formats: jpg, gif, swf, HTML5  
Inventory: 4 per week by category

**Leaderboard Banner - \$225**

728 px wide x 90 px high  
Formats: jpg, gif, swf, HTML5  
Inventory: 5 per week, run-of-site

**Mobile Ad - \$995**

640 px wide x 100 px high, expands to 640 px wide x 500 px high  
Inventory: 4 per week by category

**Side Promo Banner - \$165**

300 px wide x 250 px high  
Formats: jpg, gif, swf, HTML5  
Inventory: 5 per week, run-of-site

**Featured Calendar - \$495**

**Featured Dining Listing - \$695**

**Design Fee: \$125**

We cannot design Flash or HTML5. Video/Flash available in ad; Flash 9, 18fps; 15 second max; 3 loops max; user initiated on click; Max file load size: 40k.

All ads available on a first come, first serve basis.

SUMMER SAILING SCHOOL • SEASIDE STYLE • SKY-HIGH COCKTAILS

# delraybeach

[ M A G A Z I N E ]

## 5 DREAMY LOCAL GETAWAYS DELRAY STAY-CATIONS

"OLD SCHOOL" PIZZA,  
HAIR FEATHERS  
& OTHER DELRAY  
DISCOVERIES



# theNewsletter

“Our goal is to make *Delray Beach* magazine’s newsletter the most interesting email in your in box. We want it to be your guide to deals, inside knowledge and the best of life in Delray and central Palm Beach County. We are always on the hunt for great stories about South Florida and along the way we find unique insight into our region. We pour that knowledge into the newsletter and hit send.”



- Over 4,976 Opt In Subscribers
- High visibility ad placement
- Two E-Blasts per week

Featuring the best of the week on the web with top stories from our daily commentary on:

- Food and dining
- Community news
- Music, culture and nightlife
- Fashion, shopping and beauty



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# delray beach

[ M A G A Z I N E ]

**CELEBRATE  
THE SEASON**  
DRINKS, DEALS & DINING

10  
**PEOPLE**  
YOU SHOULD KNOW IN  
**DELRAY**

dressing  
it up  
AFTER-DARK ACCESSORIES



# theLove

“Having advertised in the *Boca Raton* magazine in the past, we decided to give the new *Delray Beach* magazine a try. We advertised in their maiden issue and have seen good results so far.”

*Faith Dillon, Spodak Dental Group, Patient Relations*

“Love the magazine. Hope you are happy with the first issue. I heard nothing but raves about it at the event. What a kick-off. Congratulations on a fabulous start.”

*Cheryl Gibbs, The Arts Arena Gallery*

“I wanted to provide you with an update regarding the distribution of *Delray Beach* magazine at the Chris Evert/Raymond James Pro-Celebrity Tennis Classic. The magazine was a huge success! I did not have to promote the publication - it was one of the most popular giveaway items.”

*Rosanne DeChicchio, Public Information Office, City of Delray Beach*

“Just received your *Delray Beach* magazine. Finally someone is noticing us. I’ve lived in Delray for over 10 years and and dragged my adult children up here as well. We love Delray and your magazine is great.”

*Susan, Local Fan, Delray Beach*



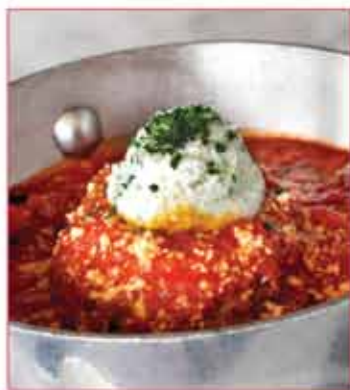
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DECK 84 MAKES A SPLASH • BEACH STYLE • JOSEPH'S UNCORKED!

# delraybeach

[ M A G A Z I N E ]



## THE DELRAY DIFFERENCE 25+



THINGS THAT  
DEFINE  
THE BEST  
LITTLE TOWN  
IN SOUTH  
FLORIDA

