



MEDIAKIT

To reserve your ad space today, contact Mariu Emmons
305.673.7000 x6940 | memmons@miamibeachfl.gov

Have you ever wanted to reach all 65,000 residences in Miami Beach? Advertising in MB magazine is the quickest way to reach every resident plus countless visitors to this island paradise. Cheaper than an ad in a local newspaper and more effective than an expensive direct-mail campaign, advertising in MB magazine makes economic sense. Paired with editorial content directly related to every resident, your ad will surely be seen and get passed along to others.

AT A GLANCE

MB is a free, bilingual publication produced in response to resident and business surveys that reflected an interest in receiving more information about the city. MB is mailed to every household in Miami Beach, as well as distributed at city facilities.

Not only is MB informative and well-designed, it is also a great value when considering promoting your business to the Miami Beach community. For as little as a fraction of a penny, it is by far the best value available for citywide advertising directly to a highly coveted demographic.

The MB communications team strives to create meaningful and interesting features that directly target issues that concern residents and businesses in the Miami Beach community. MB is a 52-page award-winning publication, including a 3CMA Award of Excellence.



SECTIONS

MB magazine is written specifically for Miami Beach residents. Information related to parks and recreation, cultural events, free things to do and countless other topics are spread out through nine sections:

- Safety First Topics
- Next Generation
- Planned Progress
- Your Space
- Green Space
- Since You Asked
- Health and Fitness
- Cultural Corner
- At Your Service

VALUE

MB is the choice for businesses that want to advertise directly to residents in Miami Beach. With the lowest cost per impression and direct mailing to every residence, advertising in MB is a great, economical choice.

	MB	DAILY NEWSPAPER	COMMUNITY WEEKLY ENGLISH	COMMUNITY MONTHLY SPANISH	DIRECT MAIL
NO SUBSCRIPTION	✓		✓	✓	✓
MAILED TO EVERY RESIDENT	✓				✓
GLOSSY+FULL COLOR	✓				✓
SHELF LIFE	3 MONTHS	1 DAY	1 WEEK	1 MONTH	1 DAY
EDITORIAL EXCLUSIVE TO M.B. RESIDENTS	✓				✓
BILINGUAL	✓	✓			✓
COST PER IMPRESSION*	\$0.02	\$0.05	\$0.03	N/A	\$0.37

*Based on full-page ad rate.

READER PROFILE

84,880
Total population

65,000
MB distribution

RESIDENTIAL PROFILE

- **55%** of Miami Beach residents are male and **45%** are female.
- Miami Beach has one of the highest housing densities in the United States, with over 9,000 units per square mile.

AGE RANGE	15-24	25-34	35-54	55-74	75+
% OF POPULATION	11%	18%	33%	17%	9%

ECONOMICS

INDUSTRY	REVENUE
Accommodations & Food Services	\$1,711,082,435
Arts, Entertainment & Recreation	254,881,868
Construction	616,659,990
Educational Services	21,889,937
Finance & Insurance	475,336,190
Healthcare & Social Assistance	1,083,455,488
Information	386,269,608
Manufacturing	16,831,552
Other Services (except public administration)	139,402,908
Professional, Scientific & Technical Services	901,840,104
Public Administration	359,472,872
Real Estate, Rental & Leasing	399,211,998
Retail Trade	877,059,599
Transportation, Warehousing & Utilities	N/A
Wholesale Trade	615,251,179
TOTAL	\$7,858,645,729

INCOME

MEDIAN HOUSEHOLD INCOME **\$44,739**
MEDIAN HOME/CONDO VALUE **\$1.15M / \$339,000**

- From 2005 to 2006, family income increased **14%** and non-family income increased **24%**.
- From 2000 to 2006, the number of jobs in Miami Beach increased by 30%.

RACE

WHITE	BLACK	OTHER (ONE RACE)	OTHER (MORE THAN ONE RACE)
87%	1%	8%	3%

ETHNICITY 54% of Miami Beach residents are Hispanic.

SPENDING

According to sales reported to the Florida Department of Revenue, Miami Beach had the highest spending density in the state in 2006: **\$1.1 Billion per square mile in consumer spending.**

GEOGRAPHY

Miami Beach is approximately 7.1 square miles of land and 10 miles of water. Total water frontage in Miami Beach is just over 63 miles.

WHAT READERS ARE SAYING

"I am a 29 year old Miami native, living on South Beach since 1998, who receives your magazine in the mail. As a resident, I appreciate a magazine that keeps our citizens in touch with the local happenings of the community."

– **Robert Sutherland-Cohen, resident**

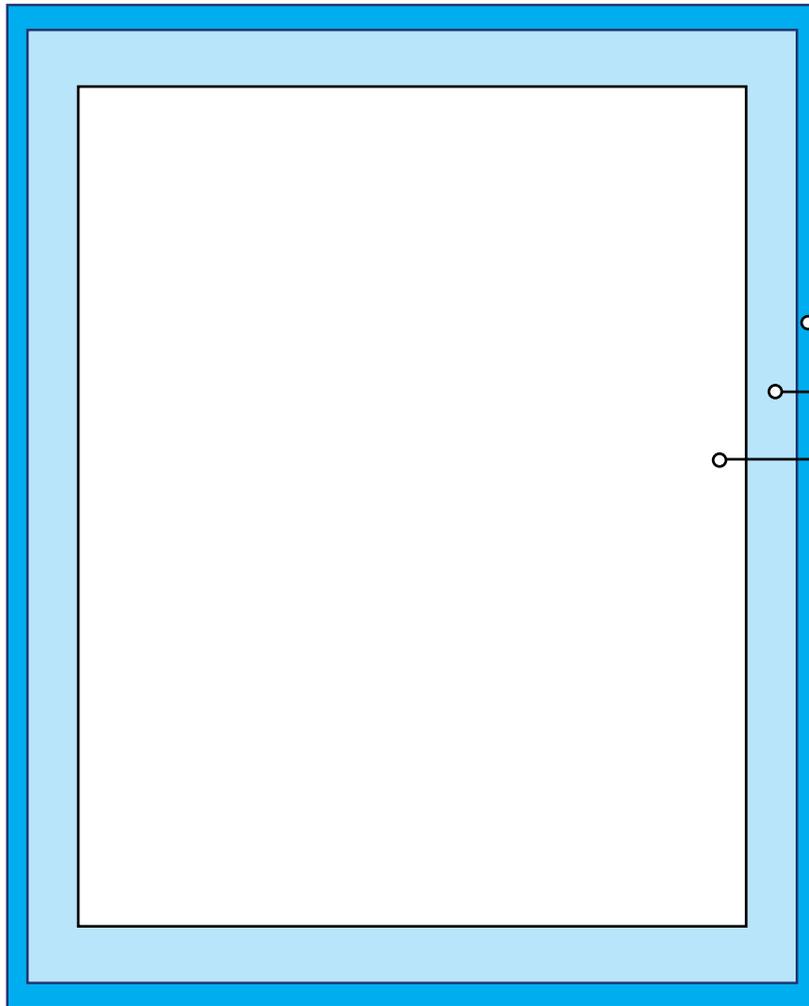
"As a long time resident of this beautiful island, I enjoy your charming magazine. Keep up with the good work!"

– **Grace Tagliabue, resident**

"I applaud your work in producing this charming and informative community magazine."

– **Francinelee Hand**

RATES AND SPECS



FULL-PAGE AD

Full-page ads have bleed and need to be set up to specifications. Please follow the guidelines below. If you have any questions, please contact Matt Tumbleson at 305.673.7000 x4819 or at mtumbleson@miamibeachfl.gov.

.125" Bleed

.375" No-Text Area

7.875"W x 10.5"H Final Live Area

RATES

		1X	2X	4X	NON-PROFIT 501(c)3
Quarter Page	3.95"W x 5.2"H	\$830	\$740	\$650	\$650
Half Page	8"W x 5.2"H	1340	1250	1100	1100
Full Page	8.625"W x 11.25"H	2320	2140	1900	1900
Inside Front	8.625"W x 11.25"H	2580	2340	2100	N/A
Inside Back	8.625"W x 11.25"H	2580	2340	2100	N/A
Back Cover	8.5"W x 7.75"H	2790	2490	2250	N/A

PRODUCTION NOTES

All ads that are not full-page do not have bleed. Acceptable formats for ads are CMYK, high-resolution (300 dpi) PDF or JPG files supplied on disk or in E-mail. Please call 305.673.7000 x4819 for additional information. Ads must be supplied camera-ready. Please outline all text prior to sending. 4-color only. No PMS colors in ads.

DISTRIBUTION LOCATIONS

In addition to being delivered by US Mail to 60,000+ households, MB is available at the following distribution sites:

City Hall First Floor Lobby	Bass Museum
City Hall Fourth Floor Lobby	Scott Rakow Youth Center
City Hall Third Floor Atrium Elevator Lobby	Byron Carlyle Theater
City Manager's Lobby	North Shore Youth Center
City Attorney's Office	North Shore Library
Mayor's Lobby	UNIDAD
Building Department	Miami Beach Golf Club
Human Resources	Jewish Museum
777 Building, Lobby	Colony Theatre
555 Building	Police Athletic League
Fillmore Miami Beach at the Jackie Gleason	Wolfsonian Museum
MB Chamber of Commerce's Visitor Center	Police Headquarters, Lobby
21st Street Recreation Center	South Shore Library
Parking Department	Miami City Ballet
23rd Street Library	MB Latin Chamber of Commerce