BRICKELL® KEY BISCAYNE®

2019 Media Kit
With a focus on engaging lifestyle coverage that evolves along with the skyline, Brickell Magazine keeps the stylish year-round workforce and dynamic residents of Brickell & Downtown Miami on the pulse of the neighborhood’s latest and greatest luxury offerings. Brickell Magazine reaches more than 150,000 of these desirable readers in surrounding areas of Miami including Miami Beach, Coral Gables, Coconut Grove, Midtown and Miami Design District who are always in search of the next great fashion, entertainment, design and real estate trends. Our readers demand the best and have the means and savoir-faire to ensure they attain it while continuing to enjoy the lifestyle afforded by our world-renowned Magic City.

### Downtown Miami Daytime Population

**234,976 with 95% of workforce commuting**

<table>
<thead>
<tr>
<th>Education</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Graduates</td>
<td>$125,000+</td>
</tr>
<tr>
<td>Master’s or Doctorate Degree</td>
<td>$250,000+</td>
</tr>
<tr>
<td></td>
<td>$350,000+</td>
</tr>
<tr>
<td></td>
<td>Average HHI</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>25 - 34</td>
</tr>
<tr>
<td>Female</td>
<td>35 - 44</td>
</tr>
<tr>
<td></td>
<td>45 - 54</td>
</tr>
<tr>
<td></td>
<td>55+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional</th>
<th>Average Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attorneys</td>
<td>35%</td>
</tr>
<tr>
<td>Investments &amp; Banking</td>
<td>16%</td>
</tr>
<tr>
<td>Services</td>
<td>30%</td>
</tr>
<tr>
<td>Real Estate</td>
<td>11%</td>
</tr>
<tr>
<td>Other</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Dining Out (Monthly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 times +</td>
</tr>
<tr>
<td>5 times +</td>
</tr>
</tbody>
</table>

Based on Demographic Survey of Brickell & Downtown Miami.
Ranked among the most desired and affluent neighborhoods in the world with the best beaches in America, the exclusive island of Key Biscayne is just a bride away from mainland Miami and a paradise like no other. The discerning residents of the exclusive 896-acre island welcome savvy globetrotters and sophisticated jetsetters to their shores all year long and look to Key Biscayne Magazine as their source for all things luxury. For more than 15 years, Key Biscayne Magazine’s award-winning coverage has regularly spotlighted the island’s notable personalities, power players, active philanthropic and social scene. Residents of Key Biscayne and visitors alike receive the magazine via direct mail to their homes as well as through strategic distribution at key hotspots and events throughout the island, ensuring their next great experience, splurge or getaway is just an issue away.

**Average Single-Family Home Value of $5,075,000**

<table>
<thead>
<tr>
<th>Net Worth / Income</th>
<th>Gender</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Net Worth</td>
<td>Female</td>
</tr>
<tr>
<td>$2,800,000</td>
<td>53%</td>
</tr>
<tr>
<td>Average Household Income</td>
<td>Male</td>
</tr>
<tr>
<td>$475,000</td>
<td>47%</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Professionals</th>
<th>Marital Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive (CEO, Chairman, Board of Directors, Partner, Owner, VP)</td>
<td>Single</td>
</tr>
<tr>
<td>44%</td>
<td>38%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>Married</td>
</tr>
<tr>
<td>23%</td>
<td>62%</td>
</tr>
<tr>
<td>Self-Employed/ Business Owner/Retired</td>
<td>Audience</td>
</tr>
<tr>
<td>18%</td>
<td>25-34</td>
</tr>
<tr>
<td></td>
<td>8%</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
</tr>
<tr>
<td></td>
<td>18%</td>
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<tr>
<td></td>
<td>45-54</td>
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<tr>
<td></td>
<td>25%</td>
</tr>
<tr>
<td></td>
<td>55+</td>
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<tr>
<td></td>
<td>42%</td>
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<table>
<thead>
<tr>
<th>Dining Out (Monthly)</th>
<th>Average Age</th>
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</thead>
<tbody>
<tr>
<td>10 times +</td>
<td>8%</td>
</tr>
<tr>
<td>5 times +</td>
<td>12%</td>
</tr>
<tr>
<td></td>
<td>31%</td>
</tr>
</tbody>
</table>

Source: Readership Survey. Gender, Audience & Average Age are reflective of the entire distribution and based on primary residence.
JANUARY Home & Design
From modern styles of Brickell Avenue high-rise condos and offices, to the traditional styles of the homes of Coral Gables and Key Biscayne, we explore some of the most glamorous interior spaces in Miami and the people who make them happen.
Editorial Spotlight: Miami’s Top Design Professionals. Special Section: Home Décor & Design Ideas. Closing Date: 12/10/19

FEBRUARY Culinary & Yachting
From must-have gastronomic experiences to profiles of some of Miami’s top chefs and your official Survival Guides to everything going on in the city.
Editorial Spotlight: Brickell Magazine’s Insider’s Guide to the Miami Int’l Boat Show. Editorial Spotlight: Brickell Magazine’s Insider’s Guide to the SOBEWFF. Closing Date: 01/10/19

MARCH Spring Shopping
We showcase the latest trends, where to shop, stylish insights and everything you need to know to get your wardrobe in order for the new season.
Editorial Spotlight: A-Z: A trend, brand or style tip for every letter of the alphabet. Special Section: Official Miami Open Tennis Guide. Closing Date: 02/10/19

APRIL Influence & Philanthropy
When it comes to giving back, there is no shortage of charities, volunteer opportunities and galas to put on the radar. We’ll show you how “Angels Among Us” are using their passion to change the world.
Editorial Spotlight: Charity A-Z. Closing Date: 03/10/19

MAY/JUNE Top 20 Professionals Under 40 Issue
The next generation of leaders unveiled plus the city’s hottest happenings, hottest launches, and hottest places to be in Miami.
Editorial Spotlight: Top 20 Professionals Under 40. Closing Date: 04/10/19

JULY/AUGUST Health, Beauty and Exploration
Evolve a whole new you with expert advice and offerings from Miami’s top medical professionals, nutritionists, cosmetic surgeons, spas and gyms.
Editorial Spotlight: Brickell Bodies. Special Section: Health & Beauty Experts of Miami. Special Section: Fitness Experts of Miami. Closing Date: 08/10/19

SEPTEMBER Fall Fashion Issue
As the social season rolls around, make sure you arrive to the party on trend and ready to WOW!
Editorial Spotlight: Brickell Magazine’s “Miami’s Most Stylish”. Closing Date: 09/10/19

OCTOBER The Men’s Issue
Dudeonir gentlemen rejoice. This issue is dedicated to you. From the latest looks to cigars, whiskey, timepieces, wardrobe, action, adventure, and overall guy talk, we’ve got you covered.
Editorial Spotlight: Brickell Magazine’s Most Eligible Bachelors. Closing Date: 10/10/19

NOVEMBER Real Estate & Investments
Gain insights on new projects, read spotlights on leading industry professionals and discover all of the commercial and residential offerings in and around Miami’s urban core.
Editorial Spotlight: Miami’s Top Realtors. Special Section: Top Listings of Miami. Closing Date: 11/10/19

DECEMBER Art & Luxury
Museums, art happenings, galleries, collectors, investments, oh my! The art world descends on our shores and we prepare you for the creative influx.
Editorial Spotlight: Brickell Magazine’s Insider’s Guide to Art Week. Special Section: Holiday Gift Ideas. Closing Date: 12/10/19
<table>
<thead>
<tr>
<th>Magazine</th>
<th>Distribution Areas</th>
<th>Circulation</th>
<th>Pass-Along Rate</th>
<th>Total Readership</th>
</tr>
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<tbody>
<tr>
<td><strong>BRICKELL</strong></td>
<td>&gt; Downtown Miami &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
</tr>
<tr>
<td></td>
<td>&gt; Brickell &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; Coral Gables &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; South Miami &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; Coconut Grove &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; Wynwood &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
</tr>
<tr>
<td></td>
<td>&gt; Design District &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; Miami Beach &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td></td>
<td>&gt; Aventura &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
</tr>
<tr>
<td></td>
<td>&gt; Key Biscayne &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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<tr>
<td><strong>KEY BISCAYNE</strong></td>
<td>&gt; Wynwood &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
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<td>150,000</td>
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<tr>
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<td>&gt; Design District &lt;b&gt;15,000&lt;/b&gt;</td>
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<tr>
<td></td>
<td>&gt; Miami Beach &lt;b&gt;15,000&lt;/b&gt;</td>
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<tr>
<td></td>
<td>&gt; Aventura &lt;b&gt;15,000&lt;/b&gt;</td>
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<td>150,000</td>
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<td>&gt; Key Biscayne &lt;b&gt;15,000&lt;/b&gt;</td>
<td>30,000</td>
<td>5x</td>
<td>150,000</td>
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**DISTRIBUTION AREAS:**

- Over 1,200 Business Offices and Lobbies: 40%
- Targeted Retailers, Restaurants & Luxury Services: 30%
- Condo Delivery to More Than 100 Residential Buildings: 20%
- In-Room Hotel & Special Events - Four Seasons, W Hotel, Biltmore, etc…: 10%
- Mailed Directly to Every Condo and front door delivery to every house in Key Biscayne: 45%
- All Key Biscayne Retailers, Restaurants & Luxury Services: 25%
- Special Events such as Charity Functions, Galas, etc: 15%
- Retailers, Restaurants & Luxury Services throughout Miami: 15%
Content Marketing SUPPORT

In addition to your branding advertisements, Brickell Magazine and Key Biscayne Magazine will provide Custom Marketing Programs designed to extend your marketing budget through the following platforms:

EDITORIAL FEATURES

> **Editorial Profiles** designed to personally introduce you and your business to our qualified readers
> **Multi-Page Fashion Shoots** to visually showcase your apparel, product or location
> **Photography** coverage of your special events

SOCIAL MEDIA EXPOSURE

> **Dedicated Posts** to promote your products or services
> **Editorial Content Posts** to promote your published feature in the magazine
> **Event Posts** to publicize your important social gatherings and special events

DIGITAL IMPRINT

> **Dedicated E-mail Blast** for your Events, Sales or Special Promotions
> **Videos** to visually highlight your Editorial Support Content
> **E-mail marketing** promoting your editorial features

EVENT OPPORTUNITIES

> **Presenting Sponsorship Status** of editorial features w/ Signature Events
> **Custom Events** designed to engage with our loyal VIPs
> **Event Support** via Digital Marketing, Social Media and Print to promote your company’s event
Art Production & SPECs

CLOSING DATES

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>SPACE DEADLINE</th>
<th>MATERIAL DEADLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Dec 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Dec 10&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>February</td>
<td>Jan 4&lt;sup&gt;th&lt;/sup&gt;</td>
<td>Jan 11&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>March</td>
<td>Feb 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Feb 8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>April</td>
<td>Mar 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Mar 11&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>May/June</td>
<td>Apr 2&lt;sup&gt;nd&lt;/sup&gt;</td>
<td>Apr 12&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>July/Aug</td>
<td>June 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Jun 10&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>September</td>
<td>Aug 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Aug 12&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>October</td>
<td>Sept 3&lt;sup&gt;rd&lt;/sup&gt;</td>
<td>Sept 10&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>November</td>
<td>Oct 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Oct 11&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
<tr>
<td>December</td>
<td>Nov 1&lt;sup&gt;st&lt;/sup&gt;</td>
<td>Nov 8&lt;sup&gt;th&lt;/sup&gt;</td>
</tr>
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</table>

EXAMPLES OF SPACES

<table>
<thead>
<tr>
<th>Full Page</th>
<th>2 Page Spread</th>
<th>½ Page</th>
<th>¼ Page</th>
</tr>
</thead>
</table>

SPECs

- Full Page Trim: 9.00” x 10.875”
- Full Page Bleed: 9.25” x 11.125”
- Spread: 18.25” x 11.125”
- ½ Page: 8.00” x 4.812”
- ¼ Page*: 3.875” x 4.812”

*Only available in Key Biscayne Magazine

Brickell Magazine and Key Biscayne Magazine only accept: Quark, PageMaker, Photoshop or Illustrator. All ads should provide a color proof to use as a guideline when printing the magazine. Artwork supplied by client may be sent in the following formats: Tiff (.tiff), EPS (.eps), PSD (.psd). For a custom marketing program, please call 305.854.4794.