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 250,757 with 95% of workforce commuting

### HOUSEHOLD INCOME

- $125,000+ 69%
- $250,000+ 31%
- $350,000+ 20%
- Average HHI $210,000

### GENDER

- Male 55%
- Female 45%

### AUDIENCE

- 25 - 34 30%
- 35-44 22%
- 45-54 23%
- 55+ 15%
- Average Age 39

### EDUCATION

- College Graduates 97%
- Master’s or Doctorate Degree 60%

### PROFESSIONALS

- Attorneys 35%
- Investments & Banking Services 30%
- Business Services 16%
- Real Estate 11%
- Other 8%

### DINING OUT (MONTHLY)

- 10 times + 29%
- 5 times + 42%
# Reader Profile

Ranking 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 bridge away from mainland Miami and a paradise like no other. The discerning residents of the exclusive 896-acre island welcome savvy influencers 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, key players, active philanthropic and social scenes. 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 Listing Price $4.7 million

<table>
<thead>
<tr>
<th>NET WORTH / INCOME</th>
<th>GENDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Net Worth $2,800,000</td>
<td>Female 53%</td>
</tr>
<tr>
<td>Average Household Income $475,000</td>
<td>Male 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 38%</td>
</tr>
<tr>
<td>Financial Services 23%</td>
<td>Married 62%</td>
</tr>
<tr>
<td>Self-Employed/Business Owner/Retired 18%</td>
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<table>
<thead>
<tr>
<th>DINING OUT (MONTHLY)</th>
<th>AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 times + 12%</td>
<td>25-34 8%</td>
</tr>
<tr>
<td>5 times + 31%</td>
<td>35-44 18%</td>
</tr>
<tr>
<td></td>
<td>45-54 25%</td>
</tr>
<tr>
<td></td>
<td>55+ 42%</td>
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</tbody>
</table>

### Average Age 41

*Source: Readership Survey. Gender, Audience & Average Age are reflective of the entire distribution and based on primary residence.*
A NIGHT AT
Masterpieces

Stylish looks
MUSEUM

The Modern

As Miami continues to evolve its role as one of the world's leading meccas for entrepreneurs, start-ups and global juggernauts alike, the city is more vibrant than ever. The creative juices flow like never before. BOSS

Like a

CULTURE SHIFT

Leading Hispanic Entrepreneurs share their Secrets to Success

Get inspired to WOW with WARDROBE MUST-HAVES for the season. Style Minds: Miami's showcase their DESIGNERS latest collections.

TOP FASHION

+ JAW-DROPPING 3 Fashion Photoshoots to help you AMP UP your LOOK.

MAGAZINE

®

fashion

passion

MIAMI ART WEEK

Your official Survival Guide

Editorial Spotlight:
Charity.
03/11/20

galas to put on the radar. We'll show you how "Angels Among Us" are using their passion to WOW!
Editorial Spotlight:
A-Z: A trend, brand or style tip for every letter of the alphabet.
02/10/20

APRIL/MAY

Philanthropy & Influence

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. Closing Date: 03/11/20

MARCH | Style Showcase

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: 02/10/20

JULY | 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. Special Section: Home Décor & Design Ideas. Closing Date: 06/12/20

AUGUST | Health & Wellness

Evolve a whole new you with expert advice and offerings from Miami's top medical professionals, nutritionists, cosmetic surgeons, spas and gyms. Special Section: Health & Beauty Experts of Miami. Special Section: Fitness Experts of Miami. Closing Date: 07/10/20

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: 08/12/20

OCTOBER | 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: 09/10/20

NOVEMBER | The BIG Shopping Issue

With the social season in full swing, gifts galore are on everyone’s mind — from early holiday shopping to Black Friday and Cyber Monday — ‘tis the month to wrap up those presents! Special Section: Holiday Wishlist. Closing Date: 10/11/20

DECEMBER | Art Indulgence

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: Luxury Splurges. Closing Date: 11/08/20

Editorial Spotlight:
Real Estate & Investments

Discover the most luxurious offerings in the market and meet the people who can help you buy or sell the property of your dreams. Editorial Spotlight: Miami's Top Realtors. Closing Date: 12/10/19

EDITORIAL SPOTLIGHT:
Real Estate & Investments

With Key Biscayne serving as the newest home of the Miami International Boat Show, we showcase the yachting lifestyle at its finest. Editorial Spotlight: Key Biscayne Magazine’s Insider’s Guide to the Miami Intl’ Boat Show. Editorial Spotlight: Key Biscayne Magazine’s Insider’s Guide to the SOBEWFF. Closing Date: 01/10/20

MARCH | Spring Shopping

Key Biscayne has its own unique fashion sense, a stylish melding of looks from around the world thanks to the island’s diverse residents. 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: 02/10/20

APRIL/MAY | The Giving Back Issue

Generosity and Key Biscayne go hand-and-hand: Find out ways our island is making a difference in the world, one good deed at a time. Editorial Spotlight: Angels Among Us. Closing Date: 03/10/20

JULY/AUG | Home & Design

Tips and tricks to help take your home to the next level — inside, outside and everywhere in between, one great design idea at a time. Editorial Spotlight: Miami's Top Design Professionals. Special Section: Home Décor & Design Ideas. Closing Date: 06/12/20

SEPTEMBER | Fashion First

Autumn is Key Biscayne’s most exhilarating season. Back to school, new window displays and hot Fall/Winter trends abound. Editorial Spotlight: Fall sets the stage for the world’s most coveted fashion brands. Take a deeper look into what they do beyond the runway. Closing Date: 08/10/20

OCTOBER | The Family Issue

Get to know the residents who make Key Biscayne an island paradise day in and day out — and become inspired by their dedication to their families and community. Editorial Spotlight: Key Biscayne Then & Now. Closing Date: 09/10/20

NOVEMBER | Shopping Spree

Show your family, friends, neighbors and colleagues how much you appreciate them with one-of-a-kind gift ideas sure to yield a very special and memorable holiday season. Special Section: Holiday Wishlist. Closing Date: 11/01/20

DECEMBER | Art & Luxury

Cultural experiences take center stage as Art Basel once again graces us with its presence and inspires us to think outside the box. Editorial Spotlight: Key Biscayne Magazine's Insider’s Guide to Art Week. Special Section: Luxury Splurges. Closing Date: 11/08/20
DISTRIBUTION & CIRCULATION

DISTRIBUTION AREAS:
- Downtown Miami
- Brickell
- Coral Gables
- South Miami
- Coconut Grove
- Wynwood
- Design District
- Miami Beach
- Aventura
- Key Biscayne

BRICKELL®
30,000 Circulation
Pass – Along Rate: 5x
Total Readership: 150,000

- 40% Over 1,200 Business Offices and Lobbies
- 30% Targeted Retailers, Restaurants & Luxury Services
- 20% Condo Delivery to More Than 100 Residential Buildings
- 10% In-Room Hotel & Special Events – Four Seasons, W Hotel, Biltmore, etc.

KEY BISCAYNE®
15,000 Circulation
Pass – Along Rate: 5x
Total Readership: 75,000

- 45% Mailed Directly to Every Condo and front door delivery to Every House in Key Biscayne
- 25% All Key Biscayne Retailers, Restaurants & Luxury Services
- 15% Retailers, Restaurants & Luxury Services throughout Miami
- 15% Special Events such as Charity Functions & Galas, etc.
EXPOSURE
CONTENT SUPPORT

CUSTOM MARKETING PROGRAMS:

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

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

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
## Closing Dates

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Deadline</th>
<th>Material Deadline</th>
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<tbody>
<tr>
<td>January</td>
<td>Dec 1st</td>
<td>Dec 10th</td>
</tr>
<tr>
<td>February</td>
<td>Jan 4th</td>
<td>Jan 11th</td>
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<tr>
<td>March</td>
<td>Feb 1st</td>
<td>Feb 8th</td>
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<tr>
<td>April/May</td>
<td>Mar 1st</td>
<td>Mar 11th</td>
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<td>July</td>
<td>June 2nd</td>
<td>May 12th</td>
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<tr>
<td>December</td>
<td>Nov 1st</td>
<td>Nov 8th</td>
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## Examples of Spaces

<table>
<thead>
<tr>
<th>Full Page</th>
<th>2 Page Spread</th>
<th>1/2 Page</th>
<th>1/4 Page</th>
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<tbody>
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## Specs

- **Full Page Trim**: 9.00" x 10.875"
- **Full Page Bleed**: 9.25" x 11.125"
- **Spread**: 18.25" x 11.125"
- **1/2 Page**: 8.00" x 4.812"
- **1/4 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.