



# FLORIDA DECOR

## Media Information

*A Design & Remodeling Guide for  
Consumers and the Trade*

*(Additionally mailed to GCs and Designers/Decorators)*

# FLORIDA DECOR

RATES | CIRCULATION | AD REQUIREMENTS

TOTAL MAILED CIRCULATION: 30,000 | HOME VALUES: From \$600,000 to \$11,000,000+  
**CIRCULATION INCLUDES 1000 INTERIOR DESIGNERS/DECORATORS & 1000 GENERAL CONTRACTORS**  
 MAILED OUT 6 TIMES PER YEAR, FROM JAN/FEB - NOV/DEC | DEADLINE IS THE FIRST OF EVERY 2 MONTHS

CORAL SPRINGS 33067	WHISPERING WOODS	HOLLYWOOD 33019	HOLLYWOOD LAKES\$\$\$
CORAL SPRINGS 33071	EAGLE TRACE & THE ISLES	HOLLYWOOD 33019-5061	STILLWELL
CORAL SPRINGS 33065	RUNNING HILLS	HOLLYWOOD 33312	HOLLYWOOD OAKS
DAVIE 33312	BLACKHAWK ESTATES & RANCHES	HOLLYWOOD 33312	BANYAN OAKRIDGE\$\$\$
DAVIE 33328	HAWK'S LANDING	HOLLYWOOD 33019	ADMIRALS COVE/HARBOR IS
DAVIE 33328	BUCKRUM OAK/LONG LK	HOLLYWOOD 33021	EMERALD HILLS
DAVIE 33328	GRAND OAKS ESTATES	LIGHTHOUSE POINT 33064	
DAVIE 33326	HIGHLAND RANCH	LIGHTHOUSE POINT 33064	VENETIAN ISLES
DAVIE 33328	LONG LAKE RANCHES	LIGHTHOUSE PT 33064	VENETIAN MORE
DAVIE 33326	STONEBRIDGE KAPOK	PARKLAND 33067	BBB
DAVIE 33330	GROVE CREEK RANCHES	PARKLAND 33067-1400	CYPRESS TRAIL
DAVIE 33325	FLAMINGO RD ESTS	PARKLAND 33067-1100	FRUIT PARKLAND
DAVIE 33330	IMAGINATION FARMS	PARKLAND 33067-3709	GRAND CYPRESS ESTATES
FORT LAUDERDALE 33301	AQUAVISTA, ISLES FTL	(PINEHURST)	
FORT LAUDERDALE 33316	BAHIA HARBOR BEACH	PARKLAND 33067-2338	HERON BAY
FORT LAUDERDALE 33301-2392	THE LANDINGS SECOND SEC 56-37 B	PARKLAND 33076-4437	PARKLAND G&COUNTRY
FORT LAUDERDALE 33308-6408	BERMUDA RIVIERA	CLUB	
FORT LAUDERDALE 33301-2523	CORAL ISLES	PARKLAND 33067-1101	PINE TREE ESTATES
FORT LAUDERDALE 33316-2301	DEL LAGO ISLE	PARKLAND 33067-1700	TALL PINES
FORT LAUDERDALE 33304	FORT LAUD BCH EXT	PARKLAND 33067-4700	TERNBRIDGE
FORT LAUDERDALE 33316-2322	HARBOR BEACH	PARKLAND 33067-3903	TERRAMAR WHITTIER
FORT LAUDERDALE 33316-3112	HARBOR BEACH EXT	OAKS	
FORT LAUDERDALE 33316-2306	HARBORAGE	PARKLAND 33076	PARKLAND ESTATES
FORT LAUDERDALE 33316	IDLEWILD	PARKLAND 33076	WATER'S EDGE ESTATES
FORT LAUDERDALE 33316-2117	LAUDERDALE HARBOR \$\$	PARKLAND 33076	PARKLAND PRESERVE
FORT LAUDERDALE 33301-1566	LAUDERDALE ISLES	PARKLAND 33076	MIRALAGO
FORT LAUDERDALE 33301	NAVARRO AND SEA ISLAND	PLANTATION 33324	HAWKS LANDING
FORT LAUDERDALE 33301-1402	NURMI ISLES	POMPANO BEACH 33062	HILLSBORO BY SEA
FORT LAUDERDALE 33308-6804	PLAYA DEL SOL	SEA RANCH LAKES 33308-2904	SEA RANCH LAKES
FORT LAUDERDALE 33301-2291	RIO VISTA	SO WEST RANCHES 33331	
FORT LAUDERDALE 33301-2906	RIO VISTA ISLES	WESTON 33327-1100	PALM ISLAND
FORT LAUDERDALE 33301	RIVIERA FTL	WESTON 33331-3001	WINDMILL RANCHES
FORT LAUDERDALE 33301	VENICE ISLES \$\$\$	WESTON 33332-2500	SWAN LAKE
FORT LAUDERDALE 33301-2417	VENICE RESUB	WESTON 33331	WINDMILL LAKE EST
FORT LAUDERDALE 33308-2702	Lake Estates	WESTON 33332	\$\$\$
FORT LAUDERDALE 33316		WESTON 33326	BONAVENTURE
FORT LAUDERDALE 33308	BAY COLONY	WESTON 33327	
FORT LAUDERDALE 33308	BAY COLONY		
FORT LAUDERDALE 33301	VICTORIA PARK		
FORT LAUDERDALE 33305	CORAL RIDGE GALT \$\$		
FORT LAUDERDALE 33304	BEACHWAY HEIGHTS		
FORT LAUDERDALE 33308	BERMUDA RIVIERA TOTAL		
FORT LAUDERDALE 33308	LANDINGS		
FORT LAUDERDALE 33301	LAUDERDALE SHORES		
FORT LAUDERDALE 33305	LAS OLAS BY THE SEA		
HALLANDALE BEACH 33009	GOLDEN ISLES\$\$		
HALLANDALE BEACH 33009	GOLDEN ISLES ESTATES 2		
HALLANDALE BEACH 33009	DIPLOMAT GOLF ESTATES		
HILLSBORO BEACH 33062			

Homeowners \$1,000,000-\$11M+	6192
Homeowners \$900,000+	2844
Homeowners \$800,000+	3919
Homeowners \$700,000+	5363
Homeowners \$600,000+	8478
Homeowners \$572,460+	3218
<b>Total</b>	<b>30014</b>

## RATES

FULL PAGE: (6 cents per address) - \$1800 open rate. \$1500 2 times or more (\$2100 for front, back, pages 2-7) HALF PAGE: \$1200 open rate (\$850 for 2 times or more frequency)

## ART REQUIREMENTS

\$150 for artwork not supplied by client.

Ads must be **CYMK at 300DPI**. Accepted formats are PDF, TIFF, JPEG

Please understand that the coloration coming off a press may be different than client's proof.

## SIZE SPECIFICATIONS

**Full Page Bleed:** 8.5 X 11 | **Trim Size:** 8.375 X 10.875

For bleed ads, please have all text at least 3/8" from all edges of the Trim Size.

**Full pages with border:** 7.625 x 10.125 | **1/2 Page:** 7.625 X 4.9

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**WWW.FLORIDA-DECOR.COM**