

FLORIDA DECOR

FLORIDA DECOR

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www.florida-decor.com



SOUTH FLORIDA DECOR

LOCAL SOURCE OF FINE FURNITURE, ACCESSORIES, & DESIGN
www.florida-decor.com
ISSUE 1 VOL. 6

DOWN HOME IN WESTON WITH AN ACCENT OF ELEGANCE
By Designer Shari Givens

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OUR MISSION STATEMENT

Florida Decor will bring you a targeted market of buyers proven for their purchasing power all within your market area and across town. By concentrating our market, we spare you the expense of paying for advertising out of the area, which makes up only a small percentage of buying power. Your advertising will also reach the business community as well.

Therefore, your advertising will cost you less and you'll see more local traffic within the areas we mail to. Our goal is to give you a high-end product and to maximize your advertising dollars with a highly concentrated mailed circulation.

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COVER STORY: A MODERN, ECLECTIC MOTIF IN HOLLYWOOD OAKS
By Designer Shari Givens



AN ITALIAN-INSPIRED HOME IN BOCA RATON
By Designer Shari Givens

AD SIZES AND RATES

Florida Decor is published 6x a year. Art and space deadlines are 30 days prior to publish date. If you need an ad created, we will offer artwork at \$150 for a full page, and \$100 for half page. (Advertiser must supply all photography and text)

	1 time	3 times	6 times
Full	\$1275	\$1175	\$995
Half	\$795	\$695	\$595

Ad Specs:	Width x Height
Finished (trim):	8.375 x 10.875 (full page)
Bleed Size:	8.615 x 11.125 (full page)
Full w/border	7.625 x 11.125

Half Page:	7.7 x 5 high
Vertical Half:	3.597 x 10.125 high

Note: Please keep all type at least 1/4" in from edges

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Accepted Formats: JPG's, EPS files (use only converted outline fonts, PDF's. 300 DPI. (Bleeds and registration marks for PDF files). All files must be CMYK.

REASONABLE RATES

Until FLORIDA DECOR came along, the only choice for advertisers was either a very expensive national magazine or regional publication, also with prohibitive advertising rates. But the publishers of Florida DECOR believe advertising should be cost-effective. With a reasonably priced ad campaign, you can reach the exact market for your specific service or product line. We bring you homeowners that live near your business or across town. But there's even more good news about Florida Decor...

FLORIDA DECOR Will BRAND YOUR STORE NAME

Besides the excellent exposure your store or design firm will get by advertising with us, our impressive high-gloss, high-end appearance will brand your business as being high quality in much the same way advertisers enjoy the prestige of being in nationally recognized design magazines.

OUR EDITORIAL CONTENT

Each issue of Florida Decor features magnificently decorated and remodeled apartments by many of Florida's best interior designers. Designers are always on the lookout for new sources of home furnishings. If you're in our magazine, your chances of being included in their next design project is greatly increased. That's because there is a natural networking that goes on within advertisers.

DEMOGRAPHICS

- Age range of readership is between 30-70
- Income range is between \$150,000 to several million per year
- 25% are single couples, 75% are married couples
- Disposable income for home furnishings is excellent

CIRCULATION - HOMEOWNERS AND DESIGN TRADE

20,000 magazines delivered to homes, architects, property managers, general contractors, interior designers/decorators, real estate offices, home furnishing and accessory showrooms (including lighting, flooring, kitchen & bath, furniture stores, art galleries, etc.) plus drop-offs at high-traffic locations.

Luxury communities in:

Boca (Broken Sound, Royal Palm Yacht Club, the Oaks, etc.) Broward (Parkland, including Heron Bay, Grand Cypress Estates, Tall Pines, etc., Hawks Landing, Long Lake Ranches, Windmill Ranch Estates, Off Las Olas, A1A homes, Rio Vista, Hallandale (Beach Club, etc.) Hollywood (etc.N. Miami, including Aventura)

NEW! Ask us about our NEW YORK DECOR edition!

Mailed to 30,000 luxury apartments, such as Central Park West, Sutton Place, Park Avenue, Madison Ave, etc. We also mail to general contractors, property managers, and drop off additional copies at high-traffic locations.