

# SOUTH FLORIDA DECOR

BROWARD/N. MIAMI EDITION  
LOCAL SOURCE OF FINE FURNITURE, ACCESSORIES, & DESIGN  
www.florida-decor.com  
Issue 1 Vol. 6



## Why advertising in Florida Decor is a smart idea?

Florida Decor has been in publication for over 7 years. It is exclusively mailed to homes with a value (and original purchase price) of \$850,000 and up in select areas such as Broken Sound and Addison Reserve to Lighthouse Point, Parkland, and Fort Lauderdale (Coral Ridge Country Club, etc. Aventura and Williams Island (Bella Mare, Aquilina, Porto Vita, Atlantic One, etc.) was just added to the mailing. It is also mailed to top interior designers and dropped off at select retail businesses and luxury car showrooms.

# FLORIDA DECOR

LOCAL SOURCE OF FINE HOME FURNISHINGS & DESIGN  
& LUXURY REAL ESTATE

## A WATERFRONT CONDO



www.florida-decor.com NOV/DEC 2012  
Issue 6 Vol. 7

Florida Decor is published 6x a year. Art and space deadlines are 30 days prior to publish date.

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.

## AD SIZES AND RATES

Florida Decor is published 6 times per year. Art and space deadlines are due 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 all other sizes. Advertiser must supply photos and text.

SPECIAL RATES. MAY CHANGE WITHOUT NOTICE

Full	\$1100	10% discount for 2 times or more.
Half	\$695	Add 20% for premium positions (pages 2,3,5,7, inside back and back)
Third	\$495	All other pages are first come first serve.

### Ad Sizes

Finished (trim size)	8.375 x 10.875
Bleed size:	8.5 x 11
Full w/border	7.625 x 10.125
Half Page:	7.7 x 4.85
Vertical Half:	3.625 x 10.125
Third:	4.625w x 4.75h

Note: Please keep all text and vital art 1/2" from edges.

Total Circulation: 12,500 mailed | 2500 dropped | Reach: Approx. 22,000

## CURRENT LIST OF BROWARD AREAS WHERE FLORIDA DECOR IS MAILED TO AS OF MAY 30/2012 (CERTIFIED & MAILED BY THE USPS)

### CORAL SPRINGS

EAGLE TRACE  
THE ISLES  
THE HILLS  
WEST SHORE  
WHISPERING WOODS ESTATES

### DAVIE

BLACKHAWK ESTATES  
BUCKRAM OAK  
LONG LAKE RANCHES  
GRAND OAKS ESTATES  
HIGHLAND RANCH ESTATES  
LONG LAKE ESTATES  
STONEBROOK  
GROVE PARK  
WINDMILL RANCH ESTATES

### FORT LAUDERDALE

VENICE RESUB  
AQUAVISTA  
THE ISLES  
BAHIA HARBOR BEACH  
BAY COLONY  
BAYVIEW  
BELAIR  
BERMUDA RIVIERA  
CORAL ISLES  
CORAL RIDGE  
CORAL RIDGE COUNTRY CLUB  
DEL LAGO ISLE  
FORT LAUDERDALE BEACH EXT.  
HARBOR BEACH  
HARBOR BEACH EXT.  
HARBORAGE  
IDYLWILD  
LAKE ESTATES  
LANDINGS  
NAVARO  
SEA ISLAND  
NURMI ISLES  
RIO VISTA  
RIVIERA  
SEA RANCH LAKES  
L'AMBIANCE  
SUNRISE KEY  
ISLE OF PALMS

### FORT LAUDERDALE CONTINUED

THE PALMS  
PLAZA SOUTH CONDO  
CORAL KEY VILLAS  
CORAL RIDGE GALT OCEAN  
LAS OLAS BEACH CLUB  
LAS OLAS BY THE SEA  
WATER'S EDGE

### HILLSBORO BEACH

HILLSBORO MILE

### HOLLYWOOD

ADMIRAL COVE'S AT HOLLYWOOD  
EMERALD HILLS  
HOLLYWOOD OAKS  
THREE ISLANDS  
HOLLYWOOD HILLS  
HOLLYWOOD (ON OCEAN DRIVE)

### LAUDERDALE BY THE SEA

AQUAZUL  
BELAIRE  
CRISTELLE

### SEA RANCH LAKES

SEA RANCH LAKES

### LIGHTHOUSE POINT

VENETIAN ISLES  
INTRACOASTAL AREAS (\$\$\$)

### PARKLAND

BBB RANCHES  
CYPRESS HEAD  
FLORIDA FRUIT PARKLAND  
FOX RIDGE  
GRAND CYPRESS ESTATES  
HERON BAY  
PARKLAND GOLF & COUNTRY CLUB  
PINETREE ESTATES  
TALL PINES  
TERNBRIDGE  
TERRAMAR/WHITTIER OAKS  
LANDINGS AT PARKLAND

### PARKLAND CONTINUED

PARKLAND ESTATES  
PARKLAND ISLES  
COUNTRY POINT  
MEADOW RUN

### PLANTATION

HAWK'S LANDING  
OUTBACK  
OUTBACK/PLANTATION ACRES  
PLANTATION ACRES ESTATES  
LANDMARK RANCH

### POMPANO

PALM RIDGE  
(INTRACOASTAL/BIG \$\$)  
SANTA BARBARA SHORES  
(INTRACOASTAL \$\$)  
POMPANO ISLES

### WESTON

BONAVENTURE (RANCH ROAD)  
INDIAN TRACE  
PALM ISLAND  
SON OF CHOPS  
STONEBRIDGE  
VICTORIA POINT  
WESTON HILLS CC (TOP \$\$)  
WINDMILL RANCH ESTATES

### WILTON MANORS

TOP \$ HOMES

### ADDITIONAL MAILING

MAILED TO 200 SELECT  
INTERIOR DESIGNERS

### DROP OFFS

HIGH-END SALONS  
FURNITURE STORES  
LUXURY CAR DEALERSHIPS

Florida Decor is mailed once every two months for a total of 6 times per year.

## Additional mailings to Boca/Delray on an alternating basis

ROYAL PALM YACHT CLUB

ARAGON CONDOS

MILLIONAIRE MILE ON AIA

1000 OCEAN

THE SANCTUARY

LONG LAKE ESTATES

WINDING LAKES

SANTA BARBARA

FOX LANDING

FLYDUBROOK

BOCA PRESERVE

ST. ANDREWS

SEASONS

BROKEN SOUND

BOCA MARINA YACHT CLUB

GOLDEN HARBOUR & PHILLIPS DR.

THE OAKS AND LE LAC

LAKE ESTATES AT ST. ANDREWS

THE POLO CLUB (HIGHEST VALUES)

SATURNIA ISLES