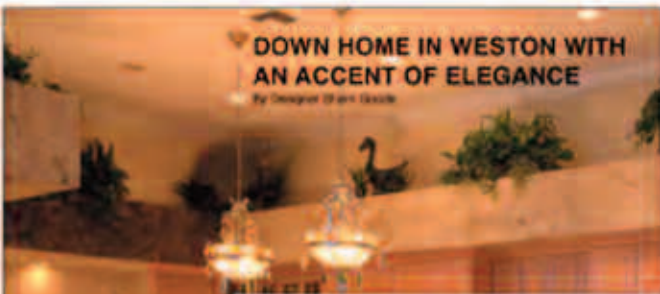


SOUTH FLORIDA DECOR
LOCAL SOURCE OF THE HOME FURNISHINGS & DESIGN www.florida-decor.com ISSUE 1 2012



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FLORIDA DECOR
LOCAL SOURCE OF THE HOME FURNISHINGS & DESIGN A WATERFRONT CONDO



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

Why advertising in Florida Decor is a smart idea?

Florida Decor and 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.

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
 FOXRIDGE
 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.

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	7.825 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.

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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.

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
 FIELDBROOK
 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