

PALM BEACH Society



2024 / 2025 MEDIA KIT



SUBMISSION GUIDELINES & ISSUE DEADLINES

FILE FORMATS

- HI RES PDF is our preferred file format for ads.
- Send files at the dimensions at which they are to be reproduced (see “Advertising Sizes and Rates” for sizes).
- Name files clearly, indicating company name and issue date.

GENERAL FILE PREP

- 300/350 dpi
- CMYK with all links and fonts
- Include Bleed and Crop Marks

TRANSMISSION OF FILES

Send files via e-mail or by wetransfer.com to melissa@pbsociety.com

Publisher is not responsible for quality of creative work done on behalf of client. Reproduction quality is contingent on material furnished. Due to variances in printing and ink, publisher does not guarantee exact color match to materials submitted. Colors will be matched as closely as possible, but no rebates or discounts will be given if color varies from materials provided.

2024/2025 DEADLINES

ISSUE DATE 2024

October 11
October 18
October 25
November 1
November 8
November 15
November 22
November 29
December 6
December 13
December 20
December 27

ADS DUE

September 27
October 4
October 11
October 18
October 25
November 1
November 8
November 15
November 22
November 29
December 6
December 13

2025

January 3
January 10
January 17
January 24
January 31
February 7
February 14
February 21
February 28
March 7
March 14
March 21
March 28
April 4
April 11
April 18
October 17
October 24
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March 7
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March 21
March 28
April 4
October 3
October 10
October 17
October 24
October 31
November 7
November 14
November 21
November 28
December 5
December 12

**MATERIAL/ADS CAN BE SENT
BEFORE DEADLINE**

PALM BEACH Society ADVERTISING SIZES & PLACEMENT

AD SIZE	WIDTH x LENGTH
FULL PAGE:	
Trim Size	9.625 x 13.5
Bleed Size	9.875 x 13.750
Live Area <i>(keep type within this area)</i>	9.125 x 12.625
<i>(Please include crop and bleed marks)</i>	
FOLD-OUT (COVER)	9.5 X 13.5
CENTERSPREAD	
Trim Size	19.250 x 13.5
Bleed Size	19.5 x 13.750
Live Area <i>(keep type within this area)</i>	18.750 x 12.625
<i>(Please include crop and bleed marks)</i>	
1/2 Page (Horizontal)	9.125 x 6.250
1/2 Page (Vertical)	4.5 x 12.625
1/4 Page	4.5 x 6.250

INSTAGRAM:
 Landscape: 1080 x 566 pixels
 Portrait: 1080 x 1350 pixels
 Square: 1080 x 1080 pixels
 Aspect Ratios: Anywhere between 1.91:1 and 4:5

E-MAIL BLAST:
 8.5 w x 6.125 - 8.125 h
 RGB / 300 kb / jpeg

ADVERTISING PLACEMENT

FOUR COLOR

COVERS

- Front
- Inside Front
- Inside Back
- Back
- Fold-out

PAGE 2 & 3

A CONVERSATION WITH...

WORTH ASKING COLUMN

WORTH GOING COLUMN

WORTH KNOWING COLUMN

CENTERSPREAD

OTHER

- Full Page
- 1/2 Page
- 1/4 Page

FOR ADVERTISING RATES AND CONTACT INFORMATION

240 Worth Avenue • Palm Beach, FL 33480
 561.659.5555 | advertise@pbsociety.com
www.pbsociety.com



PALM BEACH
Society READER PROFILE

- 55% are female
- 45% are male
- 58.4 are average age
- 89% are millionaires
- \$17.3 million is the average net worth
- \$1.6 million is the average home value
- 51.5% own more than one home
- \$4 million is the average total real estate value
- \$1.9 million is the average annual income

PALM BEACH *Society* DISTRIBUTION

Palm Beach Society Magazine is distributed as follows:

- Hand delivery and delivery by mail to private residences on Palm Beach Island
- Delivery by mail to residents in affluent communities including:
 - The Bristol
 - 525 South Flagler Drive
 - One Watermark Place
 - Wellington
 - The Bears Club
 - Lost Tree Village
 - Old Palm Golf Club
 - and others
- Sold at Classic Bookshop and Green's Pharmacy
- Bulk drop off at the following locations:
 - The Breakers Palm Beach valet counter
 - 150 Worth Avenue Esplanade valet counter
 - Saks Fifth Avenue
 - Apollo Parking (on Hibiscus down the block from Worth Avenue) valet counter
 - The Breakers Golf & Tennis Pro Shop and locker rooms
 - The Colony lobby
 - Brazilian Court lobby
 - The Chesterfield lobby
 - Mar-a-Lago
 - Everglades Club
 - Bath & Tennis
 - Sailfish Club
 - Beach Club
 - Club Colette
 - Worth Avenue, South/North County Road restaurants and retail shops
 - Royal Palm Way wealth management offices
 - Doctors offices, dentist offices and spas
 - Park Limousine vehicles
 - Condominium building mailrooms on Palm Beach Island and West Palm Beach
 - Charity event gift bags
 - Palm Beach Civic Association end of season meeting and celebration
 - Palm Beach Jewelry, Art & Antique Show
 - Royal Poinciana Plaza



COVER & EDITORIAL SCHEDULE

ISSUE DATE	ORGANIZATION	EVENT	VENUE
10/11/24	Children's Home Society	<i>Ultimate Dinner Party</i>	Private Residences
10/11/24	Busch Wildlife Sanctuary	<i>Wine in the Wild</i>	Busch Wildlife Sanctuary
10/18/24	Historical Society of Palm Beach	<i>22nd Annual Archival Evening</i>	The Colony
10/18/24	Jazz Society of Palm Beach	<i>Premier Musical Event of the Season</i>	Club Colette
10/25/24	The Salvation Army of Palm Beach County	<i>Christmas in Paradise!</i>	The Beach Club
10/25/24	Caron Treatment Centers	<i>Caron Florida Gala</i>	Opal Grand Resort
11/1/24	American Humane	<i>14th Annual Hero Dog Awards</i>	The Breakers Palm Beach
11/1/24	Palm Beach Opera	<i>2025 Gala</i>	The Breakers Palm Beach
11/8/24	LIFE	<i>31st Annual "Lady in Red" Gala</i>	The Breakers Palm Beach
11/8/24	Palm Beach Police & Fire Foundation	<i>19th Annual Palm Beach Police & Fire Rescue Ball</i>	Mar-a-Lago
11/15/24	MorseLife	<i>41st Birthday Celebration</i>	The Breakers Palm Beach
11/15/24	Arthur E. Benjamin	<i>Supporting RDK Melanoma Foundation</i>	Private Residence
11/22/24	Center for Family Services	<i>26th Annual Old Bags Luncheon</i>	The Breakers Palm Beach
11/22/24	The Raymond F. Kravis Center for the Performing Arts	<i>Kravis Center Gala</i>	Kravis Center Cohen Pavilion
11/29/24	Palm Beach Island Hospice Foundation	<i>Hospice Evening 2025</i>	The Breakers Palm Beach
11/29/24	Richard David Kann Melanoma Foundation	<i>Annual Luncheon and Fashion Show</i>	The Breakers Palm Beach
12/6/24	Cleveland Clinic Florida	<i>Annual Florida Ball</i>	The Breakers Palm Beach
12/6/24	H.O.W. - Hearing the Ovarian Cancer Whisper	<i>Time is of the Essence Luncheon</i>	The Beach Club
12/13/24	The Promise Fund of Florida	<i>Annual Major Donor and Award Celebration</i>	Club Colette
12/13/24	Community Foundation for Palm Beach and Martin Counties	<i>Give Where You Live</i>	Community Foundation for Palm Beach and Martin Counties
12/20/24	The Ryan Licht Sang Bipolar Foundation	<i>Insights VII: A Juried Retrospective of Insights II-VI</i>	The Surovek Gallery
12/20/24	Cancer Alliance of Help & Hope, Inc.	<i>Shop The Day Away Luncheon</i>	The Breakers Palm Beach
12/27/24	American Heart Association	<i>70th Annual Palm Beach Heart Ball</i>	The Breakers Palm Beach
12/27/24	Findlay Galleries	<i>Charity Honors</i>	Findlay Galleries
1/3/25	Norton Museum of Art	<i>Gala Weekend</i>	Norton Museum of Art
1/3/25	Hanley Foundation	<i>20th Annual Palm Beach Dinner</i>	Henry Morrison Flagler Museum
1/10/25	The Ireland Funds	<i>Emerald Isle Ball</i>	The Breakers Palm Beach
1/10/25	Jupiter Medical Center	<i>48th Annual Black-Tie Ball</i>	The Breakers Palm Beach
1/17/25	Dana-Farber Cancer Institute	<i>Defy Cancer with Us</i>	Dana-Farber Cancer Institute
1/17/25	FoundCare	<i>A Votre Sante (To Your Health)</i>	Morton & Barbara Mandel Recreation Center
1/24/25	Boys & Girls Clubs of Palm Beach County	<i>The Winter Ball</i>	The Breakers Palm Beach
1/24/25	Big Dog Ranch Rescue	<i>Wine, Women and Shoes Luncheon</i>	Mar-a-Lago
1/31/25	Center for Creative Education	<i>Anniversary Spring Dinner</i>	Club Colette
1/31/25	Palm Beach Zoo & Conservatory	<i>A Force for Wildlife Conservation</i>	Palm Beach Zoo & Conservatory
2/7/25	Dreyfoos School of the Arts	<i>Where The Dreyfoos Magic Happens</i>	Dreyfoos School of the Arts
2/7/25	Habitat for Humanity of Greater Palm Beach County	<i>Women Build 2025</i>	TBD
2/14/25	Bascom Palmer Eye Institute	<i>Moon Shot Project Medical Symposium</i>	Club Colette
2/14/25	MorseLife	<i>Golf Classic</i>	The Breakers Ocean Course
2/21/25	Cancer Alliance of Help & Hope, Inc.	<i>Dance The Night Away Gala</i>	The Breakers Palm Beach
2/21/25	Town of Palm Beach United Way	<i>Live United</i>	Town of Palm Beach United Way
2/28/25	Boys & Girls Clubs of Palm Beach County	<i>Annual Barefoot on the Beach</i>	The Breakers Beach Club
2/28/25	Hanley Foundation	<i>\$35 Million Campaign for Recovery</i>	Hanley Foundation
3/7/25	Patrick Park	<i>Behind the Baton of the Palm Beach Symphony</i>	Private Residence
3/7/25	Ann Norton Sculpture Gardens	<i>An Evening of Music and Art in the Gardens</i>	Ann Norton Sculpture Gardens
3/14/25	American Humane	<i>PupsForePatriots Golf Invitational & Luncheon</i>	Palm Beach Par 3 Golf Course
3/14/25	Lighthouse for the Blind of the Palm Beaches	<i>Embracing A Visionary Future For All</i>	Lighthouse for the Blind of the Palm Beaches
3/21/25	Rehabilitation Center for Children & Adults	<i>Annual Spring Luncheon</i>	The Beach Club
3/21/25	Hanley Foundation	<i>Annual Golf Classic</i>	North Palm Beach Country Club
3/28/25	Palm Beach Civic Association	<i>81 Years of Community Service and Engagement</i>	Henry Morrison Flagler Museum
3/28/25	Arthur E. Benjamin	<i>Israel Cancer Association USA - Cabaret</i>	National Croquet Center
4/4/25	Cox Science Center and Aquarium	<i>Breaking Ground</i>	Cox Science Center and Aquarium
4/4/25	Oxbridge Academy	<i>Debate Team: A Winning Tradition</i>	Oxbridge Academy
4/11/25	Palm Beach State College Foundation	<i>The Promise of Tomorrow</i>	Palm Beach State College
4/11/25	Peggy Adams Animal Rescue League	<i>Life-Saving Fundraising Efforts</i>	The Colony Hotel
4/18/25	Community Foundation for Palm Beach and Martin Counties	<i>Leading on Reading</i>	Community Foundation for Palm Beach and Martin Counties
4/18/25	211 Helpline Palm Beach and Treasure Coast	<i>Raising The Roof for 211 Palm Beach and Treasure Coast</i>	211 Helpline Palm Beach and Treasure Coast

2023 / 2024 COVERS



PALM BEACH SOCIETY

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