



**PBG** lifestyle  
magazine

# Our VISION

**PBG Lifestyle Magazine** ventured into the Palm Beach Gardens marketplace in the summer of 2008 in the midst of one of the worst economic climates the world has ever seen. Some thought we were foolhardy to begin a new magazine when many larger and more established publications across the country were closing their doors. But we too had a vision. We pictured a quality, upscale publication that reflected the environment that it was to represent. And we had the desire and drive to make it happen.

As we enter our third year of publication, it is a testament to this vision that our circulation has grown by 50% and our ad revenues are on an upward spiral. We have featured a former President, a current Congressman, numerous celebrities and local movers & shakers on our covers. Our articles are timely and thought-provoking. Our look is elegant and upscale. All in all, **PBG Lifestyle** is the perfect environment in which to promote your company and products to the residents and visitors of Palm Beach Gardens. Come join **PBG Lifestyle** in elevating the vision that MacArthur had for his “Garden City.”





# 23RD ANNUAL FLORIDA PRINT AWARDS



## BEST OF CATEGORY

### ART & EDITORIAL DESIGN

FOR VOLUME 2, NUMBER 6,  
NOVEMBER ISSUE

*As Presented by  
The Printing Association of Florida*





# Our MARKET

## PALM BEACH GARDENS RESIDENTS HAVE SPENDING POWER

Half a century ago, multi-millionaire insurance magnate and landowner John D. MacArthur, dreamed of creating a sophisticated, culturally vibrant “garden city” out of 4,000 acres of pastureland located on the northernmost edge of the Everglades in Palm Beach County. The land was to be carefully developed under the guiding hand of MacArthur, who envisioned a community with hundreds of gently winding waterways, rolling terrain, and meticulously manicured boulevards lined with majestic shade trees and radiant flowers. In essence, the farsighted pioneer wanted the new city to be an ideal place to raise a family and earn a living.

Fifty years later, MacArthur’s dream has become a reality.

Today, the thriving city of Palm Beach Gardens boasts a nearly unsurpassable quality of life for over 50,000 full-time residents. As the headquarters of the Professional Golfers Association (PGA) of America and the self-proclaimed “Golf Capital of the World,” the city has become a magnet for high net worth individuals and celebrities from across the country and the world. Every day discriminating patrons partake at any number of the town’s first-class specialty shops, boutiques, galleries and restaurants. Its public and private schools are among Florida’s finest. And in keeping with MacArthur’s initial vision, “The Gardens” has retained its commitment to promoting clean industry and protecting the environment.



*In many ways, what is today’s most enviable place to live represents the legacy of its original founder. But the story of Palm Beach Gardens is as much about the future as it is the past. **PBG Lifestyle** is proud to tell you that story.*

# Palm Beach Gardens PROFILE

## POPULATION:

49,941 (58,022 including seasonal residents)

## AREA:

56.16 square miles

## EDUCATION/EMPLOYMENT:

46.28% of residents hold a bachelor's degree or higher.  
Approximately 50% are employed in management or as professionals.

## MEDIAN AGE:

45.6 years. 52.5% are between the ages of 25-65, 44.3 % are age 50+.

## MEDIAN FAMILY INCOME:

\$74,085. 47.6% have an income of \$75,000+. 34.1% have an income of \$100,000+. 13.6% have an income of \$200,000+.

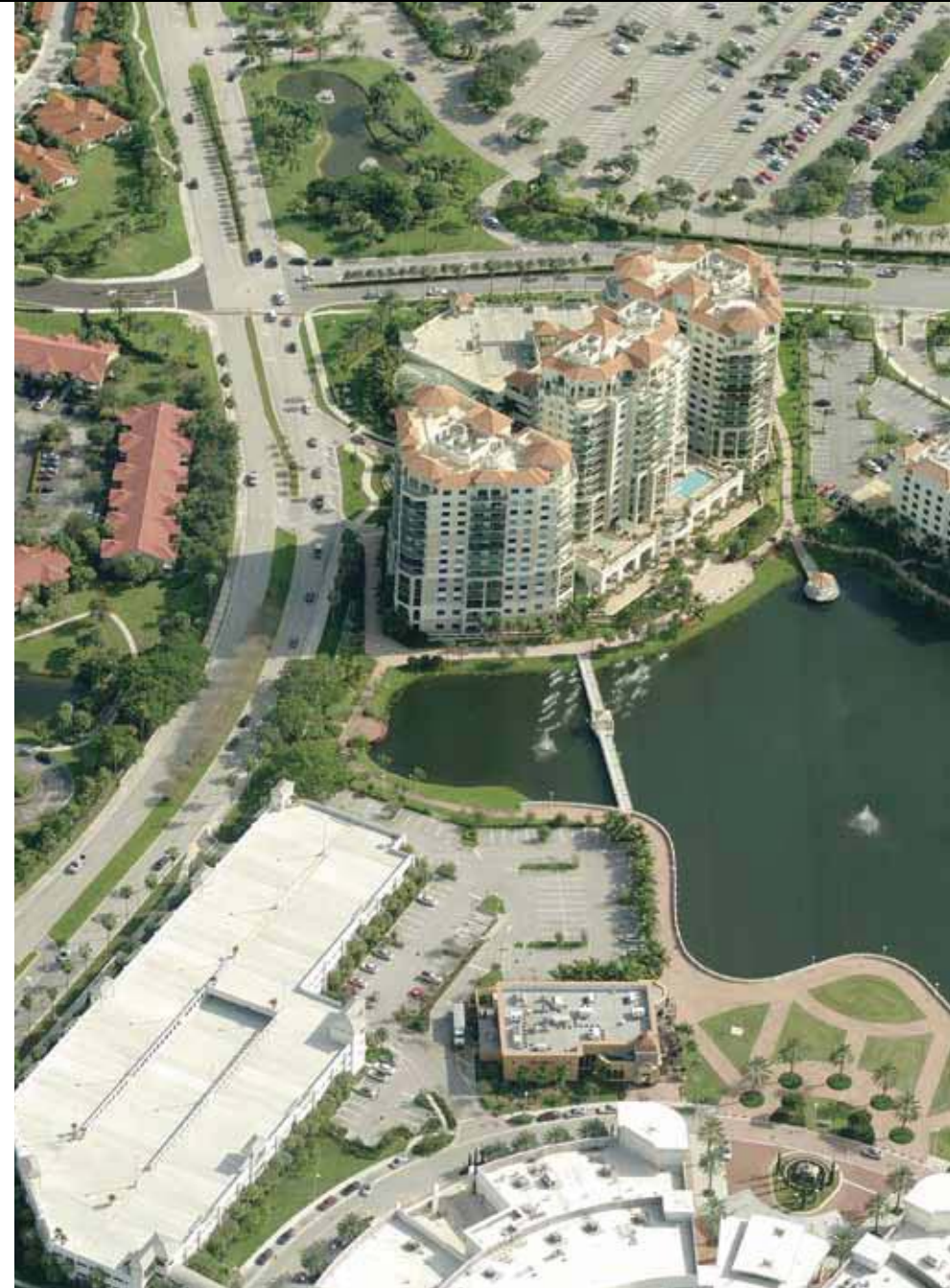
## OWNER-OCCUPIED HOMES WITHOUT MORTGAGE:

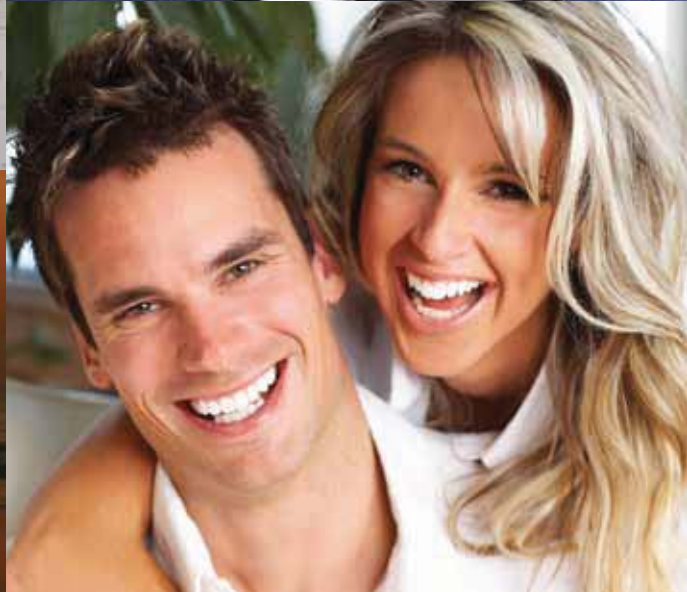
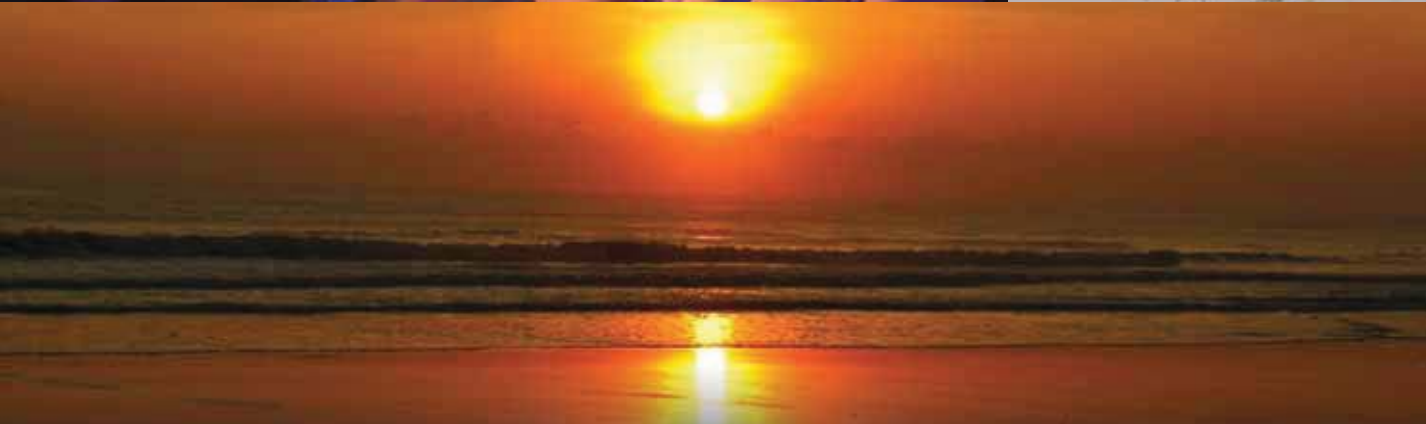
83.6% of homes valued at \$200,000 do not have a mortgage.  
35% of homes valued at \$500,000 do not have a mortgage.

## MEDIAN VALUE OF OWNER-OCCUPIED HOME WITHOUT MORTGAGE:

\$387,200

*DATA:* City of Palm Beach Gardens; [www.city-data.com](http://www.city-data.com); [www.factfinder.census.gov](http://www.factfinder.census.gov).





PBG *Lifestyle*

# CIRCULATION MARKET RESEARCH READERSHIP

**PBG Lifestyle's** audience is one of the most affluent in the entire nation, far above the national average. With this in mind, each issue of the magazine is carefully planned so that the reader is engaged with interesting articles and useful content, such as entertainment profiles and dining guides, both of which are referred to repeatedly and serve to maximize the magazine's shelf life and exposure to your advertising message.

**PBG Lifestyle** prints 15,000 copies every month, with pass-along readership reaching 60,000 readers per issue. **PBG Lifestyle** is direct mailed to thousands of Palm Beach Gardens residents with high disposable incomes; in addition, **PBG Lifestyle** is strategically positioned in and around "The Gardens" including luxury hotels, retailers, restaurants and local community facilities, and new this year targeted upscale locations in Jupiter and Stuart. Please visit [www.PBGLifestyle.com](http://www.PBGLifestyle.com) for an up-to-date list of distribution venues. Last, but certainly not least, **PBG Lifestyle** is available for subscription worldwide.

**PBG Lifestyle** ensures the highest quality circulation for our advertisers. Our readers are active, educated Palm Beach Garden residents and visitors who want a credible, resourceful authority on the marketplace. We are delighted to help our readers better enjoy the Palm Beach Gardens experience.





*Successful Marketers Embrace*

# MAGAZINES

## RESPONSE

The prime prospects for most products are more likely to respond to a magazine ad than to a television or radio commercial.

## BELIEVABILITY

Magazines rank among the most trusted and credible of all media, print or broadcast.

## USEFULNESS

Magazines satisfy the need to know and cater specifically to personal interests.

## TANGIBILITY

A magazine is a substantial purchase, offering a long shelf life and high pass-along readership. Magazine ads can produce results six months and even a year after publication.

## EFFICIENCY

Magazine advertising rates are reasonable, especially considering their effectiveness at zeroing in on prime prospects.

## COMPATABILITY

Magazines create an environment of their own. As a result, the advertiser purchases a frame of mind as well as a frame of reference.

## ACCESSIBILITY

Magazines aren't relegated to missed time slots. They will wait for their readers to return in their own good time.

## READERSHIP

Magazine readers seek out their favorite publications for interesting, useful information and to be entertained.

# ADVERTISING

## PBG lifestyle magazine

Position your business message in front of your target audience in Palm Beach Gardens and reap the benefit of repeat business from new and existing residents for years to come. We will maximize your advertising dollars with a guaranteed focus upon gaining an ongoing return on investment.

### OPPORTUNITIES

In a diverse and upscale community like The Gardens, developing and maintaining ongoing brand recognition is essential...and our approach is to give you the best advice, taking into account both your values and budget.



In Every Issue

# PREMIER EDITORIAL

Every month our award-winning editorial staff of writers, photographers and designers provide you with an up-close, “sights and sounds” feel about what’s going on in The Gardens.

HERE’S SOME OF WHAT YOU’LL FIND IN *PBG LIFESTYLE*...

## COVER/FEATURE STORIES:

Multiple in-depth stories about people, places and events of vital importance to Palm Beach Gardens.

## PBG STYLE:

The latest trends in fashion, hair design and personal makeovers.

## OUT & ABOUT:

Who’s doing what and where along with major social events in The Gardens.

## ON STAGE:

An intimate portrait of a major celebrity coming to “town.”

## PBG BUSINESS:

Profile of an outstanding local entrepreneur or cutting-edge company.

## HEALTH & FITNESS:

Get to know the very latest about exercise and well-being.

## POSITIVE PARENTING:

Tips for Moms and Dads

TECH TIPS, FINANCIAL TIPS, CROSSWORDS, HOROSCOPES, FASHION TIPS, PET PAGES, MUST HAVES

**PLUS A WHOLE LOT MORE...**One thing you can always count on – we’re going to stay focused on topics of specific interest to the residents and visitors of Palm Beach Gardens.



# PBG *Lifestyle's* OFFERINGS

## DISPLAY ADS

Lifestyle magazine advertising is the most powerful media for focusing upon your target market. The alluring pages of **PBG Lifestyle** brand your business as one of the finest, by positioning it alongside relevant material and associating it with other top establishments in Palm Beach Gardens.

## MUST HAVES!

A “Must Have” is a promotional advertorial highlight of a special retail item – something fresh, new and luxurious that you want to share with our readers. Laid out artfully in the style of an editorial feature, “Must Haves” captivate shoppers with high quality photos and professionally written descriptions.

## EMPORIUM

Advertising in **PBG Lifestyle** is affordable and more accessible than ever. Our Emporium pages, featuring one-sixth page ads, are the perfect way to showcase your color advertisement. And **PBG Lifestyle's** readers are the perfect match for your products and services – a proven, responsive audience.

## PRODUCTION SPECIFICATIONS

Publication Trim Size: 8.125” wide by 10.75” high; Bleed Size: 8.625” x 11.125”, Live Area: 7” x 10”. Please see our separate Production Specifications sheet or view online at [www.PBGLifestyle.com/prodspecs](http://www.PBGLifestyle.com/prodspecs).

## ADVERTISING RATE CARD

**PBG Lifestyle** offers a competitive rate card specifically designed to support the growth and brand recognition of your business. We have a wide range of size and preferred placement options to display your products and promote your services. For current rates please see our Advertising Rate Card or view online at [www.PBGLifestyle.com/ratecard](http://www.PBGLifestyle.com/ratecard).

## SPECIAL FEATURE PROFILE

Our special feature profiles have been designed to give you the best format to tell your story to the right people with maximum effectiveness. Prepared by award-winning designers and writers, these professionally created marketing pieces allow you to develop a comprehensive profile of your company or service for our many thousands of readers, serving as an endorsement of you and your business.

Editorially driven feature stories are extremely powerful marketing tools. Be sure to take advantage of your endorsement within **PBG Lifestyle** and discuss how you can use high-impact reprints to develop and grow your business with one of our team. The cost for you to hire a team to design, write, photograph and print a marketing brochure would be significantly more expensive than reprinting a special feature profile as a brochure or direct mail piece.

See Special Feature and Reprint Rate Sheet or view online at [www.PBGLifestyle.com/SpecialFeature](http://www.PBGLifestyle.com/SpecialFeature).



**PBG LIFESTYLE**

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