



SOUTH FLORIDA
healthy
living

2011
media
kit

reader profile

South Florida Healthy Living expands your market reach by placing your ad in the hands of the diverse, middle-income population of Broward County women ages 25-64. These women enjoy reading, working out and shopping. She is passionate about her family and her community, makes daily purchasing decisions on food, health, clothing, entertainment and fitness. Your ad will reach South Florida Healthy Living women in print and online at southfloridahealthyliving.com.

more »



SOUTH FLORIDA
healthy
living

25K per zone rate base | **1.2 million** readership | **Broward County, FL** distribution | **12x** year
Audit Bureau of Circulations (ABC) | South Florida Healthy Living magazine will apply for ABC memberships in 2011.

reader profile

the *South Florida Healthy Living* reader:

Audience.....	1,284,000
Readers Per Copy.....	5.71
Female.....	72%
Male.....	28%
College Educated.....	77%
Married.....	66%
Median Age.....	44.8
Median HHI.....	\$51,521
Own Home.....	60%
Median Home Value.....	.\$257,624

more »



reader profile

Our READERS have positive attitudes about reading our magazine.

- **87%** read in a public place, waiting room, school, workout facility.
- **56%** of our readers acted on magazine advertisements.

Our ADVERTISERS provide valuable, credible content, reaching across multiple demographic groups.

Our magazine is read by **80 percent** of its audience within two weeks. An average of 43 minutes is spent reading our magazine.

87% of those interested in reading magazines on a digital device still want a printed copy.

Total circulation is **25,000**.

South Florida Healthy Living Magazine is an ad-driven, content specific magazine published monthly and distributed throughout Broward County free of charge. Your ad will appear on our website and iPhone app.



the facts

\$117B was spent on all U.S. advertising in 2009

Print media earned approximately **28%** of ad dollars
(*Ad Spending Overview; Nielsen, Advertising Fact Sheet, September 2010*)

Top Reasons to Advertise in *South Florida Healthy Living Magazine*

- * Magazines focus consumer attention to content and advertising. In other words, you're reading. Your attention is on the words and on the advertisements. TV and internet advertising vie with consumer "activities of daily living." Multi-tasking is not conducive to keeping your products in mind. A good rule to remember: *"Retention squanders as the mind wanders."*
- * Magazine advertising provides valuable, credible content, reaching across multiple demographic groups, read by nearly 80 percent of its audience within two weeks. An average of 43 minutes is spent reading a magazine.
- * 93 percent of adults read magazines, including 96 percent of adults under 35
- * Magazine are multi-platform: web sites and mobile applications increase the likelihood that your ad will be seen on the go
- * 56 percent of all readers acted on magazine advertisements, up 10 percent over the past five years
- * ROI-Magazines improve your return on investment throughout the purchase funnel
(*Source: The Association of Magazine Media*)



buying power of women

Women account for 85% of all consumer purchases including everything from autos to health care:

91% of New Homes

66% PCs

92% Vacations

80% Healthcare

65% New Cars

89% Bank Accounts

93% Food

93 % OTC Pharmaceuticals

also

92% pass along information about deals or finds to others

76% want to be part of a special or select panel

51% are moms

61% of women influence household consumer electronic buying decisions



2011 editorial calendar

PREVIEW ISSUE



Publisher's Message

Column:
Dr. Brian Udell

Column: Sheriff Al Lamberti

Special Section: Hurricane Readiness

Exercise: Boot Camp Warriors

Simple and Healthy Foods

Health: Toxic Emissions

Travel: Photo Essay: Flamingo Gardens

Ad Guide

PREMIER

CLOSE: 7/18/11



Health

Local

Sheriff column

Publisher's Message

Letters from Our Readers

Exercise: Expand on the Boot Camp
Preview Issue Feature

Localized Health: Camp Compass/
John Annoni—Local Slant

Travel: Fall in Broward County

Fashion: Transition Fashion Summer to Fall

Leisure: What I'm Reading, Book Reviews

Food: Recipes, End of Summer/Early Fall

Getting Involved: Broward

Community Awareness

Reader Service Directory

Travel Directory

Shopper's Guide

OCTOBER

CLOSE: 8/18/11



Health

Local

Sheriff column

Publisher's Message

Letters from Our Readers

Exercise: Autism and parenting feature:
Handling Halloween

Localized Health: Rediscovering Couples,
Why Freshening Your Relationship is
Not only Good for Your Marriage But for
Your Health

Travel: The Broward Coast

Fashion: Fall Forward, Shoes that Your
Toes Can Dig

Leisure: What I'm Reading, Book Reviews

Food: Recipes, Where the Sales Are for the
Upcoming Holidays

Getting Involved: Broward

Community Awareness

Reader Service Directory

Travel Directory

Shopper's Guide

2011 editorial calendar

NOVEMBER

CLOSE: 9/19/11

Health

Local

Sheriff column

Publisher's Message

Letters from Our Readers

Exercise: Thanksgiving Ideas for Keeping those Extra Pounds at Bay

Localized Health: Snowbirds: Coming to Florida for their Health

Travel: Winter Golf

Fashion: Retro with Flair

Leisure: What I'm Reading, Book Reviews

Food: Recipes, Thanksgiving on a Budget

Getting Involved: Broward

Community Awareness

Reader Service Directory

Travel Directory

Shopper's Guide



DECEMBER

CLOSE: 10/18/11

Health

Local

Sheriff column

Publisher's Message

Letters from Our Readers

Exercise: Too Busy to Exercise: Alternatives

Localized Health: Flu Vaccinations: What's New, Who's at Risk

Travel: Child/Adult Travel Vaccinations: What they are, where to get them, costs

Fashion: The Not-So-Little Black Dress

Leisure: What I'm Reading, Book Reviews

Food: Recipes, Christmas Food Giving to Your Local Food Banks

Getting Involved: Broward

Community Awareness

Reader Service Directory

Travel Directory

Shopper's Guide



display rates 2011-2012

issues

		2011						2012									
		SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
close		7/18	8/18	9/19	10/18	11/18	12/19	1/18	2/20	3/19	4/18	5/18	6/18	7/18	8/20	9/18	10/18
mailed		9/1	10/1	11/1	12/1	1/1	2/1	3/1	4/1	5/1	6/1	7/1	8/1	9/1	10/1	11/1	12/1

rates

per zone

		full page	2/3 page	1/2 page	1/3 page	1/4 page	1/6 page
1 x		2050	1537	1025	687	525	425
[10%] 4x		1850	1337	975	637	475	375
[24%] 8x		1550	1137	875	612	425	350
[29%] 12x		1450	1037	775	587	400	325
Ad cost per household		5.8¢	4.1¢	3.1¢	2.3¢	1.6¢	1.3¢

specs

{ width x height
in inches }

non-bleed
bleed
(includes .25 bleed
on all sides)

	full page	2/3 page	1/2 page horizontal	1/2 page vertical	1/3 page	1/4 page	1/6 page
non-bleed	7.625 x 10.125	5 x 10.0764	7.8611 x 4.9444	3.8425 x 10.0764	2.665 x 10.0764	3.8286 x 4.9444	2.665 x 4.9444
bleed	8.875 x 11.375	5.52 x 11.375	8.875 x 5.75	4.3425 x 11.375	3.150 x 11.375	n/a	n/a

TRIM SIZE: 8.375" X 10.875" | **LIVE AREA FOR BLEEDS:** 3/8" INSIDE BLEED

Reproduction Requirements

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

Please keep cropmarks outside of bleed area.

Please email info@southfloridahealthyliving.com to get login information for uploading ads.

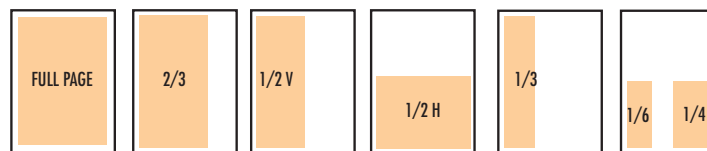
Artwork & Mechanical Charges

If furnished artwork requires additional processing such as resizing, an additional mechanical charge will be billed to the advertiser. Native files will be needed to be sent for those ads needing alterations.

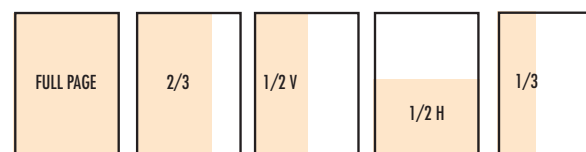
Agencies

A 15% commission on gross billing will be given to recognized advertising agencies if the account is paid in full within 10 days of the invoice date. The commission is given for space and position only.

non-bleed



bleed



AD SALES AND PRODUCTION QUESTIONS CONTACT:

954.417.8901 OR
info@southfloridahealthyliving.com

AD SALES AND PRODUCTION QUESTIONS CONTACT: 954-417-8901

terms and conditions

SOUTH FLORIDA HEALTHY LIVING MAGAZINE 2011 ADVERTISING TERMS AND CONDITIONS The following are certain general terms and conditions governing advertising published in the U.S. edition of *South Florida Healthy Living Magazine* (the "Magazine") published by Beacon Media Press, LLC. (the "Publisher").

1. Rates are based on average total circulation, effective with the issue dated January 2011. Announcement of any change in rates and/or circulation rate base will be made in advance of the Magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable. The Magazine Rate Card specifies the publication schedule of the Magazine, and its respective delivery dates.

2. Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the Magazine.

3. The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates.

4. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating the Magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

5. All advertisements, including without limitation those for which Publisher has provided creative services, are accepted and published in the Magazine subject to the representation by the agency and advertiser that they are authorized to publish the entire contents and subject matter thereof in all applicable editions, formats and derivations of the Magazine and that such publication will not violate any law or infringe upon any right of any party. In consideration of the publication of advertisements, the advertiser and agency will, jointly and severally, indemnify, defend and hold the Publisher harmless from and against any and all losses and expenses (including, without limitation, attorney's fees) (collectively, "Losses") arising out of the publication of such advertisements in all applicable editions, formats and derivations of the Magazine, including, without limitation, those arising from third party claims or suits for defamation, copyright or trademark infringement, misappropriation, violation of the Lanham Act or rights of privacy or publicity, or from any and all claims now known or hereafter devised or created (collectively "Claims").

6. In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the Magazine, the agency and advertiser agree not to make promotional or merchandising reference to the Magazine in any way without the prior written permission of the Publisher in each instance.

7. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary, or add to these Terms and Conditions or the provisions of the Magazine's Rate Card will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

8. The Publisher has the right to insert the advertising anywhere in the Magazine at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the Magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher's inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

9. The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the Magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the Publisher.

10. Agency commission (or equivalent): up to 15% (where applicable to recognized agents) of gross advertising charges after earned advertiser discounts.

11. Invoices are rendered on or about the insertion order date. Payments are due within 20 days from the billing date. The Publisher reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising published in the Magazine.

12. All pricing information shall be the confidential information of Publisher and neither advertiser nor agency may disclose such information without obtaining Publisher's prior written consent.

13. Any and all negotiated advertiser discounts are only applicable to and available during the period in which they are earned. Rebates resulting from any and all earned advertiser discount adjustments must be used within six months after the end of the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.

14. Special advertising production premiums do not earn any discounts or agency commissions.

Zones



Weston (1 zone)

Davie (1 zone)

Pembroke Pines (2 zones/ East & West)

Miramar (1 zone)

Hollywood (1 zone)

Ft. Lauderdale (1 zone)

Coral Springs (1 zone)

Pompano (1 zone)

meet the publisher

Cindy Anderson, a television producer, writer and publisher. She started her career in 1986 after graduating from Rowan University in New Jersey in Communications.

In 1994, Cindy got her dream job as producer for the FOX Network TV Program, “America’s Most Wanted,” based in Washington D.C. For 17 years, Cindy has worked side by side with law enforcement on hundreds of cases globally catching fugitives and finding justice for the victims left behind.

Cindy has formed a new team to create South Florida Healthy Living magazine, with her experience in writing, healthy living, exercise, family, and the South Florida lifestyle, Cindy looks forward to continued success and helping others stay fit, stay healthy and live long.

