CAPTURING THE ESSENCE OF THE VENICE OF AMERICA

In January 2014, Whitehaus Media Group introduced Venice as the premier magazine in Fort Lauderdale. The quarterly magazine embodies the high-end essence of the seaside metropolis through its coverage of fashion, design, art, food and, most importantly, the personalities that define our region. Each issue presents exciting stories from accomplished writers and photographers on topics that are most important to the discerning South Florida reader.
“When I saw the first issue of Venice magazine, I knew immediately that it was the perfect advertising vehicle for Las Olas Boulevard. The day that Publisher Carlos Suarez brought the proposed ad to show me, I almost cried because it was so beautiful. When I presented the ad to the president of The Las Olas Company, he immediately responded, ‘It’s fantastic! This should set the bar for all of our future print advertising.’ Venice has certainly set a new bar for creative, elegant and effective publishing for the Fort Lauderdale area. Venice continues to take Las Olas Boulevard in a new and exciting direction.”

— Van Padgett, Senior VP of The Las Olas Company

“Venice’s quality and content reaches Fort Lauderdale’s tastemakers and influencers, which are directly in line with our clientele. The look and feel of the magazine is unlike any other in the area showcasing the best of Fort Lauderdale.”

— Jay Kennan, President, Global Ocean Securities (GOST)

“Venice: a new coming of age for Fort Lauderdale!”


“Boatyard Bar & Grill has been in Venice magazine since the launch in 2014. In an age where print media is losing ground to digital, Venice magazine has established a must-read publication for South Florida.”

— Steve Hudson, President of Hudson Capital Group
QUARTERLY CIRCULATION 30,000
13,000 Mailed directly to homes with an average income of $200,000+
15,000 Distributed in high-net-worth, high-traffic areas
2,000 Special events

AFFLUENT IN-HOME MAILING
60%

HIGH-TRAFFIC AREAS
25%

LUXURY HOTEL AND CONDOS
15%

SPECIALITY DISTRIBUTION
Venice is also distributed at high-traffic, luxury areas in Fort Lauderdale’s most prestigious shopping centers and districts, such as:
• Aventura Mall
• Las Olas Boulevard
• The Galleria Mall
• The Shops of Pembroke Gardens
• Weston Town Center
• Gated communities
• High-end condominiums
• High-end fitness centers
• Physician’s offices
• Real estate brokers & sales centers
• Spas & salon

HOTELS
• B Ocean Fort Lauderdale
• Bahia Mar
• Circ Hotel
• Hilton Fort Lauderdale Beach Resort
• The Conrad Fort Lauderdale
• The W Fort Lauderdale
• The Westin Fort Lauderdale
• The Pelican Grand Resort
• The Pillars
• The Ritz-Carlton, Fort Lauderdale
• The Riverside Hotel
• Marriot Harbor Beach Resort & Spa, Fort Lauderdale

AFFLUENT MAILING
Venice magazine is mailed directly to a hand-selected group of Fort Lauderdale’s elite businesses, influential tastemakers and trendsetters.

RETAIL DISTRIBUTION
Venice is also distributed at all South Florida locations of Barnes and Noble, and Books A Million Sawgrass Mills.

EVENT DISTRIBUTION
We partner with key organizations in South Florida such as the Florida Panthers, with distribution in luxury suites at all home games. Additionally, we distribute to international large scale events such as the Fort Lauderdale Boat Show, Fort Lauderdale International Film Festival, SOBE Food & Wine Festival, Concours d’Elegance, and Beach Majors Volleyball Competition. Venice also partners with key organizations for premium distribution at events.
VENICE
SELECT LUXURY ADVERTISERS

BREITLING
CLIMA
Cartier
Boffi
HUBLOT
MAYORS
DouglasElliman Real Estate
EWM
ONE
Armani/Casa

Cadillac®
LALIQUE
ROGER DUBUIS
Tiffany & Co.
Audi
Sotheby’s

ULYSSE NARDIN
ROLEX
GRAFF
NATUZZI
VanDutch
Ferrari
The Ritz-Carlton®

MASERATI
SECTIONS INCLUDED IN EVERY ISSUE
City Cool
Shake it Up
The Seen
In Retrospect

SPRING
Tastemakers
Dining
Culture

SUMMER
Travel
Art
Interior Design

FALL
Boating
Boat Show Preview
Visionaries

WINTER
Movers & Shakers
Fashion & Jewelry
Style

For editorial information, contact nila@venicemagftl.com
# VENICE

## GENERAL RATES AND DEADLINES

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<th>2X</th>
<th>4X</th>
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<tr>
<td><strong>Full page</strong></td>
<td><strong>Full page</strong></td>
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<td>$6,250</td>
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<td><strong>Spread</strong></td>
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<td>$8,000</td>
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<td><strong>Inside Front Cover pg.1</strong></td>
<td><strong>Inside Front Cover pg.1</strong></td>
<td><strong>Inside Front Cover pg.1</strong></td>
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<td>$8,800</td>
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<td>$8,650</td>
<td>$8,200</td>
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Additional premium positions add 10%

Circulation: 30,000

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## ISSUE

- Fall 2018
- Winter 2018
- Spring 2019
- Summer 2019

## SPACE RESERVATION

- September 7
- November 5
- February 12
- June 1

## MATERIALS DUE

- September 14
- November 12
- February 19
- June 8

## PUBLICATION DATE

- October 5
- December 18
- March 19
- June 29
Venice requires ads be submitted as final high-res CMYK PDFs. All PDF files must meet PDF X/4 standards at 300 dpi. Spreads must be submitted as two single-page PDF/X-4 files. Link all high-resolution images and fonts in the native application file before creating the PDF. All fonts must be fully embedded (no subsets) in the PDF document. CMYK files are mandatory. Any files sent as RGB will be converted. This may cause color shifts, for which we will not be responsible. Venice also supports files created in Quark Xpress, Adobe Photoshop, Illustrator or InDesign. All files should be collected with fonts and images.

AD SIZING REQUIREMENTS
Ad sizing requirements are listed below. Remember to allow for bleed (.125 inches beyond trim and marks should be offset .25 inches).

Spreads must be submitted as two single-page PDF X/4 files.

FULL PAGE
Live Area: 8.625” w x 9.5” h
Trim: 9” w x 10.875” h
Bleed: 9.25” w x 11.125” h

BLEED
0.125”

TWO-PAGE SPREAD MATERIALS
Must be supplied as single pages, as per the full-page size requirements above.

UPLOAD INFORMATION
Ads may be submitted using file transfer programs such as FileZilla or Fetch
Address Host: ftp-whitehausmediagroup.egnyte.com
User ID: ftp$whitehausmediagroup Password: whitehausmediagroup2014

Whitehaus Media Group
1680 Michigan Avenue, Suite 1013, Miami Beach, Florida 33139  v 786.342.7656  f 305.759.9279
Production questions: katie@whitehausmediagroup.com
Circulation: 100,000

Cultured: Cultured is a publication printed five times a year that celebrates the intersection of art, architecture, fashion and design. Cultured speaks to a discerning, design-minded audience through its compelling interviews, luxurious features and portraits of the innovative personalities who are shaping design and architecture today.  
Circulation: 50,000

Venice: Venice magazine embodies the high-end essence of the seaside metropolis of Fort Lauderdale through its coverage of fashion, design, art, food and most importantly, the personalities that define our city. The quarterly magazine is dedicated to showcasing quality content to its readers with world-class photographers and writers. Recipients of Venice Magazine have minimum household incomes of over $200k.  
Circulation: 30,000

LALA: LALA magazine is the platform for Los Angeles’ new zeitgeist. Forget all of your dated notions of the celluloid city, LALA, a quarterly magazine is dedicated to the people driving the city’s cultural conversation—from the burgeoning tech industry to the wealth of galleries, museums, free thinkers, doers and of course, its insiders. This is a magazine for the creative class unlike any other.  
Circulation: 30,000
Whitehaus Media Group is a privately owned, Miami-based publishing company. Under the direction of Carlos Suarez and Sarah Harrelson and a world-class team of artists, editors, writers and photographers, Whitehaus publishes highly coveted titles for the luxury fashion, travel and design markets, as well as collectible art and design books.

Whitehaus produces additional titles, such as Bal Harbour, LALA and Cultured.

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