

VENICE

FORT LAUDERDALE'S MAGAZINE

WINTER 2019-2020

EXPRESS YOURSELF

SINGER-SONGWRITER
GOLDILOX FINDS HER VOICE
WITH HER UPCOMING ALBUM

BOLD & EDGY WINTER FASHIONS

PLUS:

SIGRID MCCAWLEY
SHEVRIN JONES
MIAMI CITY BALLET
VALENTINO CUCINA ITALIANA'S NEW CHEF

MAKE VROOM FOR RACER JACK HARVEY

River of Dreams

THE MAKING
OF THE
REVAMPED
RIVERFRONT

MEDIA KIT

VENICE MAGAZINE | VENICEMAGFTL.COM | [@VENICEMAGFTL](https://www.instagram.com/venicemagftl)

VENICE

MISSION

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.

PHOTOGRAPH BY ENIKO SZUCS



VENICE

TESTIMONIALS

"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!"

—John Hall Nelson,
Owner of J Nelson & John Hall Nelson Interiors

"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



VENICE

DISTRIBUTION

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.

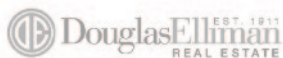
EVENT DISTRIBUTION

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



VENICE

EDITORIAL CALENDAR

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



VENICE

GENERAL RATES AND DEADLINES

1X

Full page	\$6,250
Spread	\$8,000
Inside Front Cover pg.1	\$8,800
Inside Back Cover	\$7,250
Back Cover	\$9,250

2X

Full page	\$5,500
Spread	\$7,500
Inside Front Cover pg.1	\$8,250
Inside Back Cover	\$6,895
Back Cover	\$8,650

4X

Full page	\$5,000
Spread	\$7,000
Inside Front Cover pg.1	\$7,700
Inside Back Cover	\$6,500
Back Cover	\$8,200

Additional premium positions add 10%
Circulation: 30,000

ISSUE

Spring 2020
Summer 2020
Fall 2020
Winter 2020

SPACE RESERVATION

February 12
June 12
September 9
November 26

MATERIALS DUE

February 19
June 17
September 16
December 2

PUBLICATION DATE

March 19
July 6
October 13
December 23



VENICE

SPECS AND DEADLINES

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

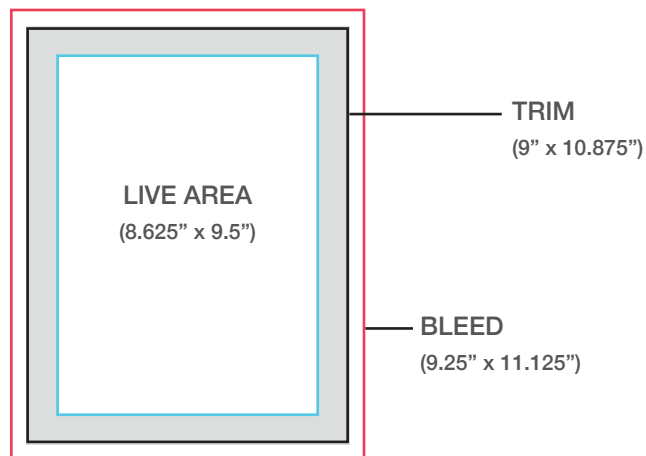
Bleed: 9.25" w x 11.125" h

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](ftp://whitehausmediagroup.egnyte.com)

User ID: [ftp\\$whitehausmediagroup](ftp://whitehausmediagroup) Password: whitehausmediagroup2014

Whitehaus Media Group

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Production questions: katie@whitehausmediagroup.com

Bal Harbour: A biannual custom publication produced for Bal Harbour Shops. The seasonal coffee table book features an international roster of writers and photographers.
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

Florida Panthers CATS Magazine: celebrates the glorious history along with the exciting upcoming season of one of South Florida's most storied sports franchises. Created as a way to commemorate the successes of the Panthers' franchise and highlight future endeavors with eye-catching visual presentations and high-end editorial focus, Florida Panthers *CATS* launches just in time for the hockey team's 25th anniversary.
Circulation: 10,000

Ask us about our Custom Publishing



VENICE

WHO WE ARE

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*.

ADVERTISING CONTACT INFORMATION

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CREATIVE CONTACT INFORMATION

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