

VENICE

MEDIA KIT 2022



A woman with long brown hair, wearing a pink long-sleeved top with ruffled details and a matching wide-leg pink trousers. She is also wearing a pink hat with a pearl band. She is posing with one hand on her hip and the other near her head.

MISSION STATEMENT

As South Florida's preeminent luxury lifestyle publication with a focus on Fort Lauderdale, *Venice* engages a broad, high-net-worth audience interested in art, culture, luxury goods, travel, entertainment, fashion, real estate, design, décor and cuisine. *Venice* also offers multi-media advertising opportunities in print, digital and in-person, through highly sought-after sponsored events.

The award-winning magazine, created by industry veteran Carlos Suarez and led by Emmy-award-winning writer, Jessica Graves, invites readers to soak in every page within our high-end and visually captivating formats. *Venice* presents an intoxicating glimpse into a dynamic cultural scene set against a seaside metropolis. Welcome to Fort Lauderdale, the Venice of America.

"We love working with Carlos and the *Venice* team because they have the same passions as the Florida Panthers: giving back to the local community and showcasing all this market has to offer. This group never fails to impress with their brilliant ideas, talented writers, exciting stories and unique designs. We're proud to partner with such a high-level publishing family."

—Matt Caldwell

President and CEO
of the Florida Panthers and BB&T Center

AWARDS & ACCOLADES

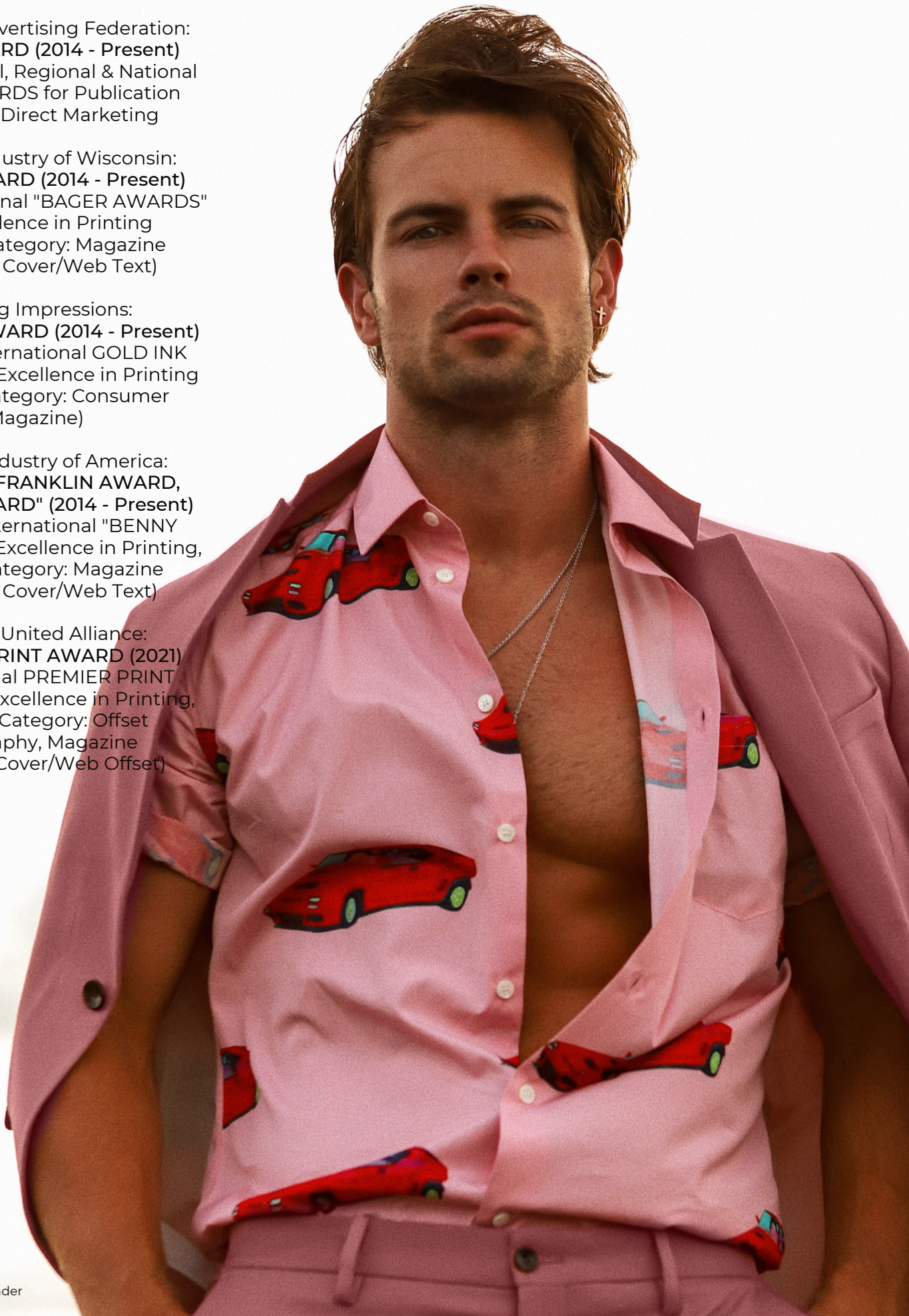
American Advertising Federation:
ADDY AWARD (2014 - Present)
Multiple Local, Regional & National
ADDY AWARDS for Publication
Design & Direct Marketing

Printing Industry of Wisconsin:
BAGER AWARD (2014 - Present)
Multiple Regional "BAGER AWARDS"
for Excellence in Printing
(Best of Category: Magazine
Sheetfed Cover/Web Text)

Printing Impressions:
GOLD INK AWARD (2014 - Present)
Multiple International GOLD INK
AWARDS for Excellence in Printing
(Best of Category: Consumer
Magazine)

Printing Industry of America:
**BENJAMIN FRANKLIN AWARD,
"BENNY AWARD" (2014 - Present)**
Multiple International "BENNY
AWARDS" for Excellence in Printing,
(Best of Category: Magazine
Sheetfed Cover/Web Text)

Printing United Alliance:
PREMIER PRINT AWARD (2021)
International PREMIER PRINT
AWARD for Excellence in Printing,
(Best of Category: Offset
Lithography, Magazine
Sheetfed Cover/Web Offset)



DISTRIBUTION

AUDIENCE: HHI - \$200,000+

READERSHIP: 52% Female | 48% Male, average age 40

AFFLUENT IN-HOME MAILING 60%

HIGH-TRAFFIC AREAS 25%

LUXURY HOTEL AND CONDOS 15%

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

HOTELS

B Ocean Resort Fort Lauderdale | JW Marriott Miami Turnberry Resort & Spa | Bahia Mar Fort Lauderdale Beach | Hyde Resort | Conrad Fort Lauderdale | Margaritaville Hollywood Beach Resort | Hilton Fort Lauderdale Beach Resort | Lago Mar Beach Resort & Club | W Fort Lauderdale | The Atlantic Hotel & Spa | The Westin Fort Lauderdale | Bonaventure Resort & Spa | Pelican Grand Resort | The Guitar Hotel at Seminole Hard Rock Hotel & Casino | The Pillars Hotel | Little Palm Island Resort | Fort Lauderdale Marriott Harbor Beach Resort & Spa | The Moorings Village | Cambria Hotel | Riverside Hotel | The Dalmar hotel

RETAIL DISTRIBUTION

Venice is also distributed at high-traffic, luxury areas in Fort Lauderdale's most prestigious shopping centers and districts, such as: Aventura Mall | Luxury condominiums | Las Olas Boulevard | High-end fitness centers | The Galleria at Fort Lauderdale | Physician's offices | The Colonnade Outlets at Sawgrass Mills | Real estate brokers & sales centers | The Shops of Pembroke Gardens | Spas & salons | Weston Town Center | NSU Art Museum

EVENT DISTRIBUTION

We partner with key organizations in South Florida, including the Florida Panthers to distribute the publication in luxury suites at all home games and concerts at BB&T Center. Additionally, we distribute to large-scale international events, such as the Fort Lauderdale International Boat Show, Fort Lauderdale International Film Festival, SOBE Food & Wine Festival and Seaglass Rosé Experience. *Venice* also partners with prominent nonprofits, such as the Charity Guild, Broward Public Library Foundation, Beaux Art and Gilda's Club, for premium placement at high-profile events.

EDITORIAL CALENDAR

ISSUES

**SPRING: MARCH/APRIL/MAY
FORMULA 1, PALM BEACH BOAT
AND ART WEEK:**

Spotlighting the people & events in racing, art, yachting and luxury dream homes.

**SUMMER: JUNE/JULY/AUGUST
ANNIVERSARY / SUMMER ISSUE:**
From vacation to staycation and everything else under the sun.

**FALL: SEPT/OCT/NOV
THE YACHTING ISSUE**
Preview: The Fort Lauderdale International Boat Show.

**WINTER: DEC/JAN/FEB
ART WEEK, HOLIDAY AND THE
SEAGLASS ISSUE:**
A celebration of must-see artists, galleries, festive fashion and a preview of Fort Lauderdale's #1 rosé festival, Seaglass Rosé Experience.

IN EVERY ISSUE

VENICE VIBES:
What's trending today's cultural landscape in music, literature, design, culinary arts, events and more

PANTHER'S PROFILE:
Spotlight on Florida's NHL Hockey team

CHEF SPOTLIGHT:
Featuring the faces behind the best dishes in town

ESCAPES:
Travel inspiration to satisfy your wanderlust

SHAKE IT UP:
Celebrating the finest in cocktail creations

THE SCENE:
The best of South Florida's social scene

IN RETROSPECT:
Reflecting on important moments in South Florida's history



PRINT RATES & DEADLINES

1x

Full \$6,250

Spread \$8,000

Inside Front Cover \$8,800 **SOLD through Spring 2023**

Inside Back Cover \$7,250

Back Cover \$9,250 **SOLD through Summer 2022**

2X

Full \$5,500

Spread \$7,500

Inside Front Cover \$8,250

Inside Back Cover \$6,895

Back Cover \$8,650

4x

Full \$5,000

Spread \$7,000

Inside Front Cover \$7,700

Inside Back Cover \$6,500

Back Cover \$8,200

ISSUE

Spring 2022

Summer 2022

Fall 2022

Winter 2022

SPACE RESERVATION

February 8

May 7

August 9

November 8

MATERIALS DUE

February 19

May 20

August 19

November 19

PUBLICATION DATE

March 1

June 1

September 1

December 1

Additional premium positions, add 10%. Circulation: 30,000

Photo by Christian Alexander

DIGITAL MARKETING

Venice values its partners and can customize creative solutions that best fit your brand's needs. Through our content marketing initiatives, you will have the opportunity to connect with our digital marketing team to create content and stories that resonate with our readers.

EMAIL CAMPAIGNS

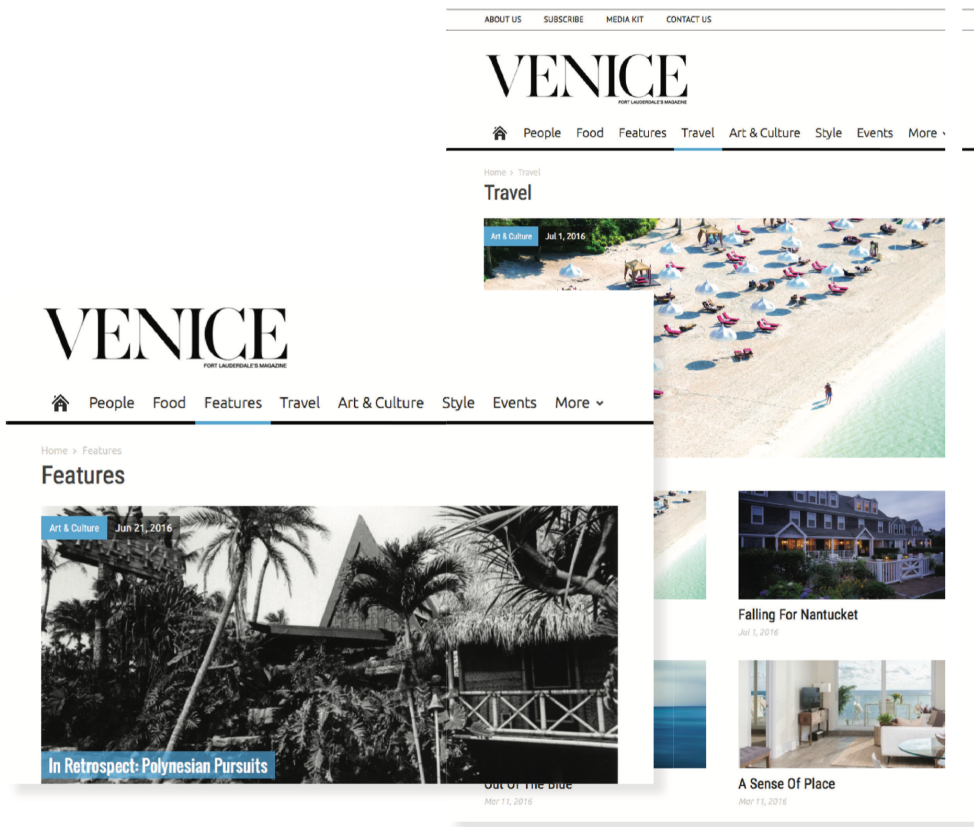
WEBSITE BANNERS

FACEBOOK & INSTAGRAM POSTS & REELS

NEW ALEXA SHOW APP

COMING SOON...

VENICE CHANNEL ON ROKU & APPLE TV



6.8 K FOLLOWERS
@VenicemagFTL



3.6K FOLLOWERS
@VenicemagFTL

EMAIL MARKETING

Venice regularly connects with an audience of 6K+ targeted subscribers through its newsletters and dedicated e-blasts.

Reach: 6,000+ subscribers

Average Open rate: 30%+

DEDICATED E-BLAST

Pixel Dimension: 650 x 900 pixels

Cost: \$1000

NOTES



All digital media marketing creative require the below specifications:

Resolution: 72 dpi
File Format: GIF or
JPEG Files

VENICE



PASSION for PERFECTION



FT. LAUDERDALE
1801 N. Federal Hwy.
Ft. Lauderdale, FL 33304
954.564.1234

ATLANTIS, PARADISE ISLAND, BAHAMAS
Coral Tower at Atlantis
on Casino Drive
242.363.3000

BOCA RATON
171 E. Palmetto Park Rd.
Boca Raton, FL 33432
561.996.1234

VENICE

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VENICE



MASERATI
OF FORT LAUDERDALE

You're Invited
04.14.2016



Maserati of Fort Lauderdale and *Venice magazine*
cordially invite you and a guest to the private launch
and unveiling of the 2017 Maserati Levante.

MASERATI
Levante

Cocktails, hors d'oeuvres and entertainment

Thursday, April 14th
7pm-9pm

333 East Las Olas Boulevard
(YOLO Courtyard)

RSVP by April 11th
rsvp@venicemagfll.com

Invite non-transferable | Cocktail Chic | Valet parking

VENICE *DunZoni*
ORGANIC
ITALY
VODKA

MASERATI OF FC
5750 North Federal Highway Fort Lauderdale, FL 33308 | 954.633.2490 | www.maseratiff.com

VENICE

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WEBSITE

The digital edition of *Venice* is read throughout the world and has global appeal. There are more than 200,000 unique page views per issue. Place your brand in front of *Venice's* discerning digital subscribers with our prominent banner ad positioning. Our responsive website format allows for ultimate visibility on mobile, tablet and desktop devices. Plus, we've added a new event calendar for our advertiser's events which are also included in the bi-weekly round-up newsletter, *Venice Vibes*.

HORIZONTAL BANNER AD



VENICE
FORT LAUDERDALE'S MAGAZINE

Type and hit enter...



SPECS & COSTS

HORIZONTAL TOP BANNER AD – \$1000 MONTHLY

Pixel Dimension: 728 × 90
pixels

SKYSCRAPER BANNER AD – \$500 MONTHLY

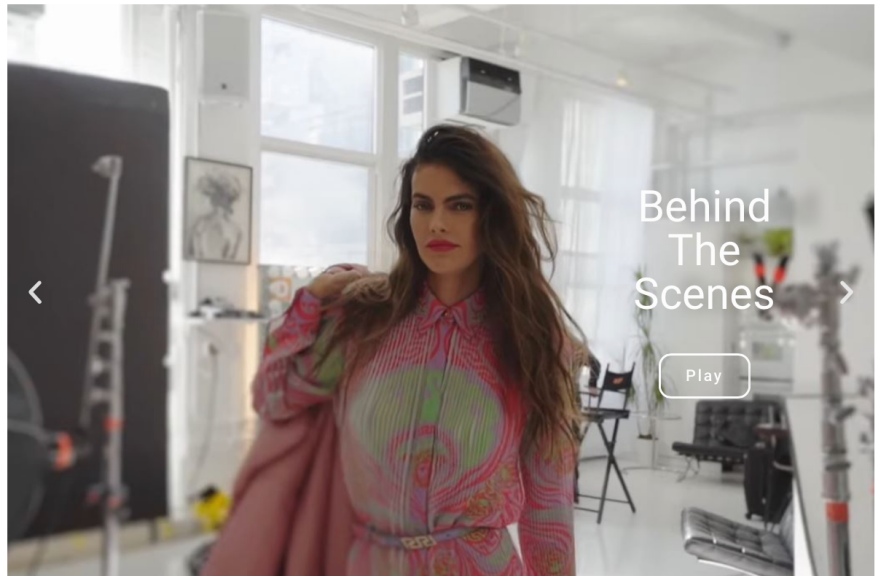
Pixel Dimension: 300 × 600
pixels

BOTTOM SQUARE BANNER AD – \$500 MONTHLY

Pixel Dimension: 300 x200
pixels

EVENT LISTING – \$50 PER EVENT

(Free for annual advertisers)



CONTINUE READING

VENICE

Subscribe
Today!



**SKYSCRAPER
BANNER AD**

Art & Culture ♦ Features ♦ People

Features ♦ People

LIGHTS, CAMERA, ACTION!

At home with indie film producer
turned director, Shona Tuckman.



NATIVE SON

Steve Hudson grew up biking and
surfing and spearfishing and now
he wants to make sure Fort
Lauderdale remains a place where
all that is still possible.

**SHORT
BANNER AD**

SOCIAL MEDIA

Venice's social media platforms—Instagram, Youtube and Facebook—create an emotional and memorable dialogue with our readers.

Benefit from this trusted engagement by thoughtfully embedding your brand within these spaces.

Sponsored posts are subject to editorial review in order to organically align with the *Venice* brand.

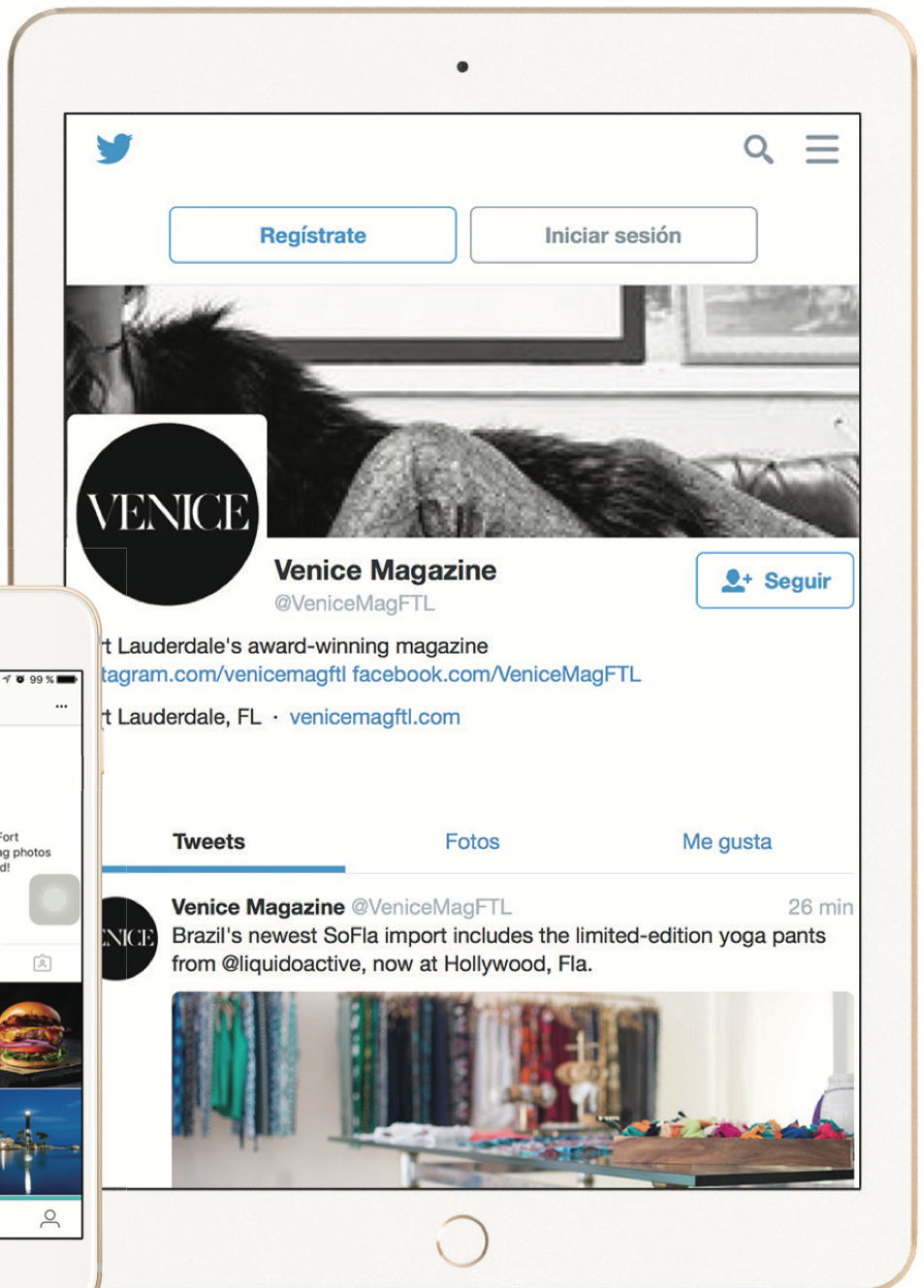
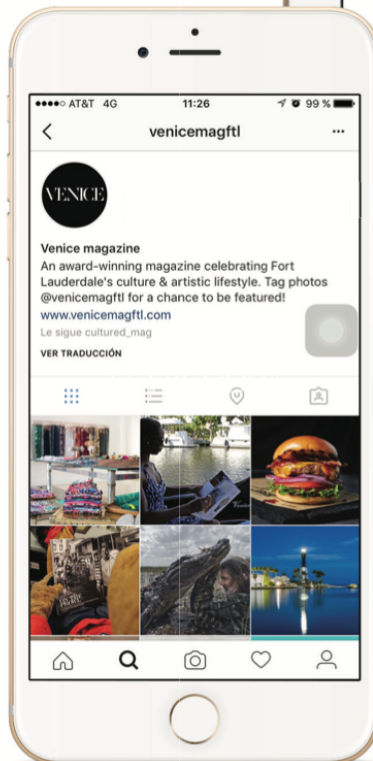
Cost: Curated Post: \$500



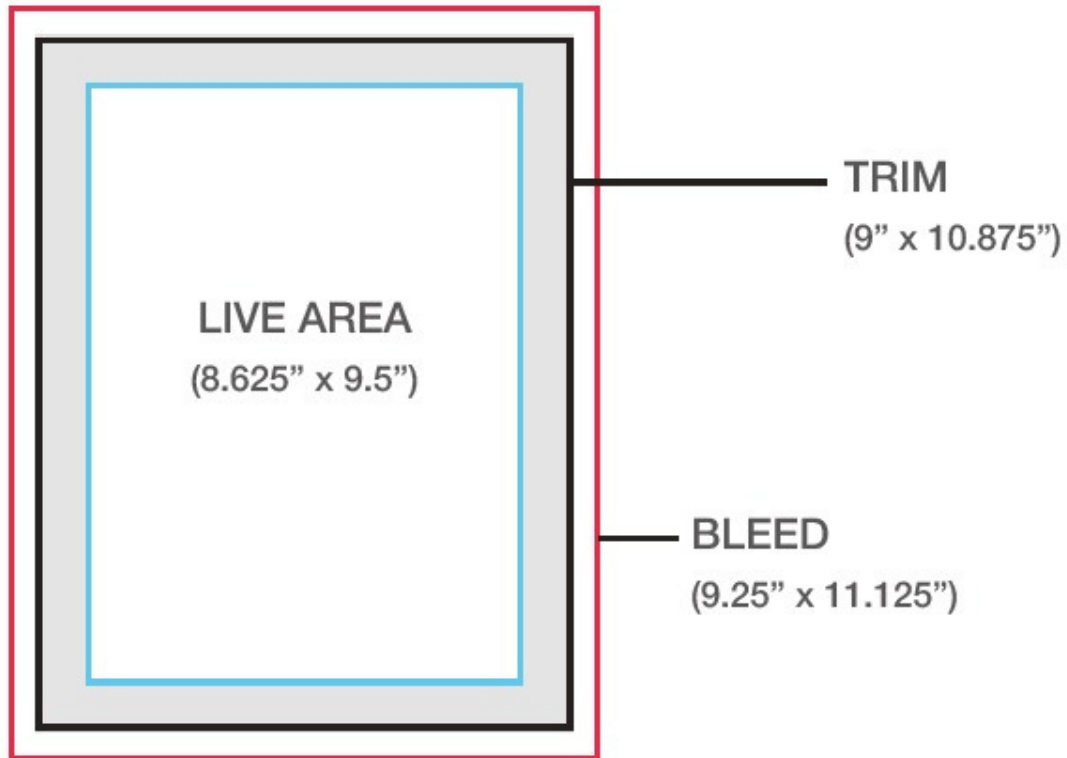
3.6K FOLLOWERS



6.8K FOLLOWERS



PRINT SPECS



Venice requires ads to 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.

Remember to allow for bleed (0.125 inches beyond trim and marks should be offset 0.25 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.*



“As a global boat dealership, the exposure that *Venice* magazine has given us has been tremendous. *Venice* has increased our branding and given us the opportunity to be seen in places we would never have been seen.”

—Tiia Weckstrom
President of The One Marine Florida, Inc.



Photo by George Kamper

VENICEMAGFTL.COM

ADVERTISING CONTACT

Tracy Roloff

Director, Advertising & Strategic Initiatives

tracy@venicemagftl.com

EDITORIAL CONTACT

Jessica Graves

Editor-in-Chief

jessica@venicemagftl.com

VENICE Magazine, LLC | 3115 Terramar, Suite 18, Fort Lauderdale, FL 33304

Phone: 954.982.2046

@venicemagftl