

2012

CITY & SHORE



City & Shore Magazine is South Florida's Best Upscale Media Buy

City & Shore is South Florida's leading, upscale lifestyle magazine for the affluent reader living in Broward, Palm Beach and Miami-Dade counties. Containing a rich blend of editorial, full color photography and advertising information, this bi-monthly includes standard features such as fashion, home design, travel, real estate, dining, arts and culture, society and entertainment. **City & Shore** is published nine times per year by the *Sun Sentinel* Company, publisher of the market's leading daily newspaper and a wide variety of magazine products. The editorial staff includes award-winning Tribune and *Sun Sentinel* journalists, columnists and photographers.

City & Shore is the perfect place to advertise high-end fashion, jewelry, home design, real estate, travel, dining and other products for those savoring the good life in South Florida.

City & Shore Audience:

City & Shore delivers dynamic, upscale, trendy, socially active women with a rich, fashion savvy and glamorous lifestyle. **City & Shore's** audience profile is one of the most affluent in the market; average annual household income is nearly \$150,000, home values average \$477,000, and controlled distribution targets the most desirable and upscale consumers. This audience tends to be between 36 and 64 years old, highly educated, married, with one or more children at home.

City & Shore offers key advertiser benefits compared to similar South Florida magazines.

- One of the most targeted in South Florida
- Backed by the integrity of the Sun Sentinel
- Prime visibility with placement in the Sun Sentinel newspaper in affluent subscriber areas
- Distributed in the Sun Sentinel—an ABC audited newspaper
- A powerful distribution method combining newspaper home delivery, mail and availability at upscale retailers and community events.

Source: Scarborough Research 2010, Release 1

Frequency:

Regular issues published nine times per year

Publisher:

Sun Sentinel Company

Total Distribution:

46,200 copies, delivered to 42,000 of the top most affluent Sun Sentinel subscribers. In addition, 2,200 are mailed to affluent non-Sun Sentinel subscriber households in Broward, Palm Beach and Miami-Dade counties. **City & Shore** also distributes an additional 2,000 copies via requests, community and charitable events and at upscale retailers in South Florida.

Source: Sun Sentinel Internal Estimates 2011.



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CITY & SHORE EDITORIAL EXCELLENCE



Award-Winning Talent with a Following

City & Shore Magazine provides high-quality editorial content backed by the abundant resources of the Sun Sentinel.

Many of the magazine's celebrity columnists and reader favorites also write for the Sun Sentinel and have large, established reader followings. City & Shore's well-known contributors include:

- Rod Stafford Hagwood — Fashion
- Rebecca Cahilly — Fine Dining
- Ben Crandell — Entertainment
- Charlyne Varkonyi Schaub — Home Design & Decor
- Thomas Swick — Travel

City & Shore Editorial and Design Awards

City & Shore Magazine — 2011

First place, Magazine Design, Society of Professional Journalists, Sunshine State Awards
Second place, Special Interest Magazine, Society of Professional Journalists, Sunshine State Awards
Best Sections Award, Society of Features Journalism.

City & Shore Magazine — 2010

Second place, Magazine Design, Society of Professional Journalists, Sunshine State Awards
Third place, Special Interest Magazine category, Society of Professional Journalists, Sunshine State Awards

City & Shore Magazine — 2007

First Place, Special Interest Magazine, Society of Professional Journalists, Sunshine State Awards
Second Place, Editor Mark Gauert, Commentary, Society of Professional Journalists, Sunshine State Awards

City & Shore Magazine — 2003

First Place, Magazine Design, Society of Professional Journalists, Sunshine State Awards
First Place, Magazine Writing, Society of Professional Journalists, Sunshine State Awards

Editor & Publisher, Mark Gauert

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CITY & SHORE TESTIMONIALS

Satisfied Customers Endorse City & Shore

Coral Springs Appliance Center has been advertising in City & Shore since its first issue.

“We couldn’t be happier with the continual response we receive. City & Shore readers have become our customers, purchasing our distinctive, high-end appliances.”

KEN COOPER
CORAL SPRINGS APPLIANCE CENTER



“City & Shore has helped us achieve our marketing goals, by delivering our message to high-end, discriminating clientele we want to reach.

In Levinson’s Marketing Survey, City&Shore placed first in Fort Lauderdale for being the magazine where people most remembered seeing Levinson ads.

We’re staying in City & Shore, the South Florida magazine that delivers!”

ROBIN LEVINSON
LEVINSON JEWELERS



“City & Shore magazine has given us a select market to target, in turn increasing our business! The quality of the magazine justifies the quality of the consumer we’re after.”

PATRICK DAUD
DAOUD’S FINE JEWELRY



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CITY & SHORE ADVERTISING DEADLINES

PUBLICATION DATE	MATERIAL & SPACE DEADLINE	CAMERA READY DEADLINE	DISTRIBUTION DATE
January	11/28	12/14	1/8
February	12/22	1/11	2/5
March/April	1/30	2/15	3/11
May/June	4/2	4/18	5/13
July/August	6/4	6/21	7/15
September	7/20	8/10	9/2
October	8/24	9/13	10/7
November	9/25	10/10	11/4
December	10/23	11/7	12/2

Distribution begins on date shown. Distribution should be complete within 5 days of start date.



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CITY & SHORE DISTRIBUTION

Powerful, Visible, Targeted

Reach South Florida's wealthiest consumers with the most powerful distribution method among high-end magazines. Reach them with **City & Shore**, distributed primarily with the area's leading daily newspaper, the Sun Sentinel, and by mail.

Total distribution: 46,200
Total readership: 187,000*

SUN SENTINEL NEWSPAPER DISTRIBUTION:

For maximum visibility in the market, a minimum of 46,000 of the top most affluent Sun Sentinel subscribers receive **City & Shore** nine times a year on top of the Sunday newspaper.

DIRECT MAIL DISTRIBUTION:

2,200 copies are mailed to affluent homeowners who are non-subscribers to the Sun Sentinel in Broward, Palm Beach and Miami-Dade counties.

COMPLIMENTARY DISTRIBUTION:

3,500 copies are distributed via requests and at community and charitable events. Complimentary copies are also available at fine retailers, hotels and businesses across South Florida.

ONLINE COMPONENT:

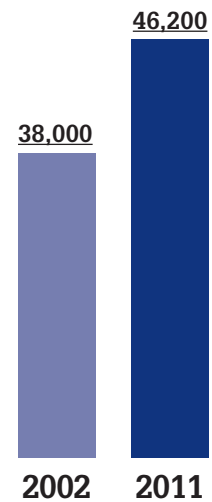
Expand your reach to those who savor the good life in South Florida online at www.cityandshore.com. The magazine is online 24/7. Target your audience throughout **City & Shore Magazines'** editorial features: Design, Dining, People, Travel and Special Features or Departments such as Home and Decor, Fashion, Curb Appeal, and Wine & Spirits, among others.

Connect directly with potential buyers through **City & Shore's** blogs on Dining, Entertaining and Fashion.

*Based on 4.05 readers per copy
Source: Mediamark Research, Inc. 2011; Sun Sentinel Internal Estimates 2011



City & Shore Distribution
Growth 2002-2011
Over 21% Distribution Increase



Source: Sun Sentinel Internal estimates, 2011.

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CITY & SHORE SPECS

Digital

Digital ads are the preferred format for City & Shore Magazine.

Disks Accepted: CD ROM or DVD (No Floppy Disks)

All disks must include a color proof, fonts, art and high resolution scans 300 dpi to size.

Macintosh applications supported:

Adobe Acrobat PDF 7.0

Compatibility Acrobat 5.0 version 1.4

Downsample color and grayscale — 300 ppi zip 8-bit compress

JPEG Medium-Low • Embed all fonts

Turn OFF default setting convert RGB to CMYK in advanced settings

Quark 6.0/InDesign CS2

Do not colorize any TIFF images in Quark/InDesign

Do not stylize fonts in Quark/InDesign

Illustrator CS/Freehand 8.0

Convert all fonts to paths

Include all art placed in graphic

Freehand files must be saved as EPS

Photoshop CS

No RGB, JPEG, or Index color images, CMYK or B/W only

No JPEG compression in EPS images

No Halftone Screen or Transfer Function in EPS images

No alpha channels

PC Applications Supported:

All PC applications must be submitted in the form of a PDF

Adobe Acrobat PDF 4.0 version 1.3 or higher

No TrueType or fonts from Font Factory

Postscript fonts only. Include both printer and screen fonts

Spot Color

All spot colors must be converted to CMYK

Trapping

All trapping is the responsibility of the customer. • Black, as well as any other text that is not on a white background, should either knock out or overprint.

Digital Ad Transfer

If you are able to prepare an Acrobat PDF, use postscript fonts and have Internet access, you can digitally upload your ad to us. Call 954.356.4344 or 954.356.4352 for instructions. AP Adsend available: 800.823.7363. E-Mail not accepted.

Ad Materials

Digital images must be at least 300 dpi to size

Pictures should be submitted in color transparencies, slides or photos

Send ad materials to:

City & Shore Magazine, 200 East Las Olas Boulevard
Fort Lauderdale, Florida 33301-2248 • 954.356.4804



Ad Size▪	Width	Length
Full Page Bleed	8 5/8"	11 1/8"
Full Page Trim	8 3/8"	10 7/8"
Full Page Image	7 1/4"	9 3/4"
1/2 Page H	7 1/4"	4 3/4"
2/3 Page V	4 3/4"	9 3/4"
1/3 Page V	2 5/16"	9 3/4"
1/3 Page Square	4 3/4"	4 3/4"
1/6 Page V	2 5/16"	4 3/4"
1/6 Page H	4 3/4"	2 5/16"
Spread Bleed	17"	11 1/8"
Spread Area	16"	9 3/4"

Cover: 7pt. UV coated. Inside: 50 lb. gloss enamel.
Printing: web offset, perfect bound.

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CITY & SHORE SHOPPING TRENDS

City & Shore Magazines Target Audience enjoy the finer things in life.

Compared to the general market, **City & Shore's** target readers are more likely to participate in these activities:

TRAVEL HABITS IN THE PAST YEAR

Rented a car	62%
Stayed in any hotel/motel	89%
Took a foreign trip personal/vacation - past 3 years	69%
Took at least one cruise - past 3 years	36%
Stayed in a Florida hotel	75%
Traveled by air	76%
Ate at a sit-down restaurant past 30 days	99%
Ate 4 or more times at a sit-down restaurant in the past 30 days	85%

HOME IMPROVEMENTS PAST 12 MONTHS (HHL D)

Landscaping	29%
Remodeled kitchen or bathroom	24%
Other home improvement	38%
Interior paint or wallpaper	42%
Carpeting or floor covering	25%
Exterior painting	11%

HOUSEHOLD ITEMS BOUGHT PAST 12 MONTHS (HHL D)

Hardware, building, paint, lawn, garden items	89%
Camera or accessories	9%
Carpeting or floor covering	30%
Furniture/mattress/outdoor furniture	59%
Television	22%

SHOPPING BEHAVIOR

Home accessory stores shopped past 3 months	70%
Clothing stores shopped past 3 months	97%
Office supply/service stores shopped past 3 months	77%
Music/video stores shopped past 3 months	52%
Furniture/Mattress stores shopped past 12 months	66%
Jewelry stores shopped past 3 months	22%
Toy Stores	34%

ITEMS PLANNED TO BUY NEXT 12 MONTHS (HHL D)

Electronics	25%
Major/Energy saving appliance	10%
Furniture/Mattress	26%
New/Used Car	14%



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CITY & SHORE EDITORIAL CALENDAR



JANUARY (1/8)

Fashion: Spring trends

HOME: Fabulous remodels – from a new kitchen to complete home makeovers

Home & Décor: Carpet, flooring ideas

Dining: Fine Dining, a la carte (eating well – specials, bargains and promotions)

Dining 2: Best Restaurants for Wine

Travel: The Travel Editor's Florida picks:
Where to go in 2012

Special: Rejuvenate: (day spas, exercise, cosmetics)

City Focus: Delray Beach

FEBRUARY (2/5)

Tastemakers: (restaurant, food & wine trendsetters)

Fashion: (boutiques, jewelers, designers)

Design: Designers' own homes

Home & Décor: The trends in home accessories

Special: Advertorial: Profiles in law

City Focus: Weston/Pembroke Pines/Davie

MARCH/APRIL (3/11)

Fashion: South Florida swimwear

HOME: Design District Home & Décor: Lighting

Dining: Special feature with Emeril Lagasse

Preview of American Fine Wine event

Decadent Desserts

Travel: Bahamas/Caribbean

Special: Real Estate

MAY/JUNE (5/13)

Fashion: Jewelry

Design: TV rooms, game rooms (Heat finals)

Home & Décor: Storage solutions

Dining: Cool places to dine – waterfront,

great places to watch a Big Game,
unique experiences

Travel: Florida getaways

Special: Boy toys

Special: Medical Wonders

City Focus: Hollywood/Hallandale Beach/
Dania Beach

JULY/AUGUST (7/15)

Fashion: Resort wear -

from outdoors to indoors

HOME: Outdoor: Pools, patios, gardens

Home & Décor: Outdoor fixtures
and accessories

Dining: Summer dining deals

Travel: Summer escapades

Advertorial: Super Doctors

Special: Summer romance: 10 things we
love about South Florida in summertime

City Focus: Fort Lauderdale

SEPTEMBER (9/2)

Fashion: Fall Fashion

HOME: All about Kitchens and Baths

Home & Décor: Kitchen and Bath
fixtures/accessories

Dining: The Best New Restaurants

Travel: Destination spas/resorts

Health: Breast cancer events

Special: Luxury car guide

Advertorial: Profiles of Florida's top
hospitals, critical care specialties

City Focus: Boca Raton

OCTOBER (10/7)

Fashion: Accessories, shoes, handbags

HOME: High-rise design: Rooms with a view

Home & Décor: Contemporary design

Dining: Desserts

Travel: Cruises

Special: South Florida main streets. (Miracle
Mile, Lincoln Road, Hollywood Blvd,
Atlantic Ave. Las Olas Boulevard)

Advertorial: Powers for Good:
Philanthropy

NOVEMBER (11/4)

Fashion: Holiday-eveningwear

Design: Designing Around Art – the Collector's
Home (guide to the arts tie-in)

Home & Décor: Contemporary design

Dining: Stepping Out in Style (also
a guide-to-the arts tie-in)

Travel: Luxury athletic/adventure trips

Special: Guide to the Arts, season preview

City Focus: Palm Beach/West Palm Beach

DECEMBER (12/2)

Fashion: The last word, last-minute, wish list

Design: Making a house a home for the holidays

Home & Décor: Bars – happy hour/
new year's at home.

Travel: Hot and cool winter retreats

Dining: Restaurants that stand the test of time

Special: What are you doing for New Year's
Eve? New Year's Eve packages

City Focus: Aventura/Bal Harbour/
Coral Gables

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