

FLORIDA COAST

M A G A Z I N E



PRINT MAGAZINE · WEBSITE · MOBILE APP · DIGITAL MAGAZINE

2020-21 MEDIA KIT

WHAT ARE THEY SAYING?

CLIENT TESTIMONIALS



Truly Valuable Marketing

"I wanted to drop you a quick email to say thank you for creating the most productive article ever done for me or Waterfront in 30 years! The article you did still today months later has multiple people a week mentioning to me that they read it. I had 3 people talk to me about it just yesterday. The response is and has been nothing short of mind blowing! If you ever have anyone who wants to hear first hand how valuable marketing with your company is don't hesitate to have them call me direct on my cell.

P.S. The best part of dealing with your company is the help you have generously offered us on social media and through all your connections, which is too invaluable to measure." – Rob Thomson, Waterfront Properties



I got two calls already!

"In Jupiter Magazine is amazing! So much to know about Jupiter and all the local spots! Also I have an ad in the issue this month and already have two new clients call from it within the first couple days it was out ! – Ashley Malcom, Hair by Shlee



A great spotlight!

"You killed it with the article in the magazine. We have had five customers so far that have spent money. Hope it keeps trickling in!" – Katrina A., Marston Boutique



Advertising that actually works!

"This magazine has brought me more exposure and business than any other platform I've used. They are truly experts devoted to the Jupiter community. I'm extremely happy with the outcome and look forward to doing much more with them." – Jack Bates, Jack Bates Photography



Real Leads!

"Thank you the ad looks really good!! I received many calls and I am going to look at a full kitchen remodel from the ad on Monday." – Anthony Cimo, Atlantic Cabinetry

FLORIDA COAST

MAGAZINE

WHO WE ARE

Florida Coast Magazine, formerly award-winning *InJupiter Magazine*, is the ultimate visual voice capturing the community, businesses, and diverse lifestyles of the people living, visiting, and enjoying the recreational and cultural activities in Palm Beach and Martin counties.

As *InJupiter Magazine*, we were voted "Best New Magazine" in Florida by the Florida Magazine Association and *Florida Coast Magazine* will continue this award-winning format that highlights Jupiter, Florida and the surrounding coastal areas, but will now expand its geographical reach to the greater stage for all of Palm Beach and Martin county's communities to read, enjoy, and engage in. *Florida Coast Magazine* will continue providing engaging stories and breathtaking photography, along with the branding success, advertising, and print and digital reach our readers and advertisers have come to rely on.



*Second row of covers shown are from *InJupiter Magazine* with Florida Coast masthead comp.*

InJupiter Magazine was the 2017 Winner of Best New Magazine by the Florida Magazine Association



OUR EDITORIAL FOCUS

Florida Coast Magazine provides unique, in-depth local coverage of Palm Beach and Martin Counties. Our articles are written by locals for the locals with a main focus to provide the reader with a closer look at the latest trends, as well as compelling topics and issues that are currently happening in our area. As *InJupiter Magazine*, we have featured several renowned celebrities living in our area such as Joe Namath, Burt Reynolds, Jason Newsted, Greg Norman, Virginia Sinicki, Michelle McGann, Scott Sharp, and Melissa Odabash. It's this type of content that has propelled our magazine's growth and created our huge local fan base.

Photo By Jay Groover

OUR EDITORIAL FEATURES



A DRIVING AMBITION

Pro Golfer and Philanthropist Michelle McGann's Journey On and Off the Course

BY JUAN SAGARBARRIA

When Michelle McGann was merely 13 years old, she was diagnosed with type 1 diabetes. It wasn't the greatest news for a young girl with grand sporting aspirations to hear, but it became her biggest motivator to push herself and settle for nothing other than greatness. Upon learning about her condition, young Michelle only had one question in mind: "Can I still play golf?"

She played, she excelled, and she made a name for herself in golf against stiff odds. Her three-decade-long professional journey has taken her to many places near and far, but in the end, all her roads lead back to Palm Beach County, where she grew up and where she currently resides. Aside from her continued participation in golf tournaments, Michelle now dedicates herself to helping children and adults that suffer from diabetes in her own way and through her own device.

CONT'D ON NEXT PAGE

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PROFESSIONAL ARTICLES FOR MEDICAL, HEALTH & WELLNESS

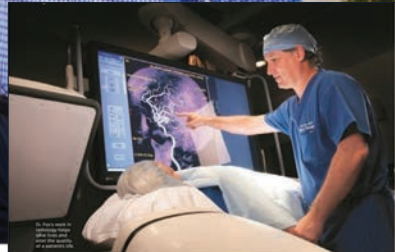
A CLOSER LOOK

Dr. Lee Fox uses his expertise in radiology to provide quality treatment for the community

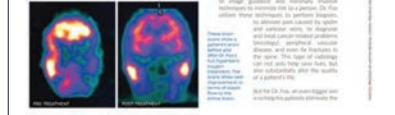
WRITTEN BY JUAN SAGARBARRIA

What's really going on inside our physical bodies? It's a question that sometimes can keep us up at night. There is one way to really know for sure: Radiology—medical imaging. That is, from a close-up viewpoint.

As of his advancements in radiology have produced major breakthroughs in diagnosis and treatment, as well as the elimination of the risk for potential disease. In Apopka, there is one specialist that promotes the momentum behind such advancements, and his name is Dr. Lee A. Fox.



In his 20 years of experience in radiology, Dr. Lee Fox has seen it all. From the early days of film to the latest in digital imaging, he has been at the forefront of the field. He is currently the Medical Director of Radiology at Apopka Medical Center, where he oversees a team of radiologists and technologists. Dr. Fox is also a member of the American College of Radiology and the Florida Radiological Society.



Dr. Lee Fox is a member of the American College of Radiology and the Florida Radiological Society.

"The best part of medicine is helping people achieve a long and healthy life."

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Dr. Lee Fox is a member of the American College of Radiology and the Florida Radiological Society.

COMMUNITY SPOTLIGHT

Athlete of the Year Kathy Petrillo

A woman of many talents proves that anything is possible at any age

Described as a "woman of many talents," Kathy Petrillo is a professional triathlete and a successful businesswoman. She has competed in triathlons for over 20 years and has won several national titles. She is also a successful businesswoman and has founded her own triathlon training business.



In the 2013 Florida Senior Games, she was a gold medalist in all four of her cycling events with her fastest times in the 5K and 10K Time Trial, and she was also the top female triathlete in the 20K and 50K road races. These impressive times, coupled with her passion for triathlon, led her to the 2013 National Senior Games, where she won the gold medal in the 50K triathlon. She is also a member of the Florida Triathlon Association and has coached many young triathletes.

"I believe at 50 plus, life doesn't stop, it just gets better." Kathy Petrillo is a woman of many talents. She is a professional triathlete and a successful businesswoman. She has competed in triathlons for over 20 years and has won several national titles. She is also a successful businesswoman and has founded her own triathlon training business.

ALLURE INJUPITER

Face Time with Dr. Vartan Mardirossian

A graduate of the University of British Columbia and a Board Certified Plastic Surgeon, Dr. Vartan Mardirossian has spent his career helping patients achieve their goals for facial rejuvenation. He is currently the Medical Director of Allure InJupiter, a non-surgical facial rejuvenation treatment. Dr. Mardirossian is also a member of the American Society of Plastic Surgeons and the International Society of Aesthetic Physicians.



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EDITORIAL SPOTLIGHTS

CONTENT MARKETING

This method of content marketing far outperforms traditional “ads,” and when used together the results are much stronger. We use a combination of text, photos and videos to create interest and engagement to your story and brand.

SPOT LIGHT STYLE QUARTER



ELEGANCE WITHIN REACH

Combining New York and L.A. design styles, Marston Boutique provides designer women's clothing and accessories that blend practicality and luxury.

BY JUAN SAGARBARRIA

“THERE SHOULD BE A STORY BEHIND WHAT YOU WEAR.”

From early on in her life, it has been Roxana Anonson's dream to open up her very own boutique store comprised of women's clothing and accessories that are new and dear to her heart. After a career in finance and living in New York, she decided it was time to boldly take the leap that would fulfill her vision when she and her family opted to move to Jupiter. The culmination of that dream was Marston Boutique.

"It's a combination of my husband's name," Anonson points out when asked about the store's name. "It needed to be something with a personal meaning to me, not just any arbitrary word."

Marston Boutique opened its doors in January of 2016 in Downtown Albaca with a focus on "affordable chic" concept - blending elegant contemporary and classic women's clothing at a modest price point. While browsing inside the store, women are exposed to a wide selection of dress, jeans, luxury dresses, and t-shirts from a wealth of distinctive L.A. and New York-based designers, as well as local designers. There's also a section in the store known as "Miss Marston," which is aptly and strategically created for ladies ages 65+ - because whoever said they don't want to look glamorous too? Anonson cites her own daughter's impeccable fashion sense as having a direct influence when assembling this section.

In addition to clothing, specialized accessories such as handbags, personalized neckties, jewelry, and gifts maintain a unique presentation such as scarred candles on Brazilian agate coasters that come with special messages in a glass jar, silkblouses, or colorful notepads are also available at the boutique.

Anonson reveals that Marston strives to cater to "the woman who is practical but also wants to feel fabulous and who, not surprisingly, she commonly engages her customers with a personal touch.

"There's something to be said about the human-to-human experience," says Anonson. "It's what I like about owning a boutique. You're curating for yourself but you're curating for your customer as well. By listening to them and understanding what they like, you can successfully make them feel that a piece of clothing or accessory is particularly important to you. I never want someone to come to the store and buy something that just isn't them."

Imagine having that carefully curated touch in your own closet. Marston offers precisely that with their "Closet Edit" style service. It's a simple process: A phone consultation with one of Marston's stylists to determine which pieces are most suitable to your needs, followed by the stylist coming out to your home and assisting in completely reorganizing your closet. The Closet Edit includes styling new pieces with clothes you already own. Further, Marston assists in the donation or selling of items that you no longer require, if need be. In short, the perfect closet is potentially a phone call away.

"We go into someone's home and help them be the best version of themselves," offers Anonson. "Our objective is not to go in there and get rid of everything and replace it with our pieces, but rather assess what the customer should have in her closet, what makes sense for her life now. That way, we can create the closet that she's been dreaming about."

For more information, please visit www.shopmarston.com

marston
BOUTIQUE

BRINGING NYC • LA DESIGNERS TO THE
PALM BEACHES



THE CLOSET EDIT BY MARSTON BOUTIQUE

1200 TOWN CENTER DRIVE, SUITE 121
JUPITER, FL

561.619.5286

WWW.SHOPMARSTON.COM

2 Page Example — Includes One Page of Content and One Full Page Ad

SPOT LIGHT ENGAGE QUARTER



Cut from A Different Stone

Stone Gallery brings top-grade stones from all over the world to Palm Beach County for residential and commercial settings.

Everyone is drawn to a story where craftsmanship, love, and passion breathe amongst all skills and hard working dedicated hands. The Bruggelins, too, just the way back in 1981. Cousins Bruggelins, a third-generation Stone Master, bring his American of Massachusetts. To his had a vision for the family that extended beyond what his small town could offer. However, his wife, Brenda, and their three young children took a leap of faith and moved to the Florida in Jupiter, Florida. As is the reality, success did not come quick and easy, but after seven challenging years, Cousins and Brenda opened the doors to their new business, Stone Gallery.

Today, the fourth-generation, family-owned and operated company provides premium choices of natural stone. Cousins and his son, Dennis, head to Italy and Brazil year-round to visit their trusted quarries where they hand-select granite blocks of stones. To ensure quality control, the blocks are shipped to Italy to be cut and polished into slabs. "Compromising is not an option, we specialize in unique premium stone in order to provide the best product and service possible," says Bruggelins.

While working closely with a widely recognized community of builders, designers, architects, as well as the general public, each client is treated like family and catered to personally. From finding the perfect material to custom installation, Stone Gallery is working to complete a project in best ways at two years. Stone Gallery prides themselves on providing a complete and sustainable.

There is no doubt that clients are comfortable, informed, and above all, completely satisfied with their selections. With hundreds of colors of the best quality marble, granite, limestone, granite, as well as a full line of porcelain and quartz to choose from, satisfaction is guaranteed. Whether working on a residential, commercial, or both, in all of what project, they administer business the one way they know best, with family and supporting every step.

MISSION: The Bruggelins family, with its roots in Italy, Massachusetts, Connecticut, and Florida.

If you are a local, you can count on being greeted by Dennis and Brenda as soon as you walk through each of our showrooms. "Come on as customers and be as a family."



For more information, visit www.stonegallery.com or call 561-840-9667. © 2021 A Project Inc., New Palm Beach, FL, USA

1 Page Example — Includes One Page of Content

SPOT LIGHT ENGAGE QUARTER



Big Success in a Small Town

Family-owned and operated company, Alford Air Conditioning, continues to provide the Jupiter community with top service.

American homes come in many shapes and sizes, and Alford Air Conditioning is no exception. In 1975, Mark Alford, who began a small, family-owned and operated air conditioning business in 1975 based here in the seaside town of Jupiter. What Mark did not envision, was that over the next 42 years, this local business would not only benefit him and his family, but the entire Jupiter region community.

When the business began back in 1975, the residents of the greater Jupiter area grew to depend on the company for their reliable, honest, integrity, and commitment to the local residents and businesses. At the time, Alford Air Conditioning was the only air conditioning company in town that provided essential service to the community. Over the past four decades, the Alford's have remained involved with local charities and nonprofit organizations such as Rotary Club, local Boy Scouts, and Bluewater Blues. As time has passed, it has been to continue the fight against breast cancer. And the best part of it all is that the Alford's are your neighbors.

In 2005, Rick's son, Mark, took over the company and it has since grown to over 23 employees, and has continued the tradition of serving the community through providing their fellow neighbors with the highest quality of service and expert advice.

"We treat others the way we want our family to be treated," explains Mark. "Through providing excellent customer service, we believe the key ingredient is what has allowed us to thrive for over four decades. We want about the money, we are about our people!"

Recently, many of the local air conditioning companies have been acquired by larger corporations. However, the Alford's have chosen to continue as a family-operated company, keeping the values and integrity they've earned over the last 42-year career.

Alford Air Conditioning Inc. will continue to keep South Florida homes cool and comfortable for decades to come.



Mark Alford, owner of Alford Air Conditioning Inc. As a family, customer care is our focus.

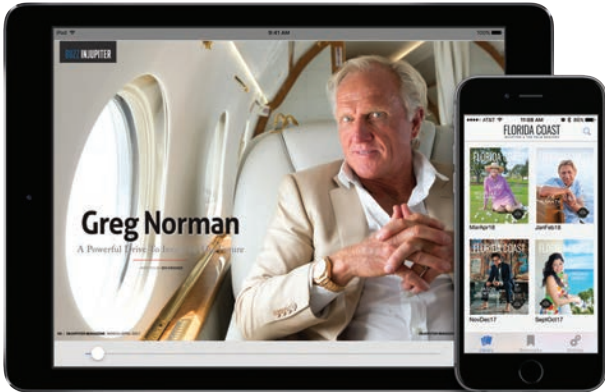
For more information, please visit www.alfordco.com © 2020, Cypress Dr., Jupiter, FL 33457 or 561-747-9520

2020-21 MEDIA KIT

DIGITAL COMPONENT

Our combined social media following surpasses every other comparable publication for online ratings and reviews, social media growth, and engagement metrics. Our Instagram page has nearly six times the local audience and higher engagement than any of the decades-old, traditional society and ad magazines. In addition, we have the most pages indexed in Google Search out of any of the leading Palm Beach publications, so your businesses, information, news, and editorial gets found long after the print issue is gone.

AWARD-WINNING APP PLATFORM



Our award-winning* app allows readers to seamlessly read *Florida Coast Magazine* whenever or wherever you are

DIGITAL READER



Our interactive digital reader enhances reader's experience with the inclusion of videos, direct links to your website or landing pages.

WEBSITE



InJupiter.com serves as our major digital hub connecting all of our media channels in one seamless location. The website utilizes award-winning* customized technology designed to provide an innovative interactive experience.

SOCIAL MEDIA

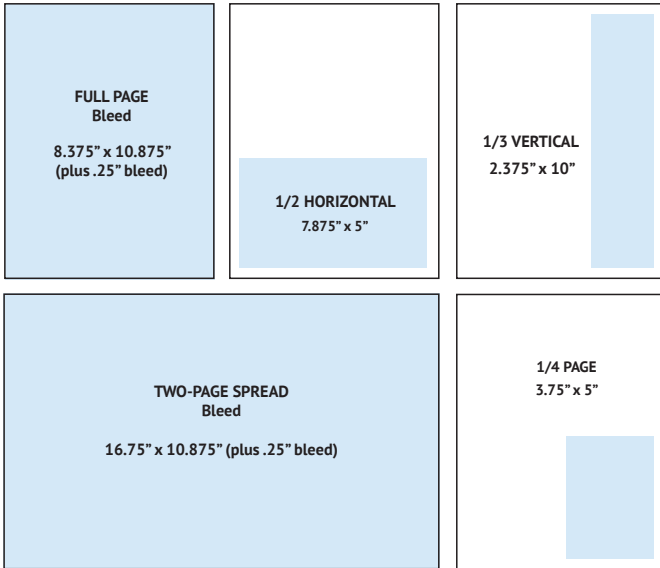


From tagging your brand across all of our Social Media platforms, to linking our followers to your company's website, we will work with you to put your brand at the forefront of our readers' minds.

*Our sister publication, *Spray Foam Magazine*, won an award for Digital Excellence, Best App and Overall Best Online Presence from the Florida Magazine Association. These are the same platforms used by *Florida Coast Magazine*.

2020-21 MEDIA KIT

ADVERTISING INFO



ARTWORK SUPPLY METHOD

We advise that artwork is generated only in the following design programs: Photoshop, Illustrator, InDesign and Acrobat in CMYK. We cannot accept responsibility for any unwanted results from artwork originally generated in any other programs, especially programs such as Microsoft Word and PowerPoint.

All nonvector artwork should be supplied at a minimum of 300dpi. Any artwork supplied lower than 300dpi will print blurred. EPS and Illustrator files should have their final output set to 2540. PDFs should be set as follows: overall resolution of 2540, individual line art resolution of 1200dpi and individual bitmap resolution of 300dpi.

Please save all Photoshop files as either uncompressed TIFF files or Photoshop EPS files. All Photoshop files must be flattened prior to saving.

RE-SUPPLYING ARTWORK

We aim to check and prepare for print all artwork as soon as it is received. If you need to amend your artwork and re-supply it, you must contact your rep to arrange this.

*** We cannot accept responsibility if incorrect versions are printed when multiple versions have been supplied and no specific instructions have been given. ***

Artwork should be saved in PDF, EPS, TIFF or JPEG format.

AD DIMENSIONS & SPECS

BASIC AD UNIT	DOCUMENT SIZE (TRIM)	BLEED**	MARGINS***
Full Page	8.375 x 10.875"	.25" All Sides	.5" from Trim
Two-Page Spread	16.75 x 10.875"	.25" All Sides	.5" from Trim
1/2 Page (Horizontal)	7.625 x 5"	N/A	.5" from Trim
1/4 Page	3.75 x 5"	N/A	.5" from Trim
1/3 Page (Vertical)	2.375 x 10"	N/A	.5" from Trim

***PDF RESOLUTION MUST BE** at least **300 dpi** and **COLOR** set to **CMYK**

****BLEED:** .25" must be added to all four sides. Any LIVE content should not be used in this area.

*****MARGINS:** All text/type must be kept at least .5" from live edges. Any important content should be kept at least .25" from trim.

+ **CROP MARKS:** We ask for NO crop marks be included in an export.

2019 - 2020 DEADLINES

ISSUE	AD ARTWORK DUE
Fall 2019 (Sept-Oct)	Friday, July 26, 2019
Holiday 2019 (Nov-Dec)	Friday, September 27, 2019
Winter 2020 (Jan-Feb)	Friday, November 29, 2019
Spring 2020 (Mar-May)	Friday, January 31, 2020

***ALL DATES ARE SUBJECT TO CHANGE WITHOUT NOTIFICATION. PLEASE CONTACT YOUR REP FOR THE LATEST INFORMATION.**

GRAPHIC DESIGN SERVICES

With client supplied hi-res images and copy, prices typically run around \$150/hr. See your sales rep for details and a quotation for design services.

AD APPROVAL

Florida Coast reserves the right to reject any ad submitted that does not meet the required criteria. This includes technical requirements and professional design requirements.

AD DELIVERY

All final artwork can be submitted via email to your rep or contact. If the file is too large to send, please contact us for FTP submission info.