



# ABOUT US



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The Boca Raton Observer is the city's essential lifestyle magazine, acting as the local authority on luxury retail, dining hotspots, design trends, nationally relevant topics and top personalities. Join the more than 272,000 readers who have chosen us as the city's favorite publication. We reach our audience with an unmatched blend of controlled direct-mail, newsstand, digital and event distribution. With an unrivaled charity presence, engaging content, digital brand extensions and a renowned team, The Boca Raton Observer magazine is a valuable partner for those wishing to reach the most affluent, well-traveled, educated and cultured consumers in Boca Raton, Delray Beach and Highland Beach.

FOUR-TIME WINNER
BEST
OVERALL
MAGAZINE
BY FLORIDA MAGAZINE
ASSOCIATION

FLORIDA'S
LARGEST CITY
MAGAZINE
BASED ON ANNUALIZED
AUDITED CIRCULATION

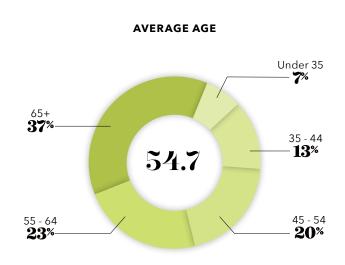
LARGEST NUMBER OF DIGITAL SUBSCRIBERS IN SOUTH FLORIDA

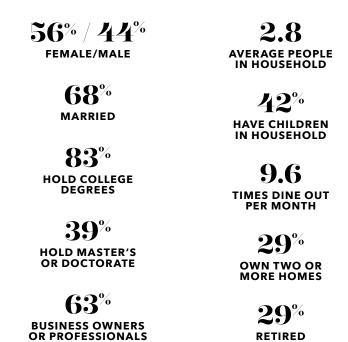
THREE-TIME WINNER
BEST
WEBSITE
BY FLORIDA MAGAZINE
ASSOCIATION

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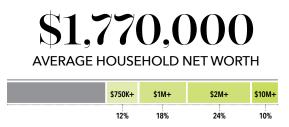
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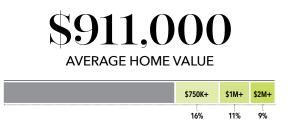
# **DEMOGRAPHICS**

















152,000\*

AVERAGE CIRCULATION

278,000\*\*

122,000 DIGITAL SUBSCRIBERS

Our magazine has the **largest** targeted distribution in South Palm Beach County and is the **sole** local lifestyle publication whose circulation is verified by the Alliance for Audited Media. We are the area's most cost-efficient magazine, delivering extensive brand reinforcement, and we are the **only** lifestyle publication read consistently by an affluent audience. We are a controlled circulation periodical, directly mailed to the affluent homeowner and business owner. We mail nearly as many copies in South Palm Beach County as all other local lifestyle magazines **COMBINED**.

79%

DIGITAL COPIES (121,260)

The magazine's digital edition is available through multiple platforms, including computers, tablets and smartphones.

19%

DIRECT MAIL TO HOMES & BUSINESSES (30,000)

Direct-mailed to single-family homes in the area's 230 most affluent communities, including country clubs, exclusive gated communities and waterfront estates.\*\*\* Our magazine is also displayed in the reception areas of prominent medical and dental offices, spas, salons, houses of worship, schools and other premier public locations.

1%

**EVENT & PUBLIC VENUE COPIES (1,500)** 

Distributed at the most exclusive and highly attended nonprofit events and through various prominent organizations.

8%

**CONCIERGE COPIES (800)** 

Distributed at 35 luxury condominiums and apartment buildings.

.2%

AIRPORT, LIBRARY & NEWSSTAND COPIES (200)

Strategically placed at the Boca Raton Airport and Barnes & Noble locations along with boutique newsstands throughout the city.



<sup>\*</sup>Projected 2024 Circulation. See current AAM Audit Report on Page 27

<sup>\*\*</sup>Based on industry pass-along rate of 5 per print copy and 1.0 per digital copy

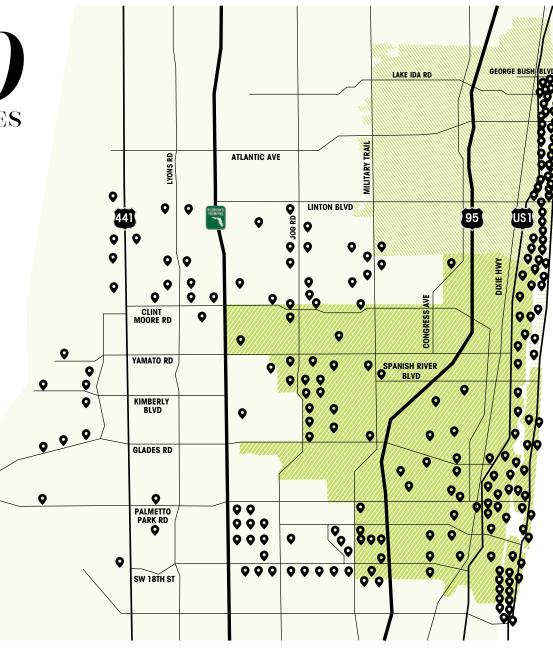
<sup>\*\*\*</sup>Limited to occupied, non-seasonal and deliverable homes as identified by the United States Postal Service (29,016 copies on average)

# DISTRIBUTION

260
COMMUNITIES
SERVED

# BOCA RATON DELRAY BEACH HIGHLAND BEACH

According to Forbes, Boca Raton has three of the 10 most expensive gated communities in the U.S.



# Concierge

200 East 327 Royal Palm

Addison

Akoya at Boca West CC

Alina

Aragon

The Beresford

Boca Grand

Chalfonte North

Chalfonte South

Cloister Beach Towers

Cloister Del Mar

The Excelsion

Five Palms

Luxuria

The Marbella

Meridian

Mizner Court at Mizner Village

Mizner Grand at Mizner Village Mizner Park

Mizner Tower

One Thousand Ocean

Palmetto Place at Mizner

Palmetto Promenade

Presidential Place

Royal Palm Place

Sabal Point

Sabal Ridge

Sabal Shores

Toscana North

Toscana South

Toscana West

Tower 155

Townsend Place

Whitehall

Whitehall South









## Direct Mail\*\*

#### **COASTAL BOCA RATON**

All single-family homes, including: Blue Water **Boca Lake Point** Boca Raton Por La Mar Boca Raton Riviera Harbour Point Lago Mar Lake Wyman Estates Spanish River Land Company (The Estates) Sun & Surf Club

#### **EAST BOCA RATON**

Addison Park Estates at Mizner Village Bel Marra Bermuda Square (Golden Triangle) Blue Inlet Boca Bay Colony **Boca East Estates** Boca Harbour Boca Harbour Island Boca Keys Boca Marina Yacht Club Boca Rosa Heights (Golden Triangle)

Boca Villas (Golden Triangle) Camino Gardens

Caribbean Keys Cushman (Golden Triangle) Dingman Acres (Golden Triangle)

Fifth Avenue Fifth Avenue Place (Golden Triangle)

Golden Harbour Golden Triangle Harbour East

Indies Place (Golden Triangle) Kings Court (Golden Triangle)

Lake Rogers Isle Lake Wyman Estates Left Bank Estates Library Commons

Mizner Lake Estates at The Boca Raton

Morningside

Ocean Heights (Golden Triangle)

Oceanside Old Floresta Palm Beach Farms Royal Palm Villas

Royal Palm Yacht & Country Club

The Sanctuary Trieste at Boca Raton Tropic Isle Tunison Palms Walker's Cay Walker's Isle

#### **CENTRAL BOCA RATON**

Banyans at Broken Sound CC Boca Alta Boca Bay Colony at Boca Del Mar Boca Golf & Tennis Country Club\* Boca Grove Plantation\*

Boca Hamlet Boca Lakes

Boca Pointe Country Club\* Boca Raton Bath & Tennis Club Boca Raton Sailing & Racquet Club **Boca South** 

Boca West Country Club\* Bocaire Country Club Boniello Acres

Broken Sound Country Club\* Captiva

Carriage Homes at Woodfield

The Cloisters Colonnade At Glen Oaks

Colony Point Costa Brava at Boca Pointe CC

Costa del Sol at Boca Pointe CC

Encantada at Boca Pointe CC Estancia Estancia South Estancia West Fieldbrook Estates Fox Landing

Golf Vista at Boca Del Mar The Greens at Boca Del Mar

La Joya Las Brisas\* Le Lac Les Jardins

Marina Del Mar Estates

Mediterranea Millpond Mizner Forest Moderne Boca Montoya Estates East Montoya Estates West New Floresta Newport Bay Club Palacios at Boca Del Mar Palladium at Boca Pointe CC

The Palms at Boca Pointe CC Parkside The Polo Club of Boca Raton\* The Preserve Rio del Mar

Royal Palm Polo Santa Barbara Seasons of Boca Raton

Strathmore Thornhill Estates Thornhill Green Thornhill Mews Timbercreek Valencia at Boca Pointe CC Villa Del Sol at Boca Pointe CC Villa Flora at Boca Pointe CC Woodfield Country Club

#### **WEST BOCA RATON**

Woodfield Hunt Club

Avalon at Boca Raton Berkeley Boca Bridges Boca Falls Boca Grande Boca Isles North Boca Isles South The Estates at Palma Vista Florida Fruit Lands Horseshoe Acres Island Lakes at Logger's Run Le Rivage Lexington Estates Long Lake Estates Lotus The Oaks at Boca Raton Saturnia The Shores at Boca Raton Stonebridge Country Club

# **COASTAL DELRAY**

The Vineyards

**BEACH** All single-family homes, including: 150 Oceanside 215 Macfarlane Antilles Acacia House Atlantic Oceanfront Bermuda Garden Estates Bermuda Gardens Brooks Lane Cambria Crest Casa La Brisa Coastal Delray Beach Coralina Village Crestwood Del Harbour Delray Beach Esplanade Delray Beach Shores

Delray Ocean Estates North Delray Village By The Sea East Indies

Gleason Street Townhomes Gleason Street Villas

Goodison Park Estates Harbor Villas

Harbour Pointe Lowery Park Estates MacFarlane

Nassau Park

Ocean Apple Estates Ocean Breeze Estates

Ocean Hammock Palm Beach Shores

Sandpiper/Sandoway Seabreeze Isles

Seagate

Seagate Townhomes

Seagate Villas

Seagate Yacht Club

Seaglass Cottages Seaside

Seaspray Estates Shorewalker Place

Simmons Cay

Southway

Ten Twenty Langer

Treehouse Venetian House

Via Marina Vista Del Mar

Wallace Square Waterway Lane

Wheatleys White Columns

Williamson Deibel

Windsor Windsor Court

#### **EAST DELRAY BEACH**

Blank-Nichols Denery Lane Estuary Gracey-Byrd Highland Park Hoffman Village Kenmont Las Palmas Marina Bay Marine Way Moorings Delray Beach Old Palm Grove Osceola Park

Palm Trail Pelican Harbor Riekse Repl Rinker Square Rio Del Ray Shores Runnymede Seestedt Stevens Snow Hill Stone Hedge Terraces at Delray Tropic Isle Villas Sobre Del Mar Wellbrock

#### **CENTRAL DELRAY BEACH**

Addison Reserve Country Club Azura **Bristol Pointe** 

Crystal Bay at Polo Club

Delaire Country Club Estates at Tuscany Grande Orchid

Mizner's Preserve

The Polo Club of Boca Raton\*

#### **WEST DELRAY BEACH**

The Bridges Mizner Country Club Rio Poco Saturnia Isles Seven Bridges Stone Creek Ranch Tierra Del Rey Tierra Del Rey Estates South

#### HIGHLAND BEACH

All single-family homes, including: Bel Lido Isle Boca Highland The Enclave Ocean Cove Ocean Grande Place Ocean Place Estates

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Delray Isle Whisem (Golden Triangle) Delray Ocean Estates Palm Square St. Andrews Country Club **ALL SINGLE FAMILY HOMES\*** \*Excludes townhomes and condos / \*\*Communities identified by their common names and not according to public records / \*\*\*Subject to change without notice



# READER PROFILE



#### **FAVORITE MAGAZINE**

OUR LOYAL READERS **DO NOT** READ OTHER CITY MAGAZINES



80% Do not read Simply the Best



**72%**Do not read
Boca/Delray Lifestyle



**72%**Do not read City & Shore



40% Do not read Boca Raton

#### LOYALTY

**51**%

HAVE READ THREE OF OUR LAST FOUR ISSUES

A high rate indicates a dedicated and regular audience, yielding a larger total audience and delivering greater ROI.

#### **ENGAGEMENT**

# 39 Minutes

AVERAGE TIME SPENT READING EACH ISSUE

Greater engagement means increased exposure to marketing content, delivering greater ROI.

#### **SHELF LIFE**

# 7.3 Weeks

#### **AVERAGE RETENTION PERIOD**

Longer shelf life provides increased exposure to marketing content, delivering greater ROI.

#### REACH

**69**%

#### PASSED ALONG THEIR PERSONAL COPY

A high pass-along rate indicates increased market exposure beyond published circulation, yielding a greater total audience.

#### **BUYING HABITS**

PURCHASES MADE DURING PAST YEAR

50% Furniture

50% International Travel/ Extended Vacation

43% Fine Jewelry

31% Luxury Automobile

31% Cruise

26% Major Home Renovation

**1 1** % New Home

**7**% Boat

6% Second Home

## TESTIMONIALS

● The Boca Raton Observer is the ONLY magazine that has delivered real results for Akoya Boca West."

#### **ROBERT SIEMENS**

Director of Marketing, Akoya - Siemens Group Realty

• We've been so impressed with people who come into our ALINA Sales & Model Gallery carrying copies of The Boca Raton Observer. The magazine's deep roots in the local community make it a longstanding favorite in Boca."

#### **CANDACE JORRITSMA**

Director of Sales and Marketing, Alina -El-Ad National Properties

vehicle for me to reinforce my client base.
Although most of my clients come by way of referral from both colleagues and patients, the magazine's comprehensive coverage focuses my message and has been instrumental in reaching new, as well as established, clients."

#### RAFAEL C. CABRERA, M.D.

Plastic Surgery Specialists of Boca Raton

Since opening as the largest furniture store in Boca Raton in 2016, we have advertised with nearly every local magazine. But, time and time again, The Boca Raton Observer has delivered the best results for Clive|Daniel Home. That's why, going forward, we are pleased to say that The Boca Raton Observer will be our exclusive local lifestyle magazine partner."

#### **DANIEL LUBNER**

President, Clive | Daniel Home

• In addition to being an award-winning magazine year after year and providing the community with amazing content, there are many benefits to working with *The Boca Raton Observer* that add immeasurable value. I continue to be impressed by their keen knowledge of this marketplace, active participation in community events and dedication to bringing people together in a meaningful way to support business growth. I personally use the magazine as my go-to resource for many topics.

#### **HEATHER SHAW**

Vice President/General Manager, Saks Fifth Avenue

for 15 years, during which time I have seen the magazine grow to be an award-winning favorite in the community. As South Florida's largest magazine, The Boca Raton Observer has consistently provided superb business results by offering exposure to a discerning, affluent clientele, helping me achieve a number of Douglas Elliman's top producers awards. What's more, the magazine's professional and accommodating team is a pleasure to work with. I would highly recommend The Boca Raton Observer.

#### **CLAIRE SHERES**

Executive Director of Sales, Douglas Elliman

The Boca Raton Observer offers the rare combination of in-depth profiles with national celebrities coupled with unmatched coverage of noteworthy people, places and happenings in Boca Raton. The Observer provides an insider's read on what's happening in our city with the expertise of a national publication. I look forward to reading The Observer each month and am grateful that The Boca Raton Observer is such a cornerstone of our community.

#### **SCOTT SINGER**

Boca Raton Mayor



## ADVERTISERS



# **Automotive**

Braman Motor Cars (Rolls-Royce & Bentley)

# **Country Clubs**

Aberdeen Golf & Country Club
Addison Reserve Country Club
Boca Grove Golf & Tennis Club
Boca West Country Club
Broken Sound Club
Delaire Country Club
Hunter's Run Country Club
Mizner Country Club
Parkland Golf & Country Club
The Club At Boca Pointe
The Club At Ibis
The Club At Quail Ridge
The Polo Club Of Boca Raton
The Seagate Country Club

# Education

American Heritage Schools Donna Klein Jewish Academy FAU High School Florida Atlantic University Grandview Preparatory School North Broward Preparatory School Saint Andrew's School

# **Fashion**

Boca Raton Bridal Guy La Ferrera Infinity Jenna Studio Neiman Marcus Saks Fifth Avenue

# Financial & Legal

Brodie & Friedman

Ulin Wealth

Fisher, Potter, Hodas PL
Ged Lawyers
Gelt Financial, LLC
JP Morgan
Morgan Stanley
Schwartz, Sladkus, Reich, Greenberg, Atlas LLP

# **Healthcare Facilities**

Boca Raton Regional Hospital/Baptist Health Broward Health Holy Cross Urgent Care & Imagery Centers Memorial Healthcare Tenet Healthcare UHealth/Sylvester Comprehensive Cancer Center

# **Healthcare Providers**

Allenby Cosmetic Dermatology

Rendon Center For Dermatology

Steiger Facial Plastic Surgery

Tenet Healthcare

Bauman Medical Center
Boca Nursing
Anthony Dardano, DO
Creative Precision Oncology
Diowave
Ennis Plastic Surgery
Florida Spine Associates
Gelb Sports Medicine & Orthopaedic Center
H.A.B. Dental
Holy Cross Orthopedic Institute
Inspire Aesthetics
Levy Shoulder at Paley Orthopedic
Orthopedic Surgery Associates
Plastic Surgery Specialists of Boca Raton (Dr. Cabrera)

## **Home**

Absolute Patio Allied Kitchen & Bath Anima Domus Antonini Modern Living Belamo Brown California Closets Calligaris Capitol Lighting Castano Living Clive Daniel Home Custom Artisan Cabinetry Distinctive Kitchens & Baths Fuse Appliances Interiors By Steven G. Harmony Luxury Furniture HomeThreads Kodner Galleries LBU Miller's Elegant Hardware Padron Tile Sklar Furnishings Smart IT Storm Smart

Jewelry

Diamonds Direct
The Diamond Lab
Goldsmith & Complications
Kaufman de Suisse

Susan Lachance Interior Design

The General Contractors Design Group

# **Real Estate**

Alina - El-Ad National Ellish Builders Glass House Boca Raton One Sotheby's The Ritz-Carlton Residences -Fortune International Group Rosewood Residences - Related Group Royal Palm Residences - Group P6 Solemar - Related Group

# **Senior Living**

The Arbor at Delray
Encore Luxury Living – Engel Burman
John Knox Village
Life Space – Harbours Edge
MorseLife Senior Living
Sinai Residences – Jewish Federation

# Travel & Hospitality

Boca Express Travel
The Boca Raton
Celebrity Cruises
Eau Palm Beach
The Seagate Hotel
Royal Caribbean International
Unique Travel Of Palm Beach



## EDITORIAL CALENDAR

**ENGAGING CONTENT FOR AN** EDUCATED. **AFFLUENT** 





# January **HEALTH & FITNESS**

The latest in cuttingedge health, nutrition and exercise trends

#### AD CLOSE:

Nov. 29, 2023

#### **MATERIALS DUE:**

Dec. 1, 2023

#### DISTRIBUTION:

Dec. 26, 2023

#### SPECIAL SECTION:

The Best Of Health

# **February TRAVEL**

Be it by land, air or sea, discover countless ways to explore the world

## **AD CLOSE:**

Jan. 3, 2024

#### **MATERIALS DUE:**

Jan. 5, 2024

#### **DISTRIBUTION:**

Jan. 30, 2024

#### **SPECIAL SECTION:**

Men Of The Moment

# March **HOME & DESIGN**

Peek inside Boca Raton's most exclusive homes and meet creative designers

## AD CLOSE:

Jan. 31, 2024

#### **MATERIALS DUE:**

Feb. 2, 2024

#### DISTRIBUTION:

Feb. 27, 2024

#### **SPECIAL SECTION:**

Inspired Home, The Professional Edge

# April **WOMEN'S**

Meet the impressive women who make and shape our great community

#### **AD CLOSE:**

Feb. 28, 2024

#### **MATERIALS DUE:**

March 1, 2024

#### **DISTRIBUTION:**

March 26, 2024

#### **SPECIAL SECTION:**

Wonder Women

# May MEN'S

Check out the dynamic men who make things happen

# AD CLOSE:

March 27, 2024

#### **MATERIALS DUE:**

March 29, 2024

#### DISTRIBUTION:

April 23, 2024

#### **SPECIAL SECTION:**

The Best Of Health











#### unique opportunity to share your story

with our readers

**SPECIAL ADVERTISING SECTIONS** Themed special sections offer a

# OSCIVET



# June/July ENTERTAINMENT

Discover fabulous entertainment options in our backyard

#### **AD CLOSE:**

May 1, 2024

#### **MATERIALS DUE:**

May 3, 2024

#### **DISTRIBUTION:**

June 4, 2024

#### SPECIAL SECTION:

Power Players



# August

All that matters to Boca Raton families and the place they call home

#### AD CLOSE:

June 26, 2024

#### **MATERIALS DUE:**

June 28, 2024

#### **DISTRIBUTION:**

July 30, 2024

#### SPECIAL SECTION:

Top Docs



# September BUSINESS & WEALTH

Get up close and personal with our town's movers and shakers

#### AD CLOSE:

July 31, 2024

#### **MATERIALS DUE:**

Aug. 2, 2024

#### **DISTRIBUTION:**

Aug. 27, 2024

#### **SPECIAL SECTION:**

Top Lawyers, The Professional Edge

# October FOOD & DRINK

Our city's most fabulous restaurants, chefs, sommeliers and more

#### AD CLOSE:

Aug. 28, 2024

#### **MATERIALS DUE:**

Aug. 30, 2024

#### **DISTRIBUTION:**

Sept. 24, 2024

#### **SPECIAL SECTION:**

Cuisine Scene, Inspired Home

# November **GIVING**

Get to know Boca Raton's most generous philanthropists and worthy charities

#### AD CLOSE:

Oct. 2, 2024

#### **MATERIALS DUE:**

Oct. 4, 2024

#### **DISTRIBUTION:**

Oct. 29, 2024

#### SPECIAL SECTION:

Wonder Women

# December HOLIDAY

The greatest celebrations, gifts and cuisine for the holidays

#### AD CLOSE:

Oct. 30, 2024

#### **MATERIALS DUE:**

Nov. 1, 2024

#### **DISTRIBUTION:**

Nov. 26, 2024

#### SPECIAL SECTION:

Country Club Collection, Power Players









# TOP PROFESSIONAL AWARDS



bocaratontopdocs.com

SPONSORED BY







# **Published in September**

bocaratontoplawyers.com

SPONSORED BY





Regarded as South Florida's most respected professional awards, *The Boca Raton Observer*'s Top Professional Awards are the ideal platform to share your expertise with the community. The evaluation and selection process is completely independent of our organization. Inclusion in this list is exclusively peer-nominated and cannot be purchased.

Profiles of the honorees are designed by our award-winning team and published in the magazine and select websites.



## **PROFILES**



# **Profiles**

Our seasoned editorial team will develop your unique narrative while our professional portrait photographer captures your best look. We will design your profile at no additional cost. Profiles are posted on our search engine optimized website! The Boca Raton Observer is a highly credible Google and Bing news source.

# **Country Club Collection**

Featuring exclusive country club communities.

#### **PUBLISHED IN DECEMBER**



# Inspired Home

Featuring the area's renowned architects, interior decorators, contractors, landscapers and more!

PUBLISHED IN MARCH AND OCTOBER



# The Best Of Health

Featuring leading doctors, dentists, therapists, medical facilities, personal trainers, nutritionists and alternative medicine practices.

PUBLISHED IN JANUARY AND MAY



# Wonder Women

Featuring femaleowned/managed companies, philanthropists, physicians, lawyers, realtors, CEOs and more!

PUBLISHED IN APRIL AND NOVEMBER



# Men Of The Moment

Featuring top philanthropists, physicians, lawyers, business owners, realtors, CEOs and more!

PUBLISHED IN FEBRUARY



# Power Players

Featuring the crème de la crème from philanthropists, physicians, lawyers, business owners, realtors, CEOs to anything in between.

PUBLISHED IN JUNE/JULY AND DECEMBER



# The Professional Edge

Featuring select licensed professionals, financial-service organizations, accountants, mortgage and law firms.

PUBLISHED IN MARCH AND SEPTEMBER



# Cuisine Scene

Featuring our community's dynamic restaurateurs and country clubs, owners/managers, maître d's and hosts.

PUBLISHED IN OCTOBER





# DIGITAL METRICS





Our readers stay connected for the latest news and updates on events and happenings in our area. Our digital editions can be read on the web, tablets and smartphones.

# Credibility

First regional magazine to have AAM-audited digital subscribers.

# **Search Engine Optimized**

All editorial and advertorial is online and crawled by



# Complimentary Digital Subscriptions

We embrace the digital platform to expand our audited distribution.

Circulation Statistics as of October 1, 2024



# **Spotlights & Profiles**

These are published both in the magazine and online. Bocaratonobserver.com is a highly credible Google and Bing news source, so many of our profiles rank very high on both desktop and mobile search lists (no guarantees). You are also able to digitally share your profile via social media and email.

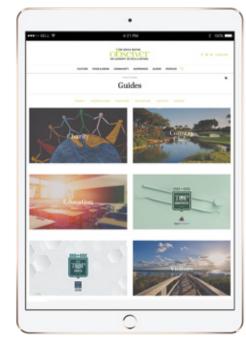




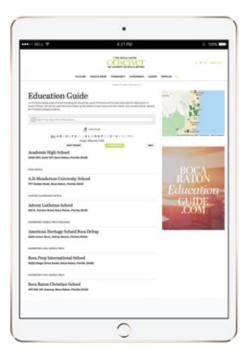
The city's most comprehensive calendar of events is available at bocaratoncalendar.com, a subset of bocaratonobserver.com. Readers can easily access extensive information about thousands of events at any time, including location mapping and event creation in users' personal calendars.



# WEBSITE





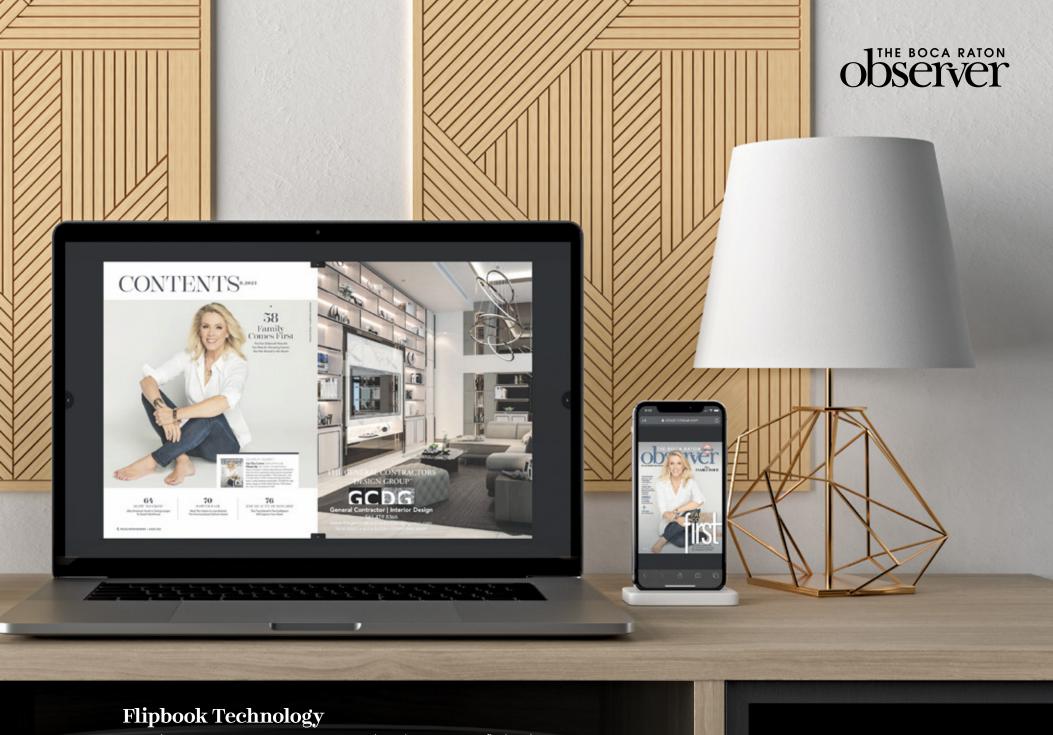




# **City Guides**

Our comprehensive city guides – including charities, country clubs, schools, restaurants and area attractions – are much more than simple listings. Featuring hundreds of entries each, they're interactive directories displaying videos and images as well as links to their website and social media accounts. This is a place where key organizations share information, such as their mission statement, with the public. You can also view our city guides at:

- bocaratoncharityguide.com
- bocaratoncountryclubguide.com
- bocaratoneducationguide.com
- bocaratonrestaurantguide.com
- bocaratonvisitorsguide.com
- bocaratontopdoctors.com
- delraybeachcountryclubguide.com



View the magazine in its entirety via our digital issue, using flipbook technology. Content and ads are preserved online for greater exposure.





















# THE MOST HIGH-PROFILE PHILANTHROPIC EVENTS

The Boca Raton Observer has a long history of partnering with top area nonprofits and sponsoring their events, supporting a multitude of worthy causes.





































Society

















# STATISTICS

#### **BOCA RATON**



PRIVATE/
PAROCHIAL
SCHOOLS
& THREE
UNIVERSITIES



CHOSEN
AS **BEST**CITY TO
LIVE IN
FLORIDA

# One Restaurant For Every **236 RESIDENTS**



2<sup>ND</sup> BEST PLACE TO START A NEW COMPANY IN AMERICA



Close proximity to Miami, home to some of the most significant luxury, culinary and cultural events in the U.S. and the world – South Beach Wine & Food Festival, Miami Boat Show and Art Basel – and the financial gateway to Latin America and the Caribbean



Boca Raton's **society scene ranks amongst the most active in Florida**, featuring nearly 100 galas along with a symphony, ballet, theaters, museums, festivals, collegiate sports, boating and much more.



## **HOME TO MANY LARGE CORPORATIONS:**

ADT, Bluegreen, Careers USA, NCCI, Office Depot, SBA, GEO Group and TYCO Integrated Security show up as #1



on Forbes' list of **America's Millionaire Capitals** 



# THREE AAA FIVE DIAMOND HOTELS





# America's First Resort Destination, established in 1894



One of the world-class shopping destinations in the **South**, with the world's most luxurious brands housed on Worth Avenue and in Town Center and The Gardens



47 MILES OF PRISTINE BEACHES

CHES GOLF COURSES



2,300 square miles in size -

bigger than both Rhode Island and Delaware combined and is the largest county southeast of the Mississippi River

THEATERS, MUSEUMS AND ENTERTAINMENT VENUES

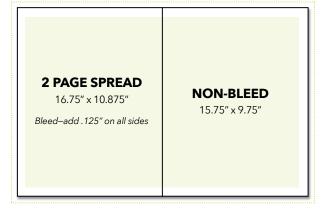
THIRD MOST POPULOUS FLORIDA COUNTY WITH 1,345,652 INHABITANTS

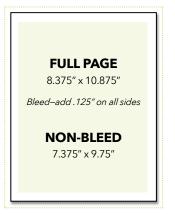


OF THE FORBES 400 LIST

Palm Beach County's **cultural scene is booming** with the Kravis Center for the Performing Arts, Norton Museum of Art, Boca Raton Museum of Art, The Wick Theatre & Costume Museum and Mizner Park Cultural Arts Center

# **MECHANICAL SPECIFICATIONS**









⅓ SQUARE 4.75" × 4.75" ½ HORIZONTAL 7.25" × 4.75"

Electronic High-Resolution PDF files with embedded fonts are the preferred file format. Files should be sent to **production@bocaratonobserver.com**. For larger files, we encourage the use of hightail.com, a free digital delivery service via the internet. If ad needs to be resized, a production charge will be assessed. All images used must be a minimum of 300 dpi at final print size. Images must be saved as a TIFF, JPEG or EPS in CMYK. Please keep all type at least 1/4" from actual page size/trim on all sides.

SIZE	WIDTH	х	HEIGHT
PAGE SIZE/TRIM	8.375"	Х	10.875"
2 PAGE SPREAD BLEED Two page spreads should be provided as two individual facing pages using bleed and trim specifications shown.	16.75"	X	10.875″
2 PAGE SPREAD NON-BLEED Please provide document as two individual facing pages and keep graphics and type at least 1/4" from outside edges.	15.75"	x	9.75"
FULL PAGE BLEED Please provide document as 8.375" x 10.875" and add 1/8" bleed on all sides beyond page.	8.375"	х	10.875"
FULL PAGE NON-BLEED	7.375"	Х	9.75"
2/3 VERTICAL	4.75"	Х	9.75"
1/2 VERTICAL	3.5"	Х	9.75"
1/2 HORIZONTAL	7.25"	х	4.75"
1/3 SQUARE	4.75"	х	4.75"





#### 12 MONTHS ENDED DECEMBER 31, 2023, SUBJECT TO AUDIT

#### **EXCLUSIVE SUMMARY: TOTAL AVERAGE CIRCULATION**

Total Paid & Verified	Single Copy	Total Paid & Veified	Analyzed	Total	Rate	Variance
Subscription	Sales	Circulation	Nonpaid Bulk	Circulation	Base	To Rate Base
64,745	N/A	64,745	2,103	66,848	None Claimed	

#### **TOTAL CIRCULATION BY ISSUE**

	VERIF	IED SUB	ED SUBSCRIPTION ANALYZED NONPA			iotai i aiu, veiilleu									
Issue	Print	Digital Issue	Total Verified Subscription	Paid & Verified Subscriptions Print	Paid & Verified Subscriptions Digital Issue	Total Paid & Verified Subscriptions	Total Paid & Verified Circulation Print	Total Paid & Verified Circulation Digital Issue	Total Paid & Verified Circulation	Print	Digital Issue	Total Analyzed Nonpaid Bulk	Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Print	& Analyzed Nonpaid Bulk Circulation - Digital Issue	Verified & Analyzed Nonpaid Bulk Circulation
Jan	29,808	29,123	58,940	29,808	29,132	58,940	29,808	29,132	58,940	3,592		3,592	33,400	29,132	62,532
Feb	29,409	31,336	60,745	29,409	31,336	60,745	29,409	31,336	60,745	2,191		2,191	31,600	31,336	62,936
Mar	29,063	29,497	58,560	29,063	29,497	58,560	29,063	29,497	58,560	2,537		2,537	31,600	29,497	61,097
Apr	28,880	29,129	58,009	28,880	29,129	58,009	28,880	29,129	58,009	1,620		1,620	30,500	29,129	59,629
May	27,157	35,419	62,576	27,157	35,419	62,576	27,157	35,419	62,576	1,493		1,493	28,650	35,419	64,069
Jun/Jul	26,670	33,832	60,502	26,670	33,832	60,502	26,670	33,832	60,502	1,030		1,030	27,700	33,832	61,532
Aug	27,003	41,757	68,760	27,003	41,757	68,760	27,003	41,757	68,760	1,097		1,097	28,100	41,757	69,857
Sep	27,016	37,029	64,045	27,016	37,029	64,045	27,016	37,029	64,045	984		984	28,000	37,029	65,029
Oct	26,934	41,899	68,833	26,934	41,899	68,833	26,934	41,899	68,833	2,166		2,166	29,100	41,899	70,999
Nov	26,950	51,876	78,826	26,950	51,876	78,826	26,950	51,876	78,826	1,650		1,650	28,600	51,876	80,476
Dec	31,223	41,175	72,398	31,223	41,175	72,398	31,223	41,175	72,398	4,777		4,777	36,000	41,175	77,175
Average	28,192	36,607	64,745	28,192	36,553	64,745	28,192	32,007	64,745	2,103		2,103	30,295	36,553	66,848

# THE BOCA RATON OBSERVER

Boca Raton, Florida 33487

**Field Served:** Community Lifestyle **Annual Frequency:** 11 times/year Published by A & A Publishing Corp.

We certify that to the best of our knowledge all data set forth in this publisher's statement are true and report circulation in accordance with Alliance for Audited Media's bylaws and rules.

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RALPH BEHMOIRAS

LINDA BEHMOIRAS

Chief Operating Officer

Publisher

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Subscription	N/A

#### **RATE BASE**

None Claimed

#### **NOTES**

**Method of Circulation for Analyzed Nonpaid Bulk:** Nonpaid Bulk copies are delivered to designated locations and made available for pickup.

**Miscellaneous:** Digital Subscriptions: Total Average number of digital subscriptions delivered 121,260.

**Included in Verified Circulation:** Included in verified circulation are copies

distributed to Individuals



FOR MORE INFORMATION, PLEASE CONTACT US AT:

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