

FLORIDA'S
largest
CITY
MAGAZINE

2025

MAGAZINE MEDIA KIT

September 1, 2024

Boca Raton
Delray Beach
Highland Beach

THE BOCA RATON
observer
THE AUTHORITY ON BOCA & BEYOND

PRINT & DIGITAL CIRCULATION **151,000**

An aerial night photograph of Boca Raton, Florida, showcasing a mix of modern and classic architecture. A prominent tall, illuminated skyscraper stands on the left, overlooking a marina filled with numerous yachts. The surrounding city lights create a vibrant, glowing backdrop. A large, semi-transparent circular graphic is overlaid on the right side of the image, containing the text 'THE AUTHORITY ON BOCA & BEYOND' in white, with 'BOCA' in a larger, outlined font.

THE
AUTHORITY ON
BOCA
& BEYOND

ABOUT US

The Boca Raton Observer isn't just a magazine – it's the heartbeat of South Palm Beach County. With a focus on luxury living, we offer our readers an engaging and insightful look into the best that Boca Raton, Delray Beach, Highland Beach and beyond have to offer. Our publication is not just Florida's largest city magazine; it's a curated experience that includes in-depth articles on national trends, exclusive interviews with top personalities and a vibrant mix of local events. Complementing our print edition, our highly optimized, award-winning website reaches nearly two million Google searches monthly, making us a constant presence in the lives of our readers.

Our audience is as extraordinary as our content. With more than 271,000 loyal readers, we have the greatest reach and strongest engagement of any local media. Our readers are affluent, well-traveled, educated and deeply connected to the community. Through our unmatched blend of direct mail, digital and event distribution, *The Boca Raton Observer* is the most effective way to connect with South Palm Beach County's most desirable consumers. Whether in print or online, we offer the best method to reach and resonate with your ideal audience.

FOUR-TIME WINNER
**BEST
OVERALL
MAGAZINE**
BY FLORIDA MAGAZINE
ASSOCIATION

FLORIDA'S
**LARGEST CITY
MAGAZINE**
BASED ON ANNUALIZED
AUDITED CIRCULATION

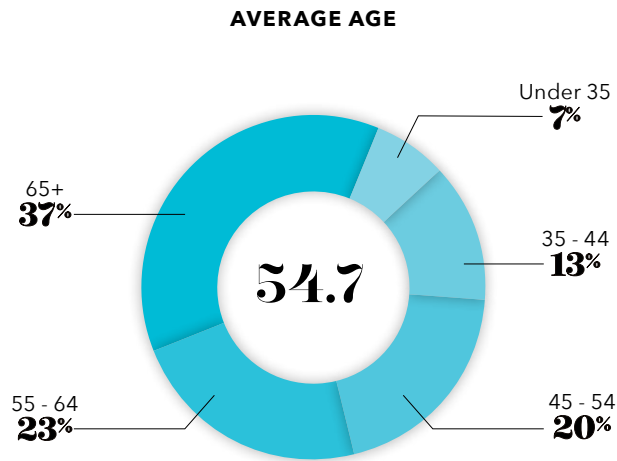
LARGEST NUMBER OF
**DIGITAL
SUBSCRIBERS**
IN SOUTH FLORIDA

THREE-TIME WINNER
**BEST
WEBSITE**
BY FLORIDA MAGAZINE
ASSOCIATION

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DEMOGRAPHICS



56% / 44%
FEMALE/MALE

68%
MARRIED

83%
HOLD COLLEGE DEGREES

39%
HOLD MASTER'S OR DOCTORATE

63%
BUSINESS OWNERS OR PROFESSIONALS

2.8
AVERAGE PEOPLE IN HOUSEHOLD

42%
HAVE CHILDREN IN HOUSEHOLD

9.6
TIMES DINE OUT PER MONTH

29%
OWN TWO OR MORE HOMES

29%
RETIRED

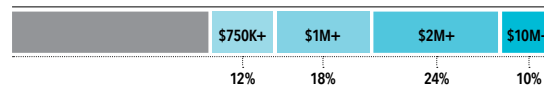
\$321,400

AVERAGE HOUSEHOLD INCOME (HHI)



\$1,770,000

AVERAGE HOUSEHOLD NET WORTH



\$911,000

AVERAGE HOME VALUE





TARGETING THE
MOST
AFFLUENT
READERS



CIRCULATION
**LARGER
THAN**
NEARLY ALL
OTHER LOCAL
MAGAZINES
COMBINED

151,000*
AVERAGE CIRCULATION

271,000**
MONTHLY READERSHIP

121,000
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 throughout the city.

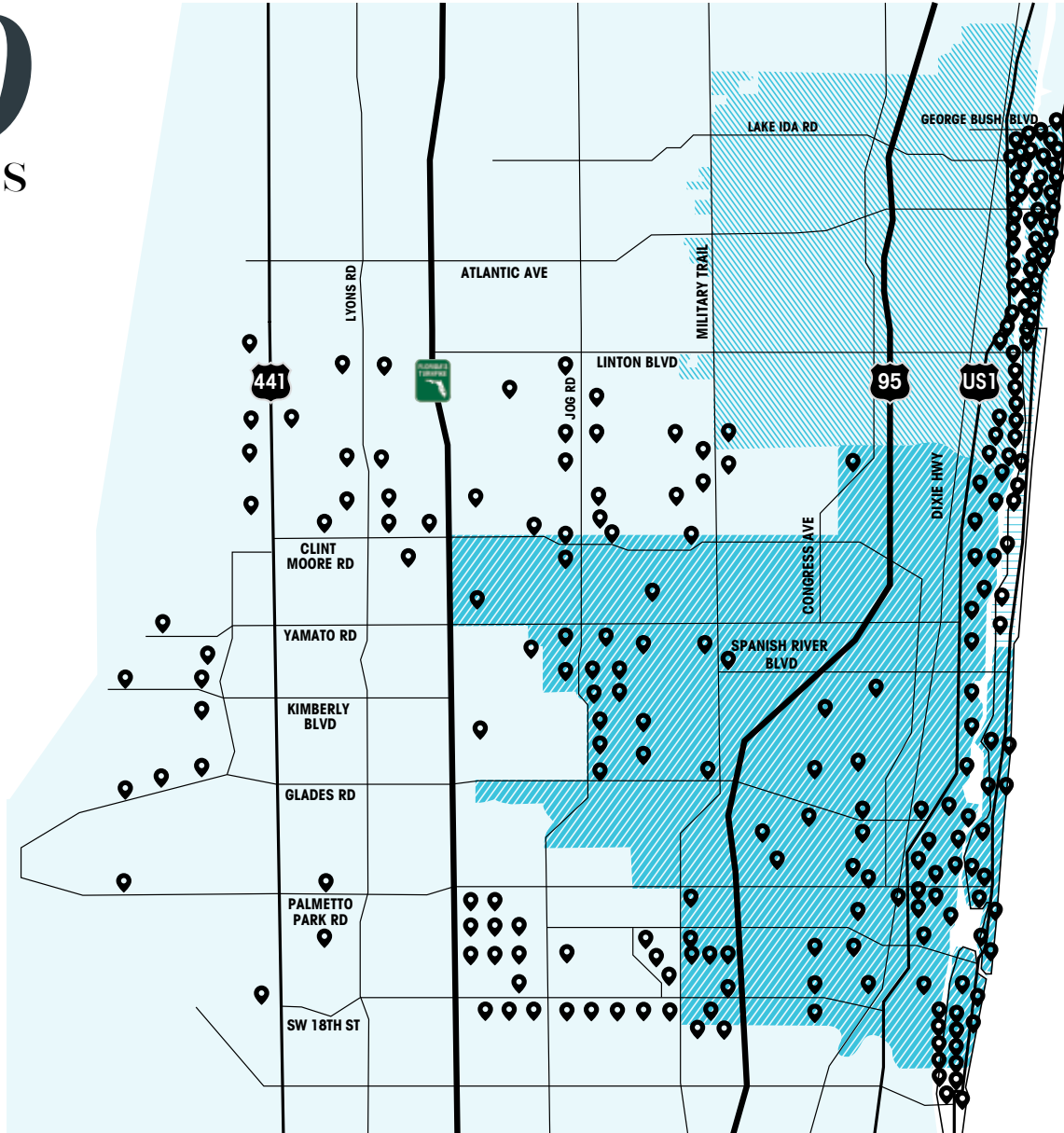
DISTRIBUTION

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. which we direct-mail to:

- Royal Palm Yacht & Country Club
- The Sanctuary
- St. Andrews Country Club



BOCA RATON CITY LIMITS
 HIGHLAND BEACH CITY LIMITS
 DELRAY BEACH CITY LIMITS

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 Excelsior
- 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
- Regency Highland
- 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
Whisem (Golden Triangle)

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
St. Andrews Country Club

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
Woodfield Hunt Club

WEST BOCA RATON

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
The Vineyards

COASTAL DELRAY 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 Isle
Delray Ocean Estates

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 Square

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*

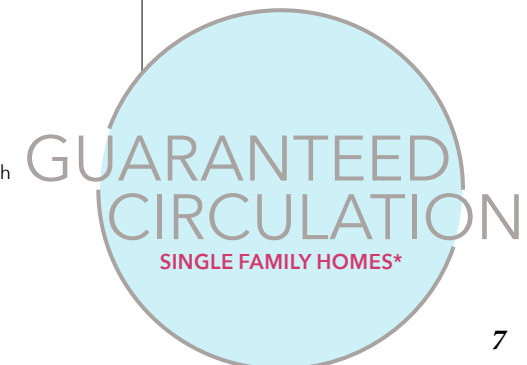
WEST DELRAY BEACH

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



*Excludes townhomes and condos / **Communities identified by their common names and not according to public records. Subject to change without notice

CHOSEN
FAVORITE
OVER ALL OTHER
LOCAL MAGAZINES
COMBINED



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

11% 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

“The Boca Raton Observer is the perfect 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

“I have advertised in *The Boca Raton Observer* 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
Gleneagles Country Club
Hunter's Run Country Club
Mizner Country Club
Parkland Golf & Country Club
Stonebridge 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
Brightmont Academy
Donna Klein Jewish Academy
FAU High School
Florida Atlantic University
North Broward Preparatory School
Saint Andrew's School

Fashion

Boca Raton Bridal
Guy La Ferrera
Infinity
Jenna Studio

Financial & Legal

Brodie & Friedman
Brinkley Morgan
Ged Lawyers
Gelt Financial, LLC
Greenberg Traurig PA
JP Morgan
Morgan Stanley - Fetterman Wealth Management
McDonald Hopkins
RFB Fisher, Potter, Hodas PL
Schwartz, Sladkus, Reich, Greenberg, Atlas LLP
UBS
Wells Fargo
Wiggin and Dana 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
Bauman Medical Center
Boca Nursing
Anthony Dardano, DO
Creative Precision Oncology
Diowave
Ennis Plastic Surgery
Florida Spine Associates
Gelb Sports Medicine & Orthopaedic Center
GenesisCare
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)
Rendon Center For Dermatology
Steiger Facial Plastic Surgery
Tenet Florida Physician Network

Home

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

Jewelry

Diamonds Direct
The Diamond Lab
International Jewelry Exchange
Kaufman de Suisse

Real Estate Development

Alina - El-Ad National
Ellish Builders
Glass House Boca Raton
The Ritz-Carlton Residences
at Palm Beach Gardens
Fortune International Group
Rosewood Residences - Related Group
Solemar - Related Group
The Aletto - Compson Associates
Nuvo Boca - Noth American
Development Group

Realtors

Douglas Elliman - Heatzig
Engels & Volkers - Ledwitz
One Sotheby's International - Feldman
Signature International - Maschler

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
The Volen Center

Travel & Hospitality

Boca Express Travel
The Boca Raton
Celebrity Cruises
Discover The Palm Beaches
Eau Palm Beach Resort & Spa
The Seagate Hotel
Unique Travel Of Palm Beach

MORE
ADVERTISERS
THAN ANY OTHER AREA
LIFESTYLE
MAGAZINE

EDITORIAL CALENDAR

ENGAGING
CONTENT FOR AN
EDUCATED,
AFFLUENT
&
EXPERIENCED
READER



January HEALTH + FITNESS

The latest in cutting-edge health, nutrition and exercise trends

SPACE CLOSE:
Dec. 4, 2024

MATERIALS DUE:
Dec. 6, 2024

DISTRIBUTION:
Dec. 31, 2024

SPECIAL SECTION:
Health Heroes

February TRAVEL

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

SPACE CLOSE:
Dec. 30, 2024

MATERIALS DUE:
Jan. 3, 2025

DISTRIBUTION:
Jan. 28, 2025

SPECIAL SECTION:
Men On The Move

March HOME + DESIGN

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

SPACE CLOSE:
Jan. 29, 2025

MATERIALS DUE:
Jan. 31, 2025

DISTRIBUTION:
Feb. 25, 2025

SPECIAL SECTION:
Inspired Home

April WOMEN'S

Meet the impressive women who make and shape our great community

SPACE CLOSE:
Feb. 26, 2025

MATERIALS DUE:
Feb. 28, 2025

DISTRIBUTION:
March 25, 2025

SPECIAL SECTION:
Wonder Women

May MEN'S

Check out the dynamic men who make things happen

SPACE CLOSE:
April 2, 2025

MATERIALS DUE:
April 4, 2025

DISTRIBUTION:
April 29, 2025

SPECIAL SECTION:
Health Heroes

SPECIAL SECTIONS

Themed special sections offer a unique opportunity to share your story digitally and in print





**June/July
ENTERTAINMENT**

Discover fabulous entertainment options in our backyard

SPACE CLOSE:
April 30, 2025

MATERIALS DUE:
May 2, 2025

DISTRIBUTION:
June 10, 2025

SPECIAL SECTION:
Power Players

**August
FAMILY**

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

SPACE CLOSE:
June 25, 2025

MATERIALS DUE:
June 27, 2025

DISTRIBUTION:
July 29, 2025

SPECIAL SECTION:
Top Docs

**September
BUSINESS + WEALTH**

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

SPACE CLOSE:
July 30, 2025

MATERIALS DUE:
Aug. 1, 2025

DISTRIBUTION:
Aug. 26, 2025

SPECIAL SECTION:
Top Lawyers,
Elite Experts

**October
FOOD + DRINK**

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

SPACE CLOSE:
Aug. 27, 2025

MATERIALS DUE:
Aug. 29, 2025

DISTRIBUTION:
Sept. 23, 2025

SPECIAL SECTION:
Cuisine Scene,
Inspired Home

**November
GIVING**

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

SPACE CLOSE:
Oct. 1, 2025

MATERIALS DUE:
Oct. 3, 2025

DISTRIBUTION:
Oct. 28, 2025

SPECIAL SECTION:
Wonder Women

**December
HOLIDAY**

The greatest celebrations, gifts and cuisine for the holidays

SPACE CLOSE:
Oct. 29, 2025

MATERIALS DUE:
Oct. 31, 2025

DISTRIBUTION:
Nov. 25, 2025

SPECIAL SECTION:
Country Club Collection,
Power Players



PROFESSIONAL AWARDS



Published in August

bocaratontopdocs.com

ADMINISTERED BY



Published in September

bocaratontoplawyers.com

ADMINISTERED 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

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



Health Heroes

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

PUBLISHED IN JANUARY AND MAY



Men On The Move

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

PUBLISHED IN FEBRUARY



Elite Experts

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

PUBLISHED IN SEPTEMBER



Wonder Women

Featuring female-owned/managed companies, philanthropists, physicians, lawyers, realtors, CEOs and more!

PUBLISHED IN APRIL AND NOVEMBER



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



Cuisine Scene

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

PUBLISHED IN OCTOBER



6



LARGEST
DIGITAL REACH OF
ANY LOCAL
MAGAZINE

Manage Page

- Professional dashboard
- Insights
- Ad Center
- Create ads
- Boost Instagram post
- Settings
- More tools
- Leads Center
- Meta Business Suite



Boca Raton Observer magazine

128 followers · 108 following

Photos



Boca Raton Observer magazine
Published by Denise DiStasio
July 15 · 1000

Planning your summer concert lineup? Get expert advice from stylist Sophie Faith and discover the ultimate South Florida concert list! 🎵👗
#concerts #floridaculture #southflorida #concertguide #style #fashion #boca #broward #palmbeach #punta #locally #bocatonobserver

11:13

bocatonobserver

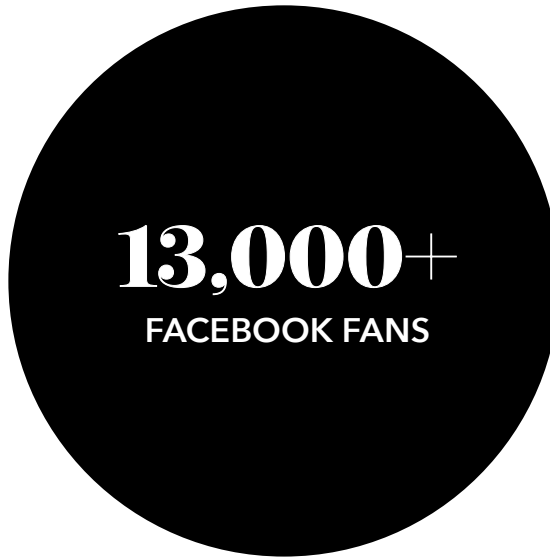
787 posts 8,455 followers 705 following

The Boca Raton Observer Magazine
South Florida lifestyle magazine acting as the local authority on luxury retail, dining, design, national topics and top personalities. #BocaAndBeyond

bocatonobserver.com

Followed by [camarrera](#) and [floridamagazineassociation](#)

Follow Message Contact



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

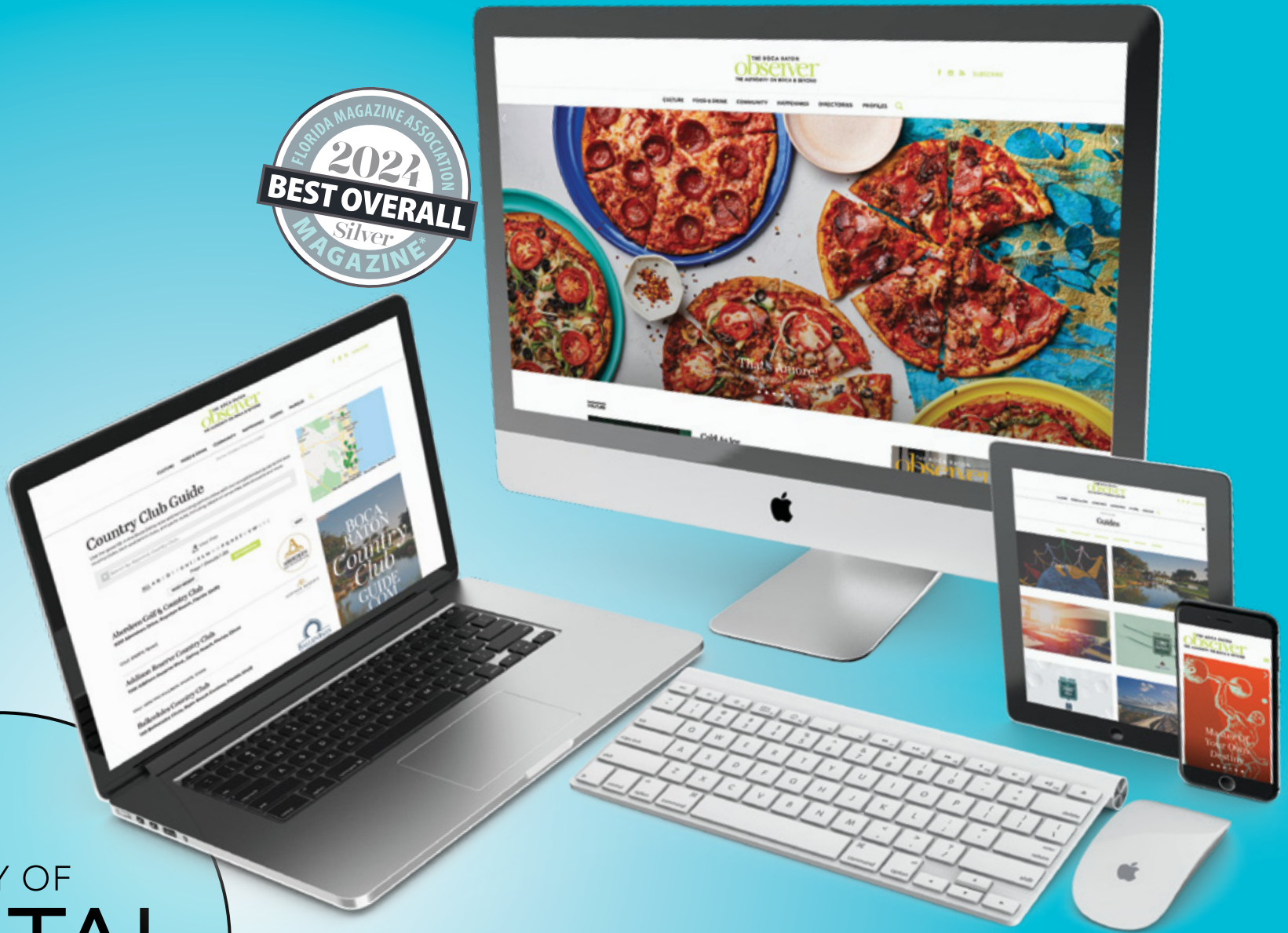
All editorial and advertorial is online and crawled by



Complimentary Digital Subscriptions

We embrace the digital platform to expand our audited distribution.

WEBSITE



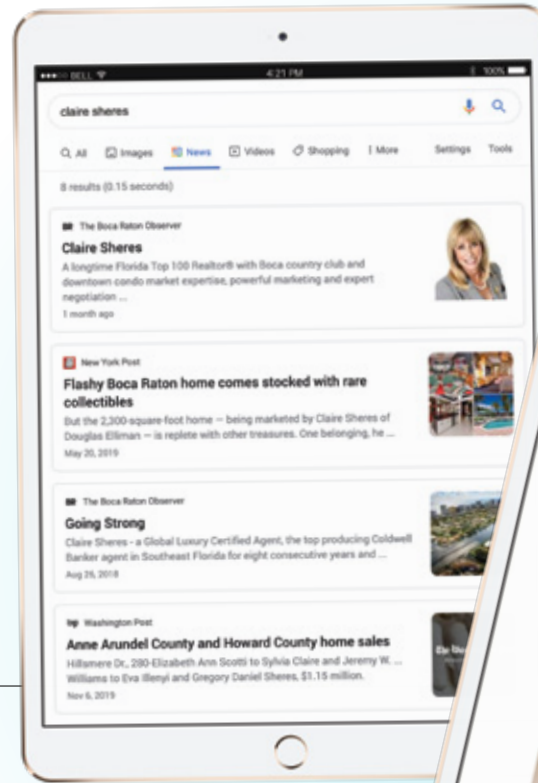
A RICH HISTORY OF DIGITAL INNOVATION

The Boca Raton Observer enjoys a rich history of digital innovation. We are proud to be the first regional magazine in the nation to have its digital subscription base audited by the Alliance for Audited Media (AAM). Today, we're pleased to have more than 121,000 digital subscribers!

All of our content is available both in print and online on a variety of devices, including smartphones, tablets and computers. Our magazine is completely portable and bocaratonobserver.com is a fully search-engine-optimized website.

Spotlights & Profiles

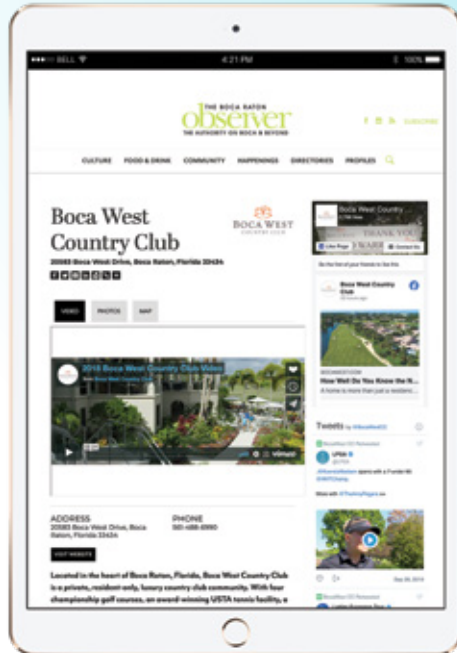
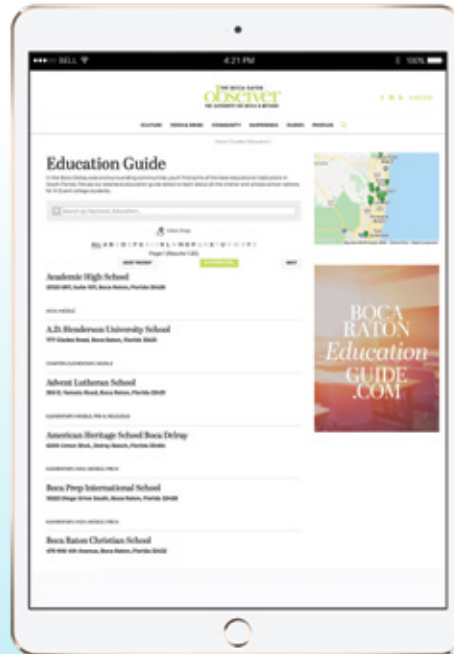
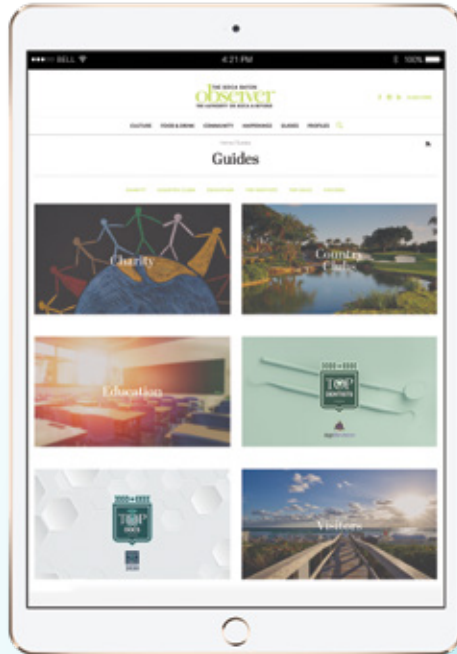
These are published both in the magazine and online. Bocaratonobserver.com is a highly credible Google certified news source, so many of our profiles rank very high on both all and news searches (no guarantees). You are also able to digitally share your profile via social media and email.



Events Calendar

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



1,000,000
GOOGLE
SEARCH APPEARANCES
MONTHLY

City Guides

Our comprehensive city guides – including charities, country clubs, schools, restaurants and area attractions – are much more than simple listings. Featuring thousands of entries, they're interactive directories displaying videos, images and links to 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
- bocarateducationguide.com
- bocaratonrestaurantguide.com
- bocaratonvisitorsguide.com
- bocaratontopdoctors.com
- bocaratontoplawyers.com
- delraybeachcountryclubguide.com

Flipbook Technology

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

THE BOCA RATON
observer



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.

THE MOST
HIGH-
PROFILE
PHILANTHROPIC
EVENTS



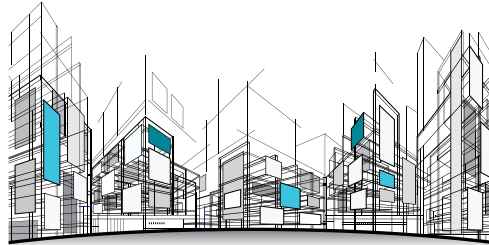
STATISTICS

BOCA RATON



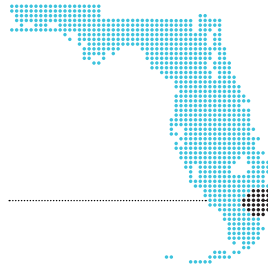
18
PRIVATE/
PAROCHIAL
SCHOOLS
& THREE
UNIVERSITIES

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



**2ND BEST PLACE TO START A
NEW COMPANY IN AMERICA**

2ND
BEST-DRESSED
SMALL CITY
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

6.6 MILLION
TOURISTS ANUALLY

**TOP
10**

MARKET
IN THE COUNTRY
FOR LUXURY
HOME SALES

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

THIRD-WEALTHIEST
CITY IN FLORIDA

#1 PLACE
TO RAISE
A FAMILY
IN **PALM
BEACH
COUNTY**

HOME TO MANY LARGE CORPORATIONS:
ADT, Bluegreen, Careers USA, NCCI,
Office Depot, SBA, GEO Group and
TYCO Integrated Security

MORE THAN
100
Pickleball Courts

POPULATION
99,422

PALM BEACH COUNTY

TWO AAA
FIVE DIAMOND HOTELS



3,200
RESTAURANTS



America's
First Resort Destination,
established in 1894

1,100
TENNIS COURTS

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

160
GOLF COURSES



Home to 60 of the world's
most famous golfers

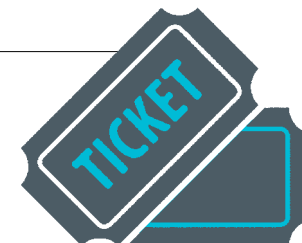
2,300 square miles in size –
bigger than both Rhode Island and Delaware combined
and is the largest county southeast of the Mississippi River

FLORIDA'S CULTURAL CAPITAL

200
THEATERS, MUSEUMS AND
ENTERTAINMENT VENUES

THIRD MOST
POPULOUS FLORIDA
COUNTY
1,532,718

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



HOME TO
54
OF THE
FORBES
400
LIST

RATES

MECHANICAL SPECIFICATIONS

STANDARD POSITIONS*	RATE PER INSERTION			
	Open 1X	3x	6x	11x
2-Page Spread	\$6300	\$5900	\$5400	\$4900
Full Page	3350	3100	2850	2600
2/3 Page	2350	2175	2000	1875
1/2 Page	1875	1750	1625	1500
1/3 Page	1400	1300	1200	1100

* Standard positions are cancelable subject to Retroactive Rate Adjustment and Short Rate Penalty. See Terms and Conditions for details.

GUARANTEED POSITIONS**	Open 1x	3x	6x	11x
2-Page Spread	\$7200	\$6700	\$6200	\$5700
Full Page	3900	3600	3300	3000

** Right-hand placement prior to the feature well, left-hand placement opposite section openers and placement opposite Flash pages. Guaranteed positions are noncancelable.

PREMIUM POSITIONS***	6x	11x
Page 1	\$4000	\$3750
Table of Contents	3500	3250
Publisher's/Editor's Letter	3500	3250
Mastheads – 2/3 Page	2300	2100

*** Premium positions are noncancelable and require 6x minimum frequency.

COVERS****	6x	11x
Back Cover	\$6750	\$6250
Inside Front	5600	5400
Inside Back	4800	4200
Inside Front and Page 1 Spread	9000	8350

**** Covers are noncancelable and require 6x minimum frequency.

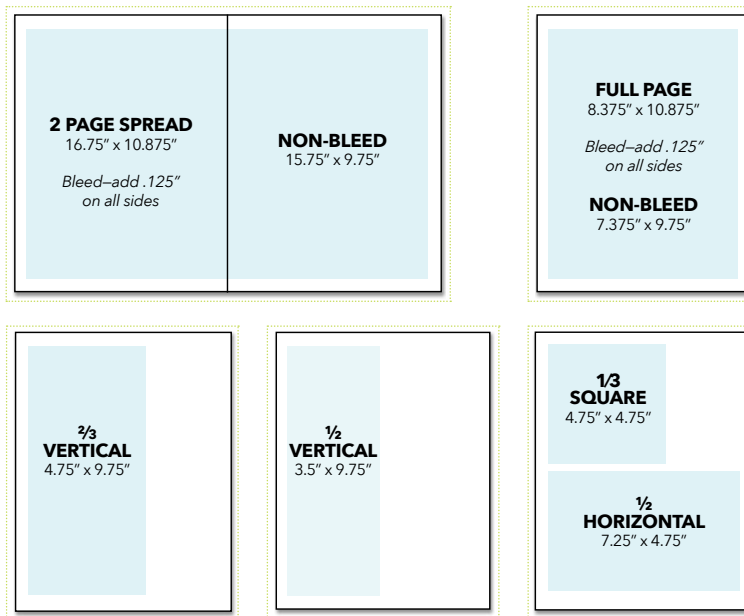
ADDITIONAL INFORMATION
All rates are net. Rates are based on continuous insertions and print ready artwork. All ads are placed at the discretion of the Publisher. Covers, Premium Positions, and Guaranteed Positions are the only guaranteed placements.

PROFILES*****	
2-Page Spread	\$5400
Full Page	2900

***** Profiles are noncancelable. / ***** Fee includes two designs and is noncancelable.

DESIGN SERVICES*****	
Full Page	\$500
2/3 Page	300
1/2 Page	250
1/3 Page	175

***** Ads can be created with provided components including high-res photo(s) and logo, descriptive copy, address, website and phone number. Files should be sent to production@bocaratonobserver.com.



SIZE	WIDTH	X	HEIGHT
PAGE SIZE/TRIM	8.375"	X	10.875"
2 PAGE SPREAD BLEED	16.75"	X	10.875"
2 PAGE SPREAD NON-BLEED	15.75"	X	9.75"
FULL PAGE BLEED	8.375"	X	10.875"
FULL PAGE NON-BLEED	7.375"	X	9.75"
2/3 VERTICAL	4.75"	X	9.75"
1/2 VERTICAL	3.5"	X	9.75"
1/2 HORIZONTAL	7.25"	X	4.75"
1/3 SQUARE	4.75"	X	4.75"

Preferred file format is High-Resolution PDF. Files should be uploaded to the advertiser's portal or sent via email to production@bocaratonobserver.com.

All images must be a minimum of 300 dpi at final print size. Images must be TIFF, JPEG or EPS format in CMYK. Please keep all type at least 1/4" from actual page size/trim on all sides.

PUBLISHER'S STATEMENT

12 MONTHS ENDED DECEMBER 31, 2023, SUBJECT TO AUDIT

EXCLUSIVE SUMMARY: TOTAL AVERAGE CIRCULATION

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

TOTAL CIRCULATION BY ISSUE

Issue	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	ANALYZED NONPAID BULK			Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Print	Total Paid, Verified & Analyzed Nonpaid Bulk Circulation - Digital Issue	Total Paid, Verified & Analyzed Nonpaid Bulk Circulation
	Print	Digital Issue	Total Verified Subscription							Print	Digital Issue	Total Analyzed Nonpaid Bulk			
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.

Parent Company: A & A Publishing Corp.

The Boca Raton Observer, published by A & A Publishing Corp.

7700 Congress Avenue Suite 3115 • The Boca Raton Observer, FL 33487

RALPH BEHMOIRAS
Chief Operating Officer

P: 561.982.8960 * URL: www.bocaratonobserver.com

Established: 2003

LINDA BEHMOIRAS
Publisher

AAM Member since: 2007

PRICE

	Suggested Retail Price (1)
Single Copy Subscription	3.95
	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



THE
AUTHORITY ON
BOCA
& BEYOND



THE BOCA RATON
observer

www.bocaratonobserver.com

Follow Us     /bocaratonobserver

FOR MORE INFORMATION, PLEASE CONTACT US AT:

561.982.8960

SALES@BOCARATONOBSERVER.COM