THE BOCA RATON observer
THE AUTHORITY ON BOCA & BEYOND

BOCA RATON AREA MAGAZINE COMPARISON

2026 MEDIA KIT

Mail Distribution In-County [1]

PALM BEACH COUNTY, FLORIDA

Zip Code	City	*The Boca Raton Observer*[2]	*Boca Raton*[3]
33428	Boca Raton	1,287	183
33431	Boca Raton	1,773	1,187
33432	Boca Raton	2,386	1,747
33433	Boca Raton	3,025	510
33434	Boca Raton	1,873	413
33486	Boca Raton	1,913	711
33487	Boca Raton	1,758	945
33496	Boca Raton	6,752	2,517
33498	Boca Raton	2,254	110
33444	Delray Beach	54	521
33445	Delray Beach	395	354
33446	Delray Beach	3,259	1,275
33483	Delray Beach	1,745	1,233
33484	Delray Beach	741	347
All other ZIP codes		564	785
	Total	29,779	12,838
	Annualized[4]	**327,569**	**102,704**
Digital Distribution[5]			
	Average Per Issue	114,483	18,626
	Annualized[4]	**1,259,313**	**149,008**
Total In-County Mail and Digital Distribution			
	Annualized[4]	**1,586,882**	**251,712**
Open Rates - Full Page		**$3,450**[6]	**$4,925**[3]

1 Based on *The Boca Raton Observer* December 2024 issue and the *Boca Raton* December 2024 issue
2 USPS 3541, December 2024
3 CVC Publication Audit Report, December 31, 2024
4 Based on publishing frequency:
- *The Boca Raton Observer* media kit, 2026, 11x annually
- *Boca Raton* media kit, 2025, 8x annually

5 Subscribers of the publication who have provided email contact information to receive magazine
6 *The Boca Raton Observer* rate card, 2026

Favorite Magazine

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

87% **Do not** read *Atlantic Avenue*

61% **Do not** read *Boca Raton*

81% **Do not** read *Boca/Parkland Lifestyle*

90% **Do not** read *Coastal Star*

90% **Do not** read *City & Shore*

86% **Do not** read *Delray*

94% **Do not** read *Simply the Best*

35%
Do not read ***any*** of the eight magazines surveyed – choosing ***only*** *The Boca Raton Observer.*

ALL IN ONE INSIGHTS

The Boca Raton Observer 2025 Reader Study, Conducted by All In One Insights