PALM BEACH Society















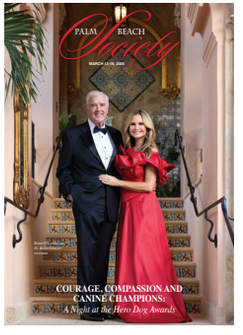


















2026 / 2027

MEDIA KIT

PALM BEACH Society

SUBMISSION GUIDELINES & ISSUE DEADLINES

FILE FORMATS

- HI RES PDF is our preferred file format for ads.
- Send files at the dimensions at which they are to be reproduced (see "Advertising Sizes and Rates" for sizes).
- Name files clearly, indicating company name and issue date.

GENERAL FILE PREP

- 300/350 dpi
- CMYK with all links and fonts
- Include Bleed and Crop Marks

TRANSMISSION OF FILES

Send files via e-mail, wetransfer.com or sendgb to melissa@pbsociety.com

Publisher is not responsible for quality of creative work done on behalf of client. Reproduction quality is contingent on material furnished. Due to variances in printing and ink, publisher does not guarantee exact color match to materials submitted. Colors will be matched as closely as possible, but no rebates or discounts will be given if color varies from materials provided.

2026/2027 DEADLINES

ISSUE DATE	ADS DUE
2026	
October 2	September 18
October 9	September 25
October 16	October 2
October 23	October 9
October 30	October 16
November 6	October 23
November 13	October 30
November 20	November 6
November 27	November 13
December 4	November 20
December 11	November 27
December 18	December 4
December 25	December 11
2027	
January 1	December 18
January 8	December 23
January 15	December 31
January 22	January 8
January 29	January 15
February 5	January 22
February 12	January 29
February 19	February 5
February 26	February 12
March 5	February 19
March 12	February 26
March 19	March 5
March 26	March 12
April 2	March 19
April 9	March 26
April 16	April 2
April 23	April 9
April 30	April 16
May 7	April 23
October 1	September 17
October 8	September 24
October 15	October 1
October 22	October 8
October 29	October 15
November 5	October 22
November 12	October 29
November 19	November 5
November 26	November 12
December 3	November 19
December 10	November 26
December 17	December 3
December 24	December 10
December 31	December 17

MATERIAL/ADS CAN BE SENT BEFORE DEADLINE

PALM BEACH Society

ADVERTISING SIZES & PLACEMENT

AD SIZE	WIDTH x LENGTH
FULL PAGE:	
Trim Size	9.625 x 13.5
Bleed Size	9.875 x 13.750
Live Area *(keep type within this area)*	9 x 12.375
(Please include crop and bleed marks)	
FOLD-OUT (COVER)	9.5 X 13.5
CENTERSPREAD	
Trim Size	19.250 x 13.5
Live Area *(keep type within this area)*	18 x 12.375
Bleed Size	19.5 x 13.750
(Please include crop and bleed marks)	
1/2 Page (Horizontal)	9 x 6.125
1/2 Page (Vertical)	4.5 x 12.375
1/4 Page	4.5 x 6.125

INSTAGRAM:
Landscape: 1080 x 566 pixels
Portrait: 1080 x 1350 pixels
Square: 1080 x 1080 pixels
Aspect Ratios: Anywhere between 1.91:1 and 4:5

E-MAIL BLAST:
8.5 w x 6.125 - 8.125 h
RGB / 300 kb / jpeg

ADVERTISING PLACEMENT

FOUR COLOR

COVERS
Front
Inside Front
Inside Back
Back
Fold-out

PAGE 2 & 3

A CONVERSATION WITH...

WORTH ASKING COLUMN

WORTH GOING COLUMN

WORTH KNOWING COLUMN

CENTERSPREAD

OTHER
Full Page
1/2 Page
1/4 Page









FOR ADVERTISING RATES AND CONTACT INFORMATION
240 Worth Avenue • Palm Beach, FL 33480
561.659.5555 | advertise@pbsociety.com
www.pbsociety.com

PALM BEACH Society

READER PROFILE

- 55% are female
- 45% are male
- 58.4 are average age
- 89% are millionaires
- $17.3 million is the average net worth
- $1.6 million is the average home value
- 51.5% own more than one home
- $4 million is the average total real estate value
- $1.9 million is the average annual income

PALM BEACH *Society* DISTRIBUTION

Palm Beach Society Magazine is distributed as follows:

- Hand delivery and delivery by mail to private residences on Palm Beach Island
- Delivery by mail to residents in affluent communities including:
  - The Bristol
  - 525 South Flagler Drive
  - One Watermark Place
  - The Bears Club
  - Lost Tree Village
  - Old Palm Golf Club
  - and others
- Sold at Green's Pharmacy
- Bulk drop off at the following locations:
  - The Breakers Palm Beach valet counter
  - Apollo Parking (on Hibiscus down the block from Worth Avenue) valet counter
  - The Breakers Golf & Tennis Pro Shop and locker rooms
  - The Colony lobby
  - Brazilian Court lobby
  - Mar-a-Lago
  - Everglades Club
  - Bath & Tennis
  - Sailfish Club
  - Club Colette
  - Worth Avenue, South/North County Road restaurants and retail shops
  - Royal Palm Way wealth management offices
  - Doctors offices, dentist offices and spas
  - Condominium building mailrooms on Palm Beach Island and West Palm Beach
  - Charity event gift bags
  - Palm Beach Civic Association end of season meeting and celebration
  - Palm Beach Jewelry, Art & Antique Show
  - Royal Poinciana Plaza

PALM BEACH Society

COVER & EDITORIAL SCHEDULE

ISSUE DATE	ORGANIZATION	EVENT	VENUE
10/2/26	Palm Beach Symphony	*2026-2027 Season*	Kravis Center for the Performing Arts
10/2/26	Center for Family Services	*Second Annual Havana Nights*	The Beach Club
10/9/26	Children's Home Society	*34th Annual Ultimate Dinner Party*	Private Residences
10/9/26	Busch Wildlife Sanctuary	*Third Annual Flora & Fauna Spring Luncheon*	The Colony
10/16/26	Historical Society of Palm Beach	*24th Annual Archival Evening*	The Colony
10/16/26	Palm Beach Zoo & Conservation	*Wild Evening. Wild Impact.*	Palm Beach Zoo & Conservation
10/23/26	The Salvation Army of Palm Beach County	*The Twelve Trees of Christmas Luncheon*	Henry Morrison Flagler Museum
10/23/26	Caron Treatment Centers	*Advancing the Future of Addiction Care*	Caron Treament Centers
10/30/26	Palm Beach Opera	*2027 Gala*	The Breakers Palm Beach
10/30/26	Center for Creative Education	*A Case for Change*	Center for Creative Education
11/6/26	LIFE	*33rd Annual "Lady in Red" Gala*	The Breakers Palm Beach
11/6/26	Palm Beach Police & Fire Foundation	*21st Annual Palm Beach Police & Fire Rescue Ball*	Mar-a-Lago
11/13/26	MorseLife Health System	*43rd Annual Dinner Dance*	The Breakers Palm Beach
11/13/26	Habitat for Humanity of Greater Palm Beach County	*Women Build 2027*	Lake Worth Beach
11/20/26	Center for Family Services	*28th Annual Old Bags Luncheon*	Mar-a-Lago
11/20/26	The Raymond F. Kravis Center for the Performing Arts	*Kravis Center Gala*	Kravis Center Cohen Pavilion
11/27/26	Palm Beach Island Hospice Foundation	*44th Annual Hospice Evening*	The Breakers Palm Beach
11/27/26	RDK Melanoma Foundation	*27th Annual Luncheon and Fashion Show*	The Breakers Palm Beach
12/4/26	Cleveland Clinic Florida	*Annual Palm Beach Ball*	The Breakers Palm Beach
12/4/26	H.O.W. - Hearing the Ovarian Cancer Whisper	*25th Annual Time is of the Essence Luncheon*	The Beach Club
12/11/26	The Promise Fund of Florida	*Annual Major Donor and Award Celebration*	Club Colette
12/11/26	Community Foundation for Palm Beach and Martin Counties	*Giving For Good*	Community Foundation for Palm Beach and Martin Counties
12/18/26	The Ryan Licht Sang Bipolar Foundation	*Insights IX - "Creativity and the Bipolar Brain"*	The Surovek Gallery
12/18/26	Cancer Alliance of Help & Hope, Inc.	*Shop The Day Away Luncheon*	Hilton West Palm Beach
12/25/26	American Heart Association	*72nd Annual Palm Beach Heart Ball*	The Breakers Palm Beach
12/25/26	Findlay Galleries	*Supporting the Arts and Palm Beach Community*	Findlay Galleries
1/1/27	Norton Museum of Art	*Annual Gala*	Norton Museum of Art
1/1/27	Hanley Foundation	*22nd Annual Palm Beach Dinner*	Henry Morrison Flagler Museum
1/8/27	The Ireland Funds	*36th Annual Emerald Isle Ball*	The Breakers Palm Beach
1/8/27	Jupiter Medical Center	*50th Annual Black-Tie Ball*	The Breakers Palm Beach
1/15/27	Dana-Farber Cancer Institute	*Help Defy Cancer*	Dana-Farber Cancer Institute
1/15/27	FoundCare	*A Votre Sante (To Your Health)*	Morton & Barbara Mandel Recreation Center
1/22/27	Boys & Girls Clubs of Palm Beach County	*46th Annual The Winter Ball*	The Breakers Palm Beach
1/22/27	Big Dog Ranch Rescue	*Wine, Women and Shoes Luncheon*	Mar-a-Lago
1/29/27	Center for Creative Education	*The Art of Giving: Spring Garden Party*	Club Colette
1/29/27	Palm Beach Zoo & Conservation	*Saving Wildlife in Wild Places*	Palm Beach Zoo & Conservatory
2/5/27	Dreyfoos School of the Arts	*Defying Gravity*	Kravis Center for the Performing Arts
2/5/27	RDK Melanoma Foundation	*STOP Melanoma*	RDK Melanoma Foundation
2/12/27	Bascom Palmer Eye Institute	*Shooting for the Moon - The Bold Quest to Restore Vision*	Bascom Palmer Eye Institute
2/12/27	MorseLife Health System	*Annual Golf Classic*	The Breakers Ocean Golf Course
2/19/27	Cancer Alliance of Help & Hope, Inc.	*Dance The Night Away Gala*	Mar-a-Lago
2/19/27	Town of Palm Beach United Way	*One Community. One Goal.*	Town of Palm Beach United Way
2/26/27	Boys & Girls Clubs of Palm Beach County	*26th Annual Barefoot on the Beach*	The Breakers Beach Club
2/26/27	Hanley Foundation	*28th Annual Golf Classic*	PGA National Golf Club
3/5/27	Patrick Park	*Milly Park - A Passion for Fashion & Charity*	Private Residence
3/5/27	Ann Norton Sculpture Gardens	*An Evening of Music and Art in the Gardens*	Ann Norton Sculpture Gardens
3/12/27	American Humane	*A Night at the Hero Dog Awards*	Mar-a-Lago
3/12/27	Lighthouse for the Blind of the Palm Beaches	*EnVision 20/20 Luncheon*	The Beach Club
3/19/27	Rehabilitation Center for Children & Adults	*Annual Spring Luncheon*	The Beach Club
3/19/27	Hanley Foundation	*A New Blueprint for Healing*	Hanley Foundation
3/26/27	Palm Beach Civic Association	*A Season of Giving Back*	Palm Beach Civic Association
3/26/27	RDK Melanoma Foundation	*Advancing Sun-Safe Education*	RDK Melanoma Foundation
4/2/27	Cox Science Center and Aquarium	*Annual Smarty Party*	Kravis Center for the Performing Arts
4/2/27	Oxbridge Academy	*Academic Excellence*	Oxbridge Academy
4/9/27	Ballet Palm Beach	*Magic of Ballet Palm Beach*	Ballet Palm Beach
4/9/27	Peggy Adams Animal Rescue League	*Shaping the Future of Animal Welfare*	Peggy Adams Animal Rescue League
4/16/27	Community Foundation for Palm Beach and Martin Counties	*Where Palm Beach County's Full Story Comes To Life*	Community Foundation for Palm Beach and Martin Counties
4/16/27	211 Helpline Palm Beach and Treasure Coast	*An Elegant Evening. A Life-Saving Mission.*	211 Helpline Palm Beach and Treasure Coast
4/23/27	West Palm Beach Library Foundation	*Food for Thought Dinner*	The Beach Club
4/23/27	Palm Beach State College Foundation	*Visionary Leadership*	Palm Beach State College
4/30/27	Place of Hope	*Runway of Hope*	The Royal Poinciana Plaza
4/30/27	Palm Beach Ray of Hope Foundation	*Dancing with the Palm Beach Stars*	Mar-a-Lago

2026 / 2027 COVERS





















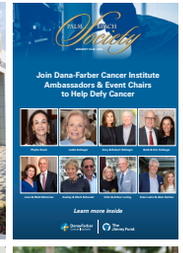




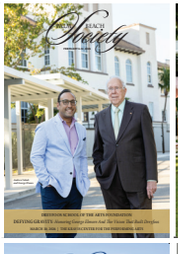


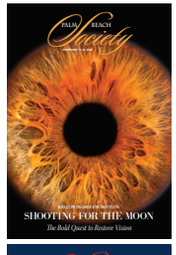






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