

PALM BEACH Society



2025 / 2026
MEDIA KIT



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 or by wetransfer.com 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.

2025/2026 DEADLINES

SSUE DATE 2025

October 3
October 10
October 17
October 24
October 31
November 7
November 14
November 21
November 28
December 5
December 12
December 19
December 26

ADS DUE

September 19
September 26
October 3
October 10
October 17
October 24
October 31
November 7
November 14
November 21
November 28
December 5
December 12

2026

January 2
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November 13
November 20
November 27
December 4
December 9

**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)* 9.125 x 12.625
(Please include crop and bleed marks)

FOLD-OUT (COVER) 9.5 X 13.5

CENTERSPREAD

Trim Size 19.250 x 13.5
 Bleed Size 19.5 x 13.750
 Live Area *(keep type within this area)* 18.750 x 12.625
(Please include crop and bleed marks)

1/2 Page (Horizontal) 9.125 x 6.250
 1/2 Page (Vertical) 4.5 x 12.625
 1/4 Page 4.5 x 6.250

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

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
 - Wellington
 - The Bears Club
 - Lost Tree Village
 - Old Palm Golf Club
 - and others
- Sold at Classic Bookshop and Green's Pharmacy
- Bulk drop off at the following locations:
 - The Breakers Palm Beach valet counter
 - 150 Worth Avenue Esplanade valet counter
 - Saks Fifth Avenue
 - 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

COVER & EDITORIAL SCHEDULE

10/3/25	Rosarian Academy	<i>Annual Auction & Ball</i>	Rosarian Academy
10/3/25	Junior League of the Palm Beaches	<i>Advancing Our Mission</i>	Pelican Club
10/10/25	Children's Home Society	<i>Ultimate Dinner Party</i>	Private Residences
10/10/25	Busch Wildlife Sanctuary	<i>Wine in the Wild</i>	Busch Wildlife Sanctuary
10/17/25	Historical Society of Palm Beach	<i>23rd Annual Archival Evening</i>	The Colony
10/17/25	Palm Beach Zoo & Conservation	<i>Zoo Gala</i>	Palm Beach Zoo & Conservation
10/24/25	The Salvation Army of Palm Beach County	<i>Christmas in Paradise!</i>	The Beach Club
10/24/25	Caron Treatment Centers	<i>Caron Florida Gala</i>	Opal Grand Resort
10/31/25	American Humane	<i>15th Annual Hero Dog Awards</i>	The Breakers Palm Beach
10/31/25	Palm Beach Opera	<i>2026 Gala</i>	The Breakers Palm Beach
11/7/25	LIFE	<i>32nd Annual "Lady in Red" Gala</i>	The Breakers Palm Beach
11/7/25	Palm Beach Police & Fire Foundation	<i>20th Annual Palm Beach Police & Fire Rescue Ball</i>	Mar-a-Lago
11/14/25	MorseLife	<i>42nd Birthday Celebration</i>	The Breakers Palm Beach
11/14/25	Arthur E. Benjamin	<i>Buy, Sell, Hedge?</i>	Private Residence
11/21/25	Center for Family Services	<i>27th Annual Old Bags Luncheon</i>	The Breakers Palm Beach
11/21/25	The Raymond F. Kravis Center for the Performing Arts	<i>Kravis Center Gala</i>	Kravis Center Cohen Pavilion
11/28/25	Palm Beach Island Hospice Foundation	<i>Hospice Evening 2026</i>	The Breakers Palm Beach
11/28/25	Richard David Kann Melanoma Foundation	<i>26th Annual Luncheon and Fashion Show</i>	The Breakers Palm Beach
12/5/25	Cleveland Clinic Florida	<i>Palm Beach Ball</i>	The Breakers Palm Beach
12/5/25	H.O.W. - Hearing the Ovarian Cancer Whisper	<i>Time is of the Essence Luncheon</i>	The Beach Club
12/12/25	The Promise Fund of Florida	<i>Annual Major Donor and Award Celebration</i>	Club Colette
12/12/25	Community Foundation for Palm Beach and Martin Counties	<i>Giving For Good</i>	Community Foundation for Palm Beach and Martin Counties
12/19/25	The Ryan Licht Sang Bipolar Foundation	<i>Insights VIII</i>	The Surovek Gallery
12/19/25	Cancer Alliance of Help & Hope, Inc.	<i>Shop The Day Away Luncheon</i>	The Breakers Palm Beach
12/26/25	American Heart Association	<i>71st Annual Palm Beach Heart Ball</i>	The Breakers Palm Beach
12/26/25	Findlay Galleries	<i>Charity Honors</i>	Findlay Galleries
1/2/26	Norton Museum of Art	<i>One Night at The Norton</i>	Norton Museum of Art
1/2/26	Hanley Foundation	<i>21st Annual Palm Beach Dinner</i>	Henry Morrison Flagler Museum
1/9/26	The Ireland Funds	<i>Emerald Isle Ball</i>	The Breakers Palm Beach
1/9/26	Jupiter Medical Center	<i>49th Annual Black-Tie Ball</i>	The Breakers Palm Beach
1/16/26	Dana-Farber Cancer Institute	<i>Defy Cancer with Us</i>	Dana-Farber Cancer Institute
1/16/26	FoundCare	<i>A Votre Sante (To Your Health)</i>	Morton & Barbara Mandel Recreation Center
1/23/26	Boys & Girls Clubs of Palm Beach County	<i>The Winter Ball</i>	The Breakers Palm Beach
1/23/26	Big Dog Ranch Rescue	<i>Wine, Women and Shoes Luncheon</i>	Mar-a-Lago
1/30/26	Center for Creative Education	<i>Anniversary Spring Dinner</i>	Club Colette
1/30/26	Palm Beach Zoo & Conservation	<i>Diving Deep Into Coral Conservation</i>	Palm Beach Zoo & Conservatory
2/6/26	Dreyfoos School of the Arts	<i>Derby of Dreams: Racing For Arts and Academics</i>	Dreyfoos School of the Arts
2/6/26	Habitat for Humanity of Greater Palm Beach County	<i>Palm Beach Picnic</i>	The Royal Poinciana Plaza
2/13/26	Bascom Palmer Eye Institute	<i>Evening of Vision</i>	Club Colette
2/13/26	MorseLife	<i>Golf Classic</i>	The Breakers Ocean Course
2/20/26	Cancer Alliance of Help & Hope, Inc.	<i>Dance The Night Away Gala</i>	The Breakers Palm Beach
2/20/26	Town of Palm Beach United Way	<i>81 Years of Impact</i>	Town of Palm Beach United Way
2/27/26	Boys & Girls Clubs of Palm Beach County	<i>24th Annual Barefoot on the Beach</i>	The Breakers Beach Club
2/27/26	Hanley Foundation	<i>Recovery Revolution</i>	Hanley Foundation
3/6/26	Patrick Park	<i>Milly Park - A Passion for Fashion & Charity</i>	Private Residence
3/6/26	Ann Norton Sculpture Gardens	<i>An Evening of Music and Art in the Gardens</i>	Ann Norton Sculpture Gardens
3/13/26	American Humane	<i>Rescue. Care. Protect.</i>	Palm Beach Par 3 Golf Course
3/13/26	Lighthouse for the Blind of the Palm Beaches	<i>Empowering Vision, Inspiring Independence</i>	Lighthouse for the Blind of the Palm Beaches
3/20/26	Rehabilitation Center for Children & Adults	<i>33rd Annual Spring Luncheon</i>	The Beach Club
3/20/26	Hanley Foundation	<i>Annual Golf Classic</i>	North Palm Beach Country Club
3/27/26	Palm Beach Civic Association	<i>Celebrating Community Spirit</i>	Henry Morrison Flagler Museum
3/27/26	Arthur E. Benjamin	<i>Secret Revealed</i>	TBD
4/3/26	Cox Science Center and Aquarium	<i>Looks Ahead To Unwavering Leadership</i>	Cox Science Center and Aquarium
4/3/26	Oxbridge Academy	<i>Academic Excellence</i>	Oxbridge Academy
4/10/26	Palm Beach State College Foundation	<i>The Promise of Tomorrow</i>	Palm Beach State College
4/10/26	Peggy Adams Animal Rescue League	<i>Celebrating A Century of Impact</i>	The Colony Hotel
4/17/26	Community Foundation for Palm Beach and Martin Counties	<i>Opening Doors To Opportunity</i>	Community Foundation for Palm Beach and Martin Counties
4/17/26	211 Helpline Palm Beach and Treasure Coast	<i>211 Leadership Looks Toward The Future</i>	211 Helpline Palm Beach and Treasure Coast
4/24/26	West Palm Beach Library Foundation	<i>Food for Thought Dinner</i>	The Beach Club
4/24/26	Ballet Palm Beach	<i>Behind The Barre</i>	Ballet Palm Beach

