

PALM BEACH *Society*



2026 / 2027
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, 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 2026

October 2
October 9
October 16
October 23
October 30
November 6
November 13
November 20
November 27
December 4
December 11
December 18
December 25

ADS DUE

September 18
September 25
October 2
October 9
October 16
October 23
October 30
November 6
November 13
November 20
November 27
December 4
December 11

2027

January 1
January 8
January 15
January 22
January 29
February 5
February 12
February 19
February 26
March 5
March 12
March 19
March 26
April 2
April 9
April 16
April 23
April 30
May 7
October 1
October 8
October 15
October 22
October 29
November 5
November 12
November 19
November 26
December 3
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December 24
December 31

December 18
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April 16
April 23
September 17
September 24
October 1
October 8
October 15
October 22
October 29
November 5
November 12
November 19
November 26
December 3
December 10
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 <i>(keep type within this area)</i>	9 x 12.375
<i>(Please include crop and bleed marks)</i>	

FOLD-OUT (COVER) 9.5 X 13.5

CENTERSPREAD

Trim Size	19.250 x 13.5
Live Area <i>(keep type within this area)</i>	18 x 12.375
Bleed Size	19.5 x 13.750
<i>(Please include crop and bleed marks)</i>	

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

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 Classic Bookshop and 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



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	Wine in the Wild	Busch Wildlife Sanctuary
10/16/26	Historical Society of Palm Beach	24th Annual Archival Evening	The Sailfish Club
10/16/26	Palm Beach Zoo & Conservation	Do At The Zoo	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	Caron Florida Gala	Opal Grand Resort
10/30/26	Palm Beach Opera	2027 Gala	The Breakers Palm Beach
10/30/26	American Humane	16th Annual Hero Dog Awards	The Breakers Palm Beach
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	Private Residences in Palm Beach County
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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