

# PALM BEACH Society



## 2026 / 2027 MEDIA KIT



## SUBMISSION GUIDELINES & ISSUE DEADLINES

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### 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](mailto:wetransfer.com) or [sendgb to melissa@pbsociety.com](mailto:sendgb to melissa@pbsociety.com)

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## 2026/2027 DEADLINES

ISSUE DATE	ADS DUE
<b>2026</b>	
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
<b>2027</b>	
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
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
<b>FULL PAGE:</b>	
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>	
<b>FOLD-OUT (COVER)</b>	9.5 X 13.5
<b>CENTERSPREAD</b>	
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

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[www.pbsociety.com](http://www.pbsociety.com)



PALM BEACH  
*Society* READER PROFILE

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- 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

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

# 2026 / 2027 COVERS



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