

A woman with long blonde hair, wearing a straw hat and a floral dress, is lying on a white lounge chair. She is smiling and looking towards the camera. The background features palm trees and a warm, golden light, suggesting a tropical setting.

[ YOUR TOWN, YOUR MAGAZINE ]

# delray magazine

## 2023 | MEDIA KIT

1000 Clint Moore Road, #103, Boca Raton, FL 33487

For more information, please contact: [sales@bocamag.com](mailto:sales@bocamag.com)

Ph: 561/997-8683, ext. 300 | Fax: 561/997-8909



A man and a woman are standing on a sandy beach, facing each other. They are both wearing white clothing and sunglasses. They are holding their hands up to form a heart shape in the air. The background shows the ocean with waves and a blue sky with clouds.

# TOP 5

## REASONS TO ADVERTISE IN *DELRAY* magazine

- 1) *Delray* magazine has the largest circulation of any Delray magazine, and provides luxury advertisers with a first-rate platform for reaching upscale readers.
- 2) *Delray* magazine is published five times a year, allowing advertisers a longer duration for their messaging and ensuring a more cost-efficient campaign.
- 3) *Delray* magazine's circulation includes direct mailings to affluent households in and around the city, including the Addison Reserve, Delray Dunes, Gulfstream, Ocean Ridge, Quail Ridge, and Delray Beach east of the ICW and north of George Bush Boulevard. *Delray* magazine also offers a "bonus" circulation to the city's growing number of luxury hotels, including The Ray, Seagate and Opal Grand.
- 4) *Delray* magazine offers one of South Florida's only review-driven dining guides, a curated events calendar and a round-up of must-see events.
- 5) *Delray* magazine acts as a media sponsor for key events throughout the year (Savor The Avenue, Laugh With The Library and more!), ensuring that advertisers are exposed to a wide range of readers, from decision makers to philanthropists.



# DELRAY'S READERS

Delray is the hottest little town in South Florida. Delray draws residents and visitors from throughout the region. Delray embodies the best of both worlds: Old Florida charm with a trendy spin on the sophisticated urban tropics.

Total Adult Audience: 70,000

## OUR DISTRIBUTION

Formulated on a national magazine model, *Delray* magazine circulates through multiple distribution channels.

### 26.9K total copies

Including print copies distributed to retailers, restaurants, hotels/resorts, other businesses, and public places along Atlantic Avenue, Pineapple Grove, Federal Highway, and Linton Boulevard.

Copies are also direct mailed on a rotating basis to select residences within affluent Delray Beach zip codes.

### 12.9K digital copies

Sent out to subscribers of our digital e-newsletter and e-blasts.



52%

PRINT  
COPIES  
(14,000)

48%

DIGITAL  
COPIES  
(12,900)



# STRATEGIC DISTRIBUTION:

**Delray magazine** is distributed **5 times** per year to strategic locations including select area retailers, restaurants, health/beauty/spa/fitness-related businesses, hotels/resorts, real estate offices and public places.

**DELRAY magazine IS ALSO DIRECTLY MAILED ON A ROTATING BASIS  
TO SELECT RESIDENCES WITHIN THE AFFLUENT DELRAY BEACH  
ZIP CODES 33435, 33436, 33446 & 33483.**

## **PUBLIC PLACE RACKS (9)**

Delray Beach Chamber of Commerce  
Delray Beach DDA Visitor Center  
Delray Beach Main Post Office  
Esplanade Mall Delray (Between Papa's Tapas & Christina's Restaurant)  
FlyBird Chargrilled Chicken  
Hyatt Place Delray Beach  
ICW Bridge/Atlantic Avenue (SW Corner)  
Joseph's Classic Market  
Posh Properties/Delray Beach

## **MUNICIPAL LOCATIONS (3)**

Delray Beach City Hall  
Delray Beach Public Library  
Delray Beach Veteran's Park

## **HOTELS/RESORTS (13)**

Berkshire by the Sea  
Berkshire on the Ocean  
Colony Hotel & Cabana Club  
Courtyard by Marriott Delray Beach (Coming Soon)  
Crane's Beach House Hotel & Villas  
Delray Sands Resort  
Delray South Shore Club  
Dover House Resort  
Fairfield Inn & Suites by Marriott  
Opal Grand Resort  
Residence Inn by Marriott  
Sundy House  
The Seagate Hotel & Spa

## **PRIVATE CLUBS (3)**

Delray Beach Club  
Gulf Stream Golf Club  
The Seagate Beach Club

## **RESTAURANTS / FOOD-RELATED (40)**

5150 Chocolate Company  
Another Broken Egg Café  
Anthony's Coal Fired Pizza  
Bagels With  
Big Al's Steaks  
Big T's Deli (Delray Beach Market)  
Brule Bistro  
Burt & Max's (Delray Marketplace)  
Cabana El Rey  
Christina's  
City Oyster  
Crème Bistro  
Crown Wine and Spirits  
El Camino  
Falafel Time  
FlyBird Chargrilled Chicken (Rack)  
Gizzi's Coffee  
Hawkers Asian Street Food  
Henry's  
It'Sugar (Delray Marketplace)  
J&J Seafood Bar & Grill  
Joseph's Classic Market (Rack)  
Joseph's Wine Bar & Café  
Lemongrass Asian Bistro  
Lionfish  
Mussel Beach Restaurant  
Papa's Tapas

Sazio  
Serenity Tea by the Sea  
Sloan's Ice Cream  
Taverna Opa  
Terra Fiamma (Delray Marketplace)  
The Office  
The Original Popcorn House  
Tramonti  
Troni's Pizza  
Two Fat Cookies  
Vic & Angelo's  
Wine Room & Kitchen Bar  
Yama Japanese Restaurant

## **RETAILERS (39)**

A Blast From the Past  
Affluent Finds  
Andre Dupree  
Avalon Gallery  
Biba  
Brooke and Arrow Boutique (Delray Marketplace)  
Cheap Frills Apparel and Accessories  
Chico's  
Coco & Co.  
Excentricities  
Great Stuff  
Haystacks  
Huber Pharmacy  
Infinity  
J. McLaughlin  
Jen's Second Time Around  
Just Hearts  
Kokonuts  
Loft (Ann Taylor/Delray Marketplace)  
Mare Blu  
Morley  
Nine Line Apparel  
Our Boat House  
Patchington  
Periwinkle  
Primo Comfort Footwear  
Puro's Cigar  
Revival Boutique (Delray Marketplace)  
Salutations of Delray  
Shoe Garden (Delray Marketplace)  
Snappy Turtle  
Soma (Delray Marketplace)  
Spice  
Sunglass Hut  
Tootsies Shoe & Accessories  
Unique Boutique  
West Marine  
White House Black Market (Delray Marketplace)  
Who's Karen

## **HEALTH/BEAUTY/SPA/ FITNESS (15)**

Amanda Major The Studio  
Bluemercury  
Cloud 10  
Deka Lash (Delray Marketplace)  
Delray Beach Cryo  
Epic-Cycles (Delray Marketplace)  
Golden Spa & Massage

Hair Studio Artists (HSA) (Delray Marketplace)  
Lisa B and Company  
Man Cave for Men (Delray Marketplace)  
Nail Hair Spa  
Purlife Fitness Center  
Tao & Zen Crystal Foot Spa  
Topsy Salonbar & MedSpa  
Venetian Nail Spa (Delray Marketplace)

## **OTHER (5)**

Beaulieu-Fawcett Law Group  
Color Me Mine (Delray Marketplace)  
Delray Beach Tennis Center  
Illustrated Properties/Delray Beach  
Silverball Retro Arcade

## **EVENTS (5)**

Adolf & Ruth Levis Jewish Community Center Golf Classic  
Footloose Cancer Free Luncheon for The Pap Corps Champion for Cancer Research  
Laugh with the Library  
Mixology The Craft Spirits Event  
Savor the Avenue





# EVENTS:

## Experiences to Remember

Innovative minds. Creative ideas. Customer-centric campaigns in print, digital and experiential platforms can bring a new focus to your brand.

*JES Media is the most powerful media and events provider in South Florida. Our event division can handle the marketing and follow-through on all of your event needs. From grand openings and galas to intimate dinners and even private parties, we help you develop your concept and take it from there.*

*Through our resources, we will streamline your marketing efforts, get your name out in the marketplace and bring a solid return on investment for your marketing dollars.*

Let's talk. Contact [sales@bocamag.com](mailto:sales@bocamag.com)



**EXCLUSIVE MEDIA SPONSOR**



**SAVOR**  
the **AVENUE**



# DIGITAL REACH

**Bocamag.com** and our social media platforms (Facebook, Twitter, Pinterest, Instagram) have been honored four times by the **Florida Magazine Association** in the category of **"Best Overall Online Presence."** Follow the leader in digital content, from concert reviews and up-to-the minute city news to the area's most popular dining guide. Reach your desired clientele with a sponsored blog, native blog or vlog (video blog) provided by you or our talented editorial and creative teams.

MORE THAN **13,150K**  
DIGITAL ORGANIC  
SUBSCRIBERS PER MONTH

**52.4%** FEMALE  
**47.6%** MALE

**25-34**  
AVERAGE AGE

**132,213**  
AVERAGE PAGEVIEWS  
PER MONTH

**38,303K**  
SOCIAL MEDIA  
FOLLOWERS PER MONTH

**54,598**  
AVERAGE UNIQUE  
PAGEVIEWS PER MONTH

**8,600+**  
INSTAGRAM  
FOLLOWERS

**15,300+**  
FACEBOOK  
FOLLOWERS

**13,403**  
TWITTER  
FOLLOWERS

**13,403**  
TWITTER  
FOLLOWERS

**12,000+**  
FACEBOOK LIKES

**902**  
YOUTUBE  
SUBSCRIBERS

WEBSITE ADS • THE SCOOP E-NEWSLETTER  
CUSTOM E-BLAST • CUSTOM BLOGS  
FACEBOOK BOOST • FACEBOOK POST



# DIGITAL REACH MENU

*We're more than just magazines*

**TOP BANNER**  
728px W x 90px H

**SIDE BANNERS**  
300px W x 250px H

**MOBILE/TABLET BANNERS**  
300px W x 100px H

**E-NEWSLETTER "THE SCOOP"**  
650px W x 80px H

**Read More**

**E-BLAST**  
650px W (variable height)

**NEARLY \$12 MILLION SOLD IN 30 DAYS**

The true artistry of ALINA is coming into view in 2020. This private oasis of impeccably designed residences, villas, and penthouses, adjacent to the iconic Boca Raton Resort & Club golf course, is located in the heart of downtown's cultural scene. With over 45,000 sq ft of private lavish amenity spaces, ALINA Residences is redefining luxury living in Boca Raton.

ANYTIME. ANYWHERE. ON ANY DEVICE.





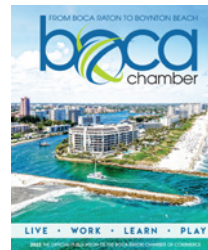
# CUSTOM PUBLISHING

## Tailored to your audience.

JES Media sets the standard for top quality publishing through compelling content, stunning design and stories crafted by exceptional, seasoned writers. Our custom publishing division will develop a product that meets your unique company objectives and allows you to reach your target audience like never before.

Currently, JES Media produces the *Greater Boca Raton Chamber Annual*, *1926 The Boca Raton*, the *City of Boca Raton* brochure, and *Worth Avenue* magazine, which was awarded first place in the category “Best Custom Magazine” by the Florida Magazine Association two years in a row.

From the hottest real estate to automotive to promotions and special events, discover how a custom magazine can advance your brand.





# 2023 EDITORIAL CALENDAR

*Delray* magazine creates an engaging mix of stories about living life to the fullest in South Florida—and the people who make our region unique. With a mix that includes food, culture, travel, fashion, history and in-depth features, these pages deliver the ultimate guide. Here's a sneak peek at what's to come for 2023.\*



## JANUARY/FEBRUARY

### Living Off The Land

Special Section: *Beauty, Wellness & Beyond*

Space Close: 11/11

Press-Ready Ads Due: 11/28

Newsstand date: 12/28



## MARCH/APRIL

### Lighten Up

Special Sections: *Private Education Guide • Ask the Experts • Best of Women in Business*

Space Close: 1/16

Press-Ready Ads Due: 1/30

Newsstand date: 3/1



## SUMMER

### Summer Survival Guide

Special Sections: *Top Doctors • Private Education & Camps*

Space Close: 4/18

Press-Ready Ads Due: 5/3

Newsstand date: 6/2



## SEPTEMBER/OCTOBER

### Trailblazers, Fun & More

Special Sections: *Medical Experts • Faces of Home & Design*

Space Close: 7/19

Press-Ready Ads Due: 8/3

Newsstand date: 9/6



## NOVEMBER/DECEMBER

### The Holiday Issue

Special Section: *561 Faces*

Space Close: 9/7

Press-Ready Ads Due: 9/29

Newsstand date: 11/1

\*Dates and editorial content are subject to change.



# TESTIMONIALS

"We have happily advertised with *Delray* magazine since their first edition. They are easy to work with and always professional. I like the selection of print and digital advertising, allowing me to decide what works for our business and to try new marketing concepts when needed. They offer you as much help as you want and work to make advertising that meets your organizational goals. The magazine articles and ads are about the local community which is informative and meaningful to our hotel guests."

—**HILARY MARTIN ROCHE,**  
**COLONY HOTEL & CABANA CLUB**

"The day my ad appeared, someone recognized the logo on my hat and said, 'Hey, that's the store on the back of *Delray* magazine.' I wanted to get noticed, and my ads in *Delray* are definitely making that happen. More importantly, they're making my phone ring."

—**DANNY GOLDSMITH**  
**GOLDSMITH & COMPLICATIONS**

"With my first year in Business on the Avenue, the *Delray* magazine has been a great asset for us. Many people who were not familiar with our establishment came in and mentioned that they had seen our AD and as a result visited our store. Great prices and great customer service."

—**JILL CAPONE**  
**SERENITY & TEA BY THE SEA**

"On behalf of The Downtown Development Authority, celebrating 50 years of overseeing the progress and vitality of Downtown, I would like to thank our longtime partner JES Media—*Delray* and *Boca* magazines—for their incredible partnership over the years. Thank you for sharing with the community the great work we do behind the scenes to make downtown Delray shine."

—**LAURA SIMON**  
**DELRAY BEACH DOWNTOWN**  
**DEVELOPMENT AUTHORITY**

"I love *Delray* magazine! Every issue is full of beautiful photos, interesting local information, and town updates. I learn about new leaders, shops, restaurants -- both behind the scenes about the owners and teams -- and what great new opportunities they bring to Delray Beach. I look forward to each new publication and fall more in love with the wonderful business owners, leaders and volunteers, who like me call Delray Beach home."

—**LYNN VAN LENTEN**  
**MEMBER SERVICES DIRECTOR**

"We continue to choose *Delray* magazine because we love to support our local community and enjoy the news they share about Delray Beach!"

—**JESSICA HAZEL**  
**SEASIDE BUILDERS**



**Laura Simon**

"I have worked with *Delray* magazine over the past year. My boutique specializes in leather-goods, shoes, silk accessories, ready-to-wear pieces for women all crafted in Italy by artisans. My brand is committed with the intention to be timeless and with a great attention to quality and details."

That is how I feel about *Delray* magazine. This is a timeless publication that immediately had new customers coming into the boutique mentioning that they saw my ads in the magazine."

Working with the team at *Delray* magazine has been flawless. They understand who I am, and what my needs are to grow my clientele. Their articles and creativity of the magazine captures the audience of women who shop my brand. I am thrilled to work with this professional group and will continue to do so."

—**ISABELLA KRON, OWNER**  
**ISABELLA KRON**





# MAGAZINE SPECS

SPECIFICATIONS	WIDTH	HEIGHT
Two-page spread	18" (18.25" w/ bleed)	10.875" (11.125" w/ bleed)
Full page	9" (9.25" w/ bleed)	10.875" (11.125" w/ bleed)
2/3 Vertical	4.75"	9.75"
1/2 Horizontal	7.75"	4.75"
1/3 Square	4.75"	4.75"

No live matter within 0.5" of trim edge. All proof marks and notations at least 0.125" away from trim edge.

## SUBMIT YOUR AD

Att: Production Manager  
production@bocamag.com

Using:  
**WeTransfer.com**  
**Hightail.com**

or sharing the file from your:  
**Dropbox**  
**Google Drive**

Design fees will be applied unless otherwise noted on the signed contract with a special addendum or notation; a charge equivalent to the size of the ad will be added to the advertising space cost on the invoice.

- Designing:  
full pg. = \$225;  
2/3 pg. = \$175;  
1/2 pg. = \$150;  
1/3 pg. = \$125;  
web banner = \$125;  
animated web banner = \$175
- Revising:  
minor changes (30 min. max) = \$35;  
major changes (>30 min.) = \$70
- Photoshop/Retouching:  
\$80/hour
- SWOP Kodak color proof:  
\$35/proof

## IMPORTANT INFORMATION

A \$250 penalty for late materials will be charged if you haven't received an extension beyond the press-ready deadline authorized by the Production Manager.

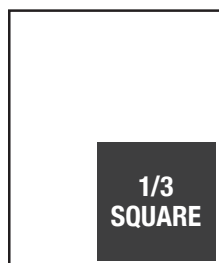
- Printing: web offset, 4-color process (CMYK), perfect bound

## PREFERRED FORMAT

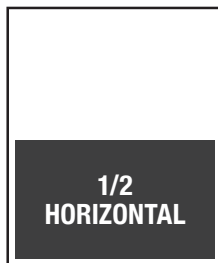
PDF with high resolution images at 300 dpi

Other formats accepted:

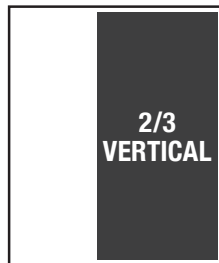
JPEG, TIFF at 300 dpi CMYK



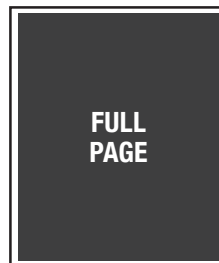
4.75" x 4.75"



7.75" x 4.75"



4.75" x 9.75"



9" x 10.875"



# delray magazine

[ YOUR TOWN, YOUR MAGAZINE ]

## PRESIDENT/PUBLISHER

Margaret Mary Shuff

## DIRECTOR OF ADVERTISING

Nicole G. Ruth

nicole@bocamag.com

For advertising information  
please email [sales@bocamag.com](mailto:sales@bocamag.com)  
or call 561/997-8683 Ext. 300

See more online at  
[advertise.bocamag.com](http://advertise.bocamag.com)

# JES media

Publishers of *Boca Raton* magazine, *Delray* magazine, *Greater Boca Raton Chamber Annual*,  
*Worth Avenue*, and *1926 The Boca Raton*.



JES Media also publishes *Salt Lake* magazine, *Utah Bride & Groom*,  
*Utah Style & Design* and *Salt Lake Visitor's Guide*.