



[YOUR TOWN, YOUR MAGAZINE]

delray magazine

2024 | MEDIA KIT

For advertising information, please contact:

sales@bocamag.com

Ph: 561.997.8683, Ext. 300

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

bocamag.com

A woman with long dark hair, wearing a white lace dress and a straw hat, is captured mid-jump in the shallow ocean. Her arms are raised high in the air, and her legs are bent in a playful manner. The water is a clear, vibrant blue, and the sky above is a soft, hazy blue. The overall mood is one of joy and freedom.

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 (14)

Berkshire by the Sea
Berkshire on the Ocean
Colony Hotel & Cabana Club
Courtyard by Marriott Delray Beach
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 Ray
The Seagate Hotel & Spa

PRIVATE CLUBS (3)

Delray Beach Club
Gulf Stream Golf Club
The Seagate Beach Club

RESTAURANTS / FOOD-RELATED (36)

Another Broken Egg Café
Anthony's Coal Fired Pizza
Bagels With
Big Al's Steaks
Brule Bistro
Burt & Max's (Delray Marketplace)
Cabana El Rey
Christina's
City Oyster
Coco Sushi Lounge & Bar
Crème Bistro
Crown Wine and Spirits
El Camino
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
Sloan's Ice Cream
Taverna Opa
Terra Fiamma (Delray Marketplace)
The Bridge Cafe
The Office
The Original Popcorn House
Tramonti
Two Fat Cookies
Vic & Angelo's
Wine Room & Kitchen Bar
Yama Japanese Restaurant

RETAILERS (32)

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.
Haystacks
Huber Pharmacy
Infinity
J. McLaughlin
Just Hearts

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
Snappy Turtle
Spice
Sunglass Hut
Tootsies Shoe & Accessories
Unique Boutique
West Marine
White House Black Market
(Delray Marketplace)

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 (3)

Laugh with the Library
Savor the Avenue
Jazz on 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
27K
VISITORS PER MONTH

52.4% FEMALE
47.6% MALE

25-34
AVERAGE AGE

73,465
AVERAGE PAGEVIEWS
PER MONTH

MORE THAN
15.8K
FACEBOOK
FOLLOWERS

MORE THAN
9.4K
INSTAGRAM FOLLOWERS

MORE THAN
13K
FACEBOOK
LIKES

MORE THAN
13.5K
TWITTER FOLLOWERS
966
YOUTUBE SUBSCRIBERS

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

Source: Google Analytics, January 2023 - June 2023



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

Want more?
Sign up for our weekly emails to stay in the know with all things Boca.

Name

Email

SUBSCRIBE

POPULAR

- April/May 2018
April 2, 2018
- The Grandview Experiment
March 31, 2018
- Deconstructing the Dish: The CEO Burger
March 30, 2018
- The Cornell's "Flora" is a Garden of Sensorial Delights
March 30, 2018
- Remembering John Shuff
July 2, 2020
- The North County Staycation Spot Your Family's Been Looking For
July 2, 2020
- The Wick Postpones Rest of Season—But Cabaret Shows Continue
July 2, 2020
- Remembering John E. Shuff: Full Obituary
June 30, 2020
- Beaches to Close for Fourth of July Weekend, South Florida's Vocal...
June 30, 2020
- 8th Delray Beach City Manager in 8 Years Bites The Dust
June 25, 2020
- Unpacking the Allegations Against Delray Beach City Manager George Gretsas
July 8, 2020

THE SCOOP
Your Week Ahead: July 26 to Aug. 1, 2022

Art & Jazz brings New Orleans swing to Delray, and a local playwright presents a touching world premiere. Plus, Steely Dan, a Miramar comic con and more in Your Week Ahead.

Read More

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

Touring Outer Space in Style

Space Perspective has unveiled the design for a capsule that will carry eight passengers for a six-hour tour to the edge of space in 2024.

Read More

A Perfect 10
You're invited to an Eau-mazing celebration this summer.

In honor of 10 years of relaxed luxury, our Eau What a Decade package marks a milestone anniversary with you in mind:

- RATES FROM \$1010 FOR A 2-NIGHT STAY • \$40 RESORT CREDIT
- NO RESORT FEE • COMPLIMENTARY KIDS CLUB • COMPLIMENTARY VALET PARKING
- KIDS EAT FREE* • COMPLIMENTARY FITNESS CLASSES*

*Subject to availability. Restrictions apply.

BOOK NOW WITH CODE: ANNIVERSARY
Eau What a Decade is only valid July 1 - September 30, based on availability.

BOOK NOW

100 SOUTH OCEAN BLVD. MANALAPAN FL 33465 | RESERVATIONS 888 976 0744 | EAUALMBEACH.COM

E-BLAST
650px W
(variable height)

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.



2024 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 2024.*



JANUARY/FEBRUARY

The Delray Difference

Special Section: *Beauty, Wellness & Beyond • Shop Talk*

Space Close: 11/13

Press-Ready Ads Due: 11/28

Newsstand date: 12/27



MARCH/APRIL

Island Time

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

Space Close: 1/15

Press-Ready Ads Due: 1/29

Newsstand date: 2/27



SUMMER

Summer Under The Sun

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

Space Close: 4/16

Press-Ready Ads Due: 5/1

Newsstand date: 5/29



SEPTEMBER/OCTOBER

Check In and Check Out

Special Sections: *Medical Experts*

Space Close: 7/17

Press-Ready Ads Due: 8/1

Newsstand date: 8/30



NOVEMBER/DECEMBER

Home for the Holidays

Special Section: *561 Faces • Shop Talk*

Space Close: 9/12

Press-Ready Ads Due: 9/27

Newsstand date: 10/28

**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**

"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**

"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**

"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**

"Thank you so much for introducing Voyage Boutique to your readers and followers. We've certainly experienced an increase in our customers from Boca since we've been advertising in both Boca magazine and Delray magazine. The additional exposure each time we appear in your style pages has given us the opportunity to feature some of our very special and unique items—a spotlight that is working fabulously!"

The service and attention we receive from your sales reps and your production staff is unequaled by any other publication we have worked with. It's a true pleasure to partner with your company!

**- ANITA CASEY
OWNER,
VOYAGE BOUTIQUE INTERNATIONAL**



Laura Simon

"Wish & Shoes has had an ongoing partnership with Boca magazine for several years. We run full-page ads in each issue. The service that the staff provides has been great. The rates are very reasonable, considering the magazine's reach, and the results have been terrific. When customers walk into the store with the ad in hand, or we receive a phone call or an email inquiring about a particular item featured in the most recent issue, we know it's working. These are advertising dollars well spent. We look forward to many more years' advertising in Boca magazine."

**PETER MASTRORIO
OWNER
WISH & SHOES**

"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**



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"
1/4 Vertical	3.75"	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.

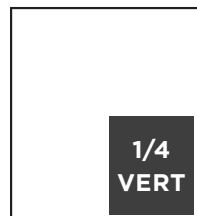
- Printing: web offset, 4-color process (CMYK), perfect bound

PREFERRED FORMAT

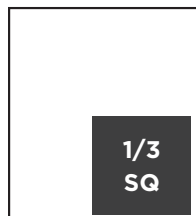
PDF with high resolution images at 300 dpi

Other formats accepted:

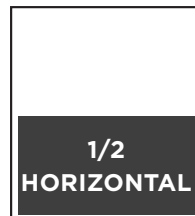
JPEG, TIFF at 300 dpi CMYK



3.75" x 4.75"



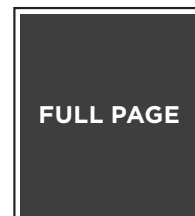
4.75" x 4.75"



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
or call 561/997-8683 Ext. 300

See more online at
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*.