

Introducing ...

Palms West Monthly



Welcome to Palms West Monthly, the premiere monthly publication serving the Palm Beach County communities of The Acreage, Loxahatchee Groves, Royal Palm Beach, Wellington and Greater West Palm Beach.

Focusing on news, local happenings, captivating features and upcoming events & entertainment at venues throughout and near Palm Beach County, Palms West Monthly effectively combines the talents of local journalists and photographers with resources of the Associated Press to consistently provide a trusted and comprehensive source for news, feature stories and other articles of interest to our wonderful community.

Palms West Monthly
Run for Fun! Superhero 5K Fun Run set for Oct. 13
Kids charity to host ball
The world in her hands ...
Florida Fair people to take grounds
Palm Beach Outlets to host job fair
Holiday Wrap Up

West Palm Edition Monthly
Homegrown Talent Wellington Idol returns for another exciting year

HOME GROWN TALENT
Wellington Idol returns for another exciting year

LOVE of the GAME
For the more than 200 kids playing in the Acreage Tackle Football League, winning is a thing, but it's far from the only thing.

AME CHANGE
"Conservation Society" to its name, the Palm Beach to highlight much of what they do behind the scenes.

INSIDE
Local happenings
In Brief
News and Law
All the Inside
Columns
Monthly Specials
Community Round Up
Just For the Fun of It
Outdoors
Service Directory

MONTHLY CIRCULATION

Distribution In Season: 21,000

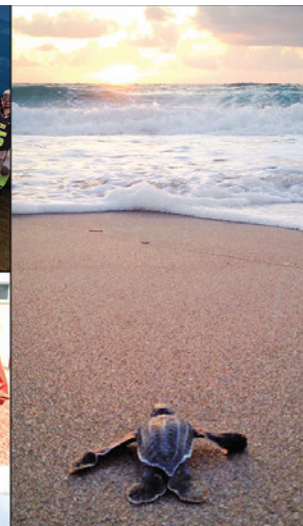
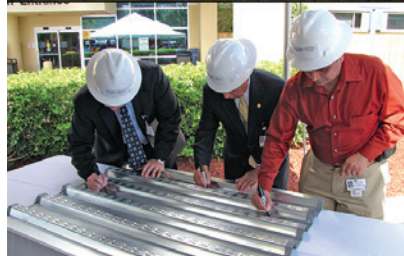
Distribution Off Season: 17,000

DISTRIBUTION POINTS

Restaurants:	50
Retail, Banks, Medical Offices, Hotels & Salons:	26
Apts., Condos & Communities:	44
Other:	34
TOTAL LOCATIONS:.....	154

*As of July 2016. Subject to change.

To view online distribution map, go to palmswestmonthly.com



READERSHIP SNAPSHOT

Wellington

Total Population:.....	57,514
Female:	51.6%
Male:	48.4%
Median Age:.....	39.1 years
20 to 34:.....	14.3%
35 to 54:.....	33.4%
55 to 64:.....	11.6%
65 and older:	10.6%
Homeownership Rate:.....	80.1%
Home Median Value:	\$295,600
Median Household Income	\$78,783

West Palm Beach

Total Population:.....	101,903
Female:	51.0%
Male:	49.0%
Median Age:.....	38.8 years
20 to 34:.....	23.4%
35 to 54:.....	26.0%
55 to 64:.....	12.4%
65 and older:.....	17.0%
Homeownership Rate:.....	52.9%
Home Median Value:.....	\$220,900
Median Household Income	\$45,806

Royal Palm Beach

Total Population:.....	35,162
Female:	53.6%
Male:	46.4%
Median Age:.....	36.4 years
20 to 34:.....	16.8%
35 to 54:.....	31.8%
55 to 64:.....	9.7%
65 and older:.....	10.7%
Homeownership Rate:.....	82.2%
Home Median Value:.....	\$206,100
Median Household Income	\$66,462

The Acreage

Total Population:.....	38,683
Female:	49.0%
Male:	51.0%
Median Age:.....	40 years
20 to 34:.....	15.3%
35 to 54:.....	37.2%
55 to 64:.....	10.8%
65 and older:.....	9.5%
Homeownership Rate:.....	89.4%
Home Median Value:.....	\$234,200
Median Household Income	\$74,419

*Data Sources: Palm Beach County Dept. of Planning, Zoning & Building and U.S. Census Bureau.



125 S. State Road 7 • Suite 104-364 • Wellington, FL 33414 • 561.329.5593

DISPLAY ADVERTISING RATES

2 Columns (3.9" wide)

	OPEN	3 MONTHS	5 MONTHS	8 MONTHS
2.875" high	\$136	\$126	\$110	\$96.25 avg/mo.
4.5" high	\$187	\$174	\$152	\$133 avg/mo.
7.75" high	\$279	\$260	\$226	\$197.75 avg/mo.
11" high	\$340	\$316	\$275	\$240.63 avg/mo.
15.875" high	\$425	\$396	\$344	\$301 avg/mo.

2½ Columns (4.9" wide)

	OPEN	3 MONTHS	5 MONTHS	8 MONTHS
2.875" high	\$163	\$151	\$132	\$115.50 avg/mo.
4.5" high	\$226	\$210	\$183	\$160.13 avg/mo.
7.75" high ¼ PAGE	\$319	\$297	\$258	\$225.75 avg/mo.
11" high	\$382	\$355	\$309	\$270.38 avg/mo.
15.875" high ½ PAGE	\$490	\$456	\$397	\$347.38 avg/mo.

3 Columns (5.95" wide)

	OPEN	3 MONTHS	5 MONTHS	8 MONTHS
2.875" high	\$186	\$173	\$151	\$132.13 avg/mo.
4.5" high	\$261	\$242	\$211	\$184.63 avg/mo.
7.75" high	\$336	\$312	\$272	\$238 avg/mo.
11" high	\$434	\$403	\$351	\$307.13 avg/mo.
15.875" high	\$540	\$502	\$437	\$382.38 avg/mo.

5 Columns (10" wide)

	OPEN	3 MONTHS	5 MONTHS	8 MONTHS
2.875" high	\$267	\$248	\$216	\$189 avg/mo.
4.5" high	\$348	\$324	\$282	\$246.75 avg/mo.
7.75" high ½ PAGE	\$490	\$456	\$397	\$347.38 avg/mo.
11" high	\$595	\$554	\$482	\$421.75 avg/mo.
15.875" high FULL PAGE	\$716	\$666	\$579	\$506.63 avg/mo.

Frequency Discounts

3- and 5-Month Rate: Ads must run consecutive issues.

8-Month Rate: Ads run at 5-month rate. **8TH AD FREE.**

Church & Political Discounts

Religious groups / political ads charged lowest published rate.

Full Color Rates

Less than ¼ page: **\$50** • ¼ page to ½ page: **\$80**

Greater than ½ page: **\$140**

Dining Page

Ad size: 4¾ wide by 6½ high. Sold on 3-month runs.

Includes color. Cost: **\$175/month**

To Your Health Section

Ad size: 4¾ wide by 3¾ high. Sold on 3-month runs.

Includes color. Paid in advance. Cost: **\$297 (\$99/month)**

Business Directory

3 months: **\$180** (\$60/month)

5 months: **\$250** (\$50/month)

8 months: **\$320** (\$40/month)

Service Directory ads are paid in advance. Color: \$15/month.

Inserts

Pre-printed 8½ x 11 flyer: **\$44/1,000 full run**

Inserts must be received two weeks before Camera-Ready

Deadline. Payment is due at time of reservation.

Pre-Payment Discount

Pre-pay multi-month contract and save 8%.

Service Directory and To Your Health ads not included.

Special Placement

When available, special positions can be reserved for 10% surcharge. Special positions require a minimum half page.



PRODUCTION SCHEDULE

July 2016 - October 2017

Issue	Reservation Deadline	Artwork Deadline	Camera-Ready Deadline	Publication Date
JULY '16	June 10	June 13	June 17	June 27
AUGUST	July 8	July 11	July 15	July 25
SEPTEMBER	Aug. 12	Aug. 15	Aug. 19	Aug. 29
OCTOBER	Sept. 9	Sept. 12	Sept. 16	Sept. 26
NOVEMBER	Oct. 14	Oct. 17	Oct. 21	Oct. 31
DECEMBER	Nov. 11	Nov. 14	Nov. 18	Nov. 28
JANUARY '17	Dec. 9	Dec. 12	Dec. 16	Dec. 26
FEBRUARY	Jan. 13	Jan. 16	Jan. 20	Jan. 30
MARCH	Feb. 10	Feb. 13	Feb. 17	Feb. 27
APRIL	March 10	March 13	March 17	March 27
MAY	April 7	April 10	April 14	April 24
JUNE	May 12	May 15	May 19	May 29
JULY	June 9	June 12	June 16	June 26
AUGUST	July 14	July 17	July 21	July 31
SEPTEMBER	Aug. 11	Aug. 14	Aug. 18	Aug. 28
OCTOBER	Sept. 8	Sept. 11	Sept. 15	Sept. 25

Mechanical Specifications

Web offset printing.
 Halftones 85 line screen.
 Column sizes
 Full page: 10" x 157/8"
 2 columns: 3.9"
 2 1/2 columns: 4.9"
 3 columns: 5.95"
 5 columns: 10"

Camera-Ready Submissions

Palms West Monthly accepts black-and-white and four-color camera-ready materials in PDF format.

- PDF files should be saved at 200 dpi.
- The PDF document must be set to the ad size.
- PDF files with embedded photos, images and fonts should be in CMYK or grayscale format.
- Publisher files cannot be accepted.
- Email artwork to ads@palmswestmonthly.com.

Artwork and photo submissions

- Digital files accepted in JPEG, EPS and TIFF.
- Artwork and photos should be saved at 200 dpi, preferably 300 dpi.
- Images should not be sent at 72 dpi unless they are 2 to 3 times the size of actual print size.
- Color ads must be four-color process only. No PMS colors can be used.

INSIDE EVERY ISSUE

LOCAL HAPPENINGS Quick hits on when and where the latest events are happening.

IN BRIEF Community news designed to keep our readers updated and informed.

ARTS & ENTERTAINMENT The latest in theater, concerts, art exhibits & live local music.

NICE & EASY A sometimes humorous, sometimes moving point-of-view column by in-the-know senior citizen Ernie Zimmerman.

SCENE FROM WEST PALM An informative look at Downtown West Palm from the area's most respected blogger, aGuyonClematis.

HEALTH MATTERS Informative and educational health topics tackled every issue.

OUTSIDE THE NEIGHBORHOOD Offbeat news from around the country.

JUST FOR THE FUN OF IT Puzzles, Cryptic Quotations, horoscopes & more.



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