



Media Kit 2024

ROYAL PALM

The Magazine

PROFILES • SOCIAL EVENTS • DINING • LIFESTYLE • ENTERTAINMENT • HISTORY



ROYAL PALM

The Magazine



Royal Palm The Magazine celebrates life in Royal Palm Beach and the surrounding area. Our mission is to truly represent this vibrant community on the pages of a sophisticated, upscale publication.

Royal Palm The Magazine presents all things current, interesting and important directly to the people who care about and support this amazing community. The magazine is the preferred resource guide for things local: dining and entertainment, professional services, community events, fundraisers and much more.

Royal Palm The Magazine a creative and independent voice – representing our community with the pride and acknowledgment it well deserves.

Call us today and place your advertising message in **Royal Palm The Magazine!**

Publisher: Dawn Rivera
Executive Editor: Joshua I. Manning
Chairman/CEO: Barry S. Manning

ROYAL PALM BEACH DEMOGRAPHICS

Located in the heart of Palm Beach County, Florida, the Village of Royal Palm Beach is home to many of the region's working professionals with a diverse housing stock, upscale shopping, professional buildings, a large industrial park and two large medical campuses. It is a vibrant community with one of the highest park area per capita ratios in the State of Florida. Located at the crossroads of the western communities, it is home to several large shopping areas, particularly on State Road 7, Okeechobee Blvd. and Southern Blvd.

Population	39,615
Size	11.20 square miles
Median Age	40.8
Percent College Graduates	34.4%
Median Household Income	\$84,797
Per Capita Income	\$33,418
Median Home Value	\$461,504
Total Number of Households	12,942
Average Family Size	3.42
Home Ownership Rate	83.2%
Number of School Students	5,311

Top Industries

Healthcare Services	15.2%
Educational Services	11.6%
Professional Services	9.7%

Sources: Census.gov, DataUSA, Zillow, Village of RPB

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Advertising Information

ADVERTISING RATES

FULL COLOR	6x	3x	1x
Full Page	\$1195	\$1395	\$1595
Half Page	\$595	\$695	\$795
Third Page	\$485	\$565	\$675
Quarter Page	\$395	\$445	\$495
Sixth Page	\$195	\$245	\$295

COVERS	6x	3x	1x
Back	\$1595	\$1795	\$1995
Inside Front gold	\$1395	\$1595	\$1795
Inside Back	\$1295	\$1495	\$1695

PUBLICATION DATES/DEADLINES

PUBLICATION DATE	AD RESERVATIONS DEADLINE	ART/ELEMENTS DUE
January/February 2024	December 15, 2023	January 1, 2024
March/April 2024	February 15, 2024	March 1, 2024
May/June 2024	April 15, 2024	May 1, 2024
July/August 2024	June 15, 2024	July 1, 2024
September/October 2024	August 15, 2024	September 1, 2024
November/December 2024	October 15, 2024	November 1, 2024

ADVERTISING SPECIFICATIONS

Full Page:

Bleed - 8.875" x 11.375"

Trim - 8.375" x 10.875"

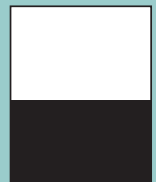
Live Area - 7.375" x 9.875"



FULL PAGE

Half Page:

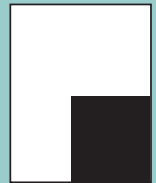
7.375" x 4.75"



HALF PAGE

Third Page:

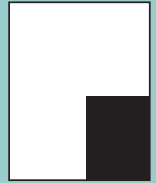
4.8125" x 4.75"



THIRD PAGE

Quarter Page:

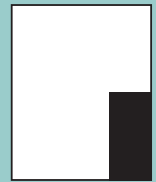
3.625" x 4.75"



QUARTER PAGE

Sixth Page:

4.8125" x 2.25"



SIXTH PAGE

Acceptable File Formats:

PDF (Flattened art/text), Illustrator EPS (Flattened art/text), TIFF or JPG. All artwork should be in CMYK color mode, 300 dpi.