

soFLO HABITAT

LIFE. STYLED.

MEDIA KIT
2023/2024

WHY

MISSION STATEMENT

SoFlo HABITAT magazine captures South Florida living in the grandest of style.

It incorporates the best in interior design, home décor & furnishings as well as high-end residential real estate.

Not only does it showcase the captivating and rich SoFlo environs in which to live, but also the luxury lifestyle to be had when residing in such an incredible locale.

SoFlo HABITAT magazine calls this ***Life.Styled.***



WHY

page 2

FROM WHERE I SIT

With an average of 205 sunny days a year, its chic beach-centric lifestyle and incredible water views at every turn, it is hard not to know that South Florida has a style and sensibility all its own.

Marine biologist Wallace J. Nichols said that humans have a *blue mind* when around water. This means we enter a mildly meditative state characterized by calm and peacefulness with a sense of general happiness and satisfaction with life.

Combine this with the plethora of superyachts, extra shiny speed boats, beautifully designed and furnished homes & estates and luxuriously crafted automobiles, you have the perfect definition for what it means to live in South Florida.

SoFlo HABITAT calls this **LIFE.STYLED**

As the ultimate champion for this grand, desirable and coveted way of living, the pages of *SoFlo HABITAT* celebrate the interior designers, architects, artisans and craftsman who use SoFlo as their muse to create the most breathtaking and lavish spaces that encapsulate the splendors of the region's lifestyle.

As you leaf through the pages of *SoFlo HABITAT* not only will your imagination be sparked, your creative engine revved and your lust heightened, but also your shopping list will lengthen with all you desire from the magazine's pages you have earmarked.

SoFlo HABITAT is a well-crafted modern approach and highly curated source of South Florida's style of living.



Sherry Goodman-Ash
SoFlo HABITAT
Publisher



WHAT

CONTENT



EDITORIAL HIGHLIGHTS

SoFlo HABITAT magazine's editorial features include 3-4 photo-driven stories showcasing interior designers and their completed projects.

SoFlo **HABITAT** **ART**
LIFE. STYLED.

FALL/WINTER 2023 ISSUE:



DESIGN DOSSIER: KITCHEN & BATH
SIGNATURE LOOKS

SPECIAL SECTIONS:

PORTRAITS OF DESIGN 2023 • KEY: REALTOR FOCUS

SPRING/SUMMER 2024: THE GREAT OUTDOORS

Outdoor Living • Pool Trends • Landscape Architecture



ROOM BY ROOM STYLE

Room-By-Room: Laundry, Media, Home Office, Garage, Gyms/Fitness Studio, Walk-in Pantry, Wine Cellar, Baby/Kids Rooms, Closets, etc.

SPECIAL SECTIONS:

KEY: REALTOR FOCUS • DESIGN STORY • LOOK BOOK

SoFlo **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f **@** /soflohabitat

The magazine's fresh and contemporary perspective features beautifully crafted home interiors within the SoFlo lifestyle—luxury at every turn—from beach-front properties, arresting ocean views to environs with international flair.

SoFlo HABITAT offers a modern take on the essence of South Florida living and style.

FRONT-OF-BOOK DEPARTMENTS

INSPIRE

design ideas, innovations & trends

HOME RUN

411 on residential real estate

RED DOT

where fine art meets interior design

REDO

kitchens & baths go from drab to fab

PERIMETER

exterior attention

RETAIL THERAPY

new stores & showrooms

FLOURISH

finishes & final touches

BLUEPRINT

commercial viability

LIFE.STYLED.

joys of SoFlo living

SHOW & TELL

design project details

FRAME

q&a conversation



INSPIRE

Belamo Design's furniture is modular and may be configured in a variety of arrangements.

IN IS OUT

The SoFlo living pushes the boundaries of what it means to have outdoor space. It is not just about having a relaxing pool area but also about creating a complete outdoor living space with all the necessary accoutrements.

And when it comes to the furnishings, Belamo Design with its European aesthetic takes the design and craftsmanship of indoor furniture and adds the necessary durability to create beautiful, comfortable and easy to maintain outdoor furniture collections.

"Our designers strive to create complete collections of contemporary-styled furniture with the same sophistication, luxury and attention to detail as furnishings made for indoor use," said Tom de Keersmaecker, president of Belamo USA.

The materials used by Belamo are the best when it comes to withstanding the area's tropical conditions. Its aluminum is powder-coated and its teak is certified to ensure it is of the highest quality and 100% durable.

Courtesy of Belamo Design

"Teak is very strong. It also has natural oils and resin that makes it naturally water repellent," said de Keersmaecker. Its fabric offerings are from the well-known outdoor fabric and upholstery company Sunbrella but Belamo only offers Sunbrella's European collection because its fabrics are softer and thicker.

There is also a great deal of engineering incorporated into Belamo's design – its club chair reclines, its coffee table automatically raises to dining height and its dining table extends from seating 6-8 people to room for a dozen diners.

This versatility isn't just built into specific pieces, Belamo has complete collections like its Abruzzo Collection in which every piece is modular and has a variety of arrangements including connecting two chairs and two ottomans to make a bed.

And as the indoors go outdoors, many Belamo customers have purchased its dining tables and sectional seating to use indoors. Belamo-Design.com

BACK-OF-BOOK DEPARTMENTS

ACCENT MARK

makes a statement

LUST HAVE

coveted design & décor item

HOMEWORK

designer details

FINE PRINT

design directory



When it comes to the stacks and stacks of Assouline's luxurious stylish tomes, they most certainly may be judged by their covers.

Since its start in 1994, Assouline has produced the "ultimate" coffee table books that are as informational as they are beautiful works of art.

Understanding that the past serves as inspiration for the present, Assouline knows the delight of a well-crafted printed page and how books serve not only as matters of intellect and emotions, but also as heritage and innovation.

Every facet of the books it publishes is overseen with great detail — from the paper selected for printing to the use of traditional hand-binding techniques for the covers.

Assouline continues to expand the illustrated book market with its various book collections including the Ultimate Collection of artisan-style crafted books on a

variety of topics from jewelry and fashion, fine art and its Impossible Collection, the ultimate collection of titles curated by specialists from around the world and across the ages.

With its expanding collection of boutiques around the globe, including its newest location in the Bal Harbour Shops, Assouline has gone beyond beautiful books to become a cultivator of culture. The store's shelves are lined with a world of good taste just waiting to be discovered.

In addition to offering complete book collections, the boutique is filled with objects that belong in contemporary libraries from scented candles to cabinets of curiosities.

And what Assouline's luxurious shopping environments make perfectly clear is its books are not just coveted for their content but also as beautiful and artful book-objects. 📖

Assouline
Bal Harbour Shops
9700 Collins Avenue
305.763.8813
Assouline.com

FALL 2022 83

FINE PRINT

CALIFORNIA CLOSETS (interior design) 501 S. Federal Highway, Fort Lauderdale 305.461.4000 californiaclosets.com CANAN CABINET CORPORATION (interior design) 2400 NW Boca Raton Boulevard, Boca Raton 561.762.9777 canancabinets.com CASABLANCA (home fashion retailer) 18 E. Atlantic Avenue, Miami Beach 561.271.0208 casablanca.com CASABLANCA & VINE INTERIORS (interior design) 248 110 5337 casablanca.com CELESTINE DESIGN (interior design) 2000 Park Boulevard, Boca Raton 561.655.5714 celestinedesign.com CHRISTOPHER CARLEY LANDSCAPE ARCHITECTURE (landscape architect) 100 NE 5th Street, Miami 786.536.2545 christophercarley.com CLIVE HENDL VINE (interior design/furniture) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 clivehendlvine.com COOL LINES USA (interior design) 248 110 5337 coolinesusa.com CREATIVE COLLECTIONS (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 creativecollections.com CUSTOM DOOR SHOP (interior design) 4900 Lincoln Boulevard, Delray Beach 561.421.0000 customdoorshop.com DESIGN HQ (interior design) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 designhq.com DESIGNER DECOR CORP. (interior design) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 designerdecor.com FUTURISM (interior design) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 futurism.com FLORIDA LUXURY CABINETS (interior design) 2011 NE Federal Highway, Boca Raton 561.655.5714 floridaluxurycabinets.com HOME DESIGN STORE (interior design) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 homedesignstore.com ILLUMINATION CORP. (interior design) 100 NW Boca Raton Boulevard, Boca Raton 561.655.5714 illuminationcorp.com	MARLEY DESIGN INTERIORS (interior design) 2000 SW 8th Street, Boca Raton 561.655.5714 marleydesign.com J. ALEXANDER INTERIORS (interior design) 2700 E. Cypress Creek Road, Fort Lauderdale 954.366.9777 jalexander.com JACQUELINE ANNOU INTERIOR DESIGN (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 jacquelineannu.com JAMES BLONQUET INTERIORS (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 jamesblonquet.com JIMMYE DESIGN (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 jimmyedesign.com JODY FINE INTERIOR DESIGN (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 jodyfine.com JODY PERAZA GALLERY (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 jodyperaza.com KENDALL MARSHALL DESIGN ASSOCIATES (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 kendallmarshall.com KEN GOLDEN DESIGNS (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 kengoldendesigns.com KYRON RENOVATIONS PERFECTED (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 kyronrenovations.com LE JUNE UNOLISTERY (interior design) 1000 NW Boca Raton Boulevard, Boca Raton 561.655.5714 lejuneyunolistery.com
---	--



sofLO **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f **@** /soflohabitat



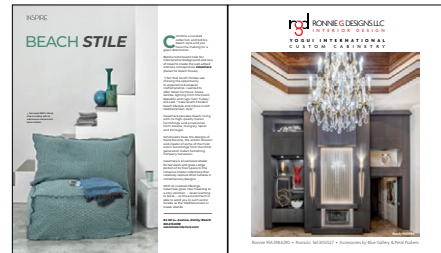
“Just looked through your
FABULOUS NEW MAGAZINE!”
Barbara Geller
The Place For Kitchens & Baths

“Fresh and a great new take
on design and décor.”
Perla Lichi
Perla Lichi Design



“An amazing job ... SPOT
ON! A new HOT magazine.”
John Eckhardt
Creative Collections

“The absolutely BEST home and
design magazine I have ever seen.”
Ronnie Goresh
Ronnie G Interiors



“Love it. They really got it.
The writing is spot on.”
Toby Zack
Toby Zack Design

“The mag is fab!!!! Great work!
I read it cover to cover.”
LuAnn Warner-Prokos
Warner-Prokos Photography



soFlo **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f **@** /soflohabitat

WHAT

page 5

“This is the first time I am seeing the magazine and I love it. I think it is a great addition to the package I put together for our incoming residents and to display in our common areas for our current residents.”

Bryan Jacobs
Sales Manager, Icon Las Olas

TESTIMONIALS Readers



“This magazine is stunning. I love it!”

Courtney M
Reader

“I think this publication is great.”

Etta D
Reader



“This is the most beautiful book.”

Felice G.
Reader

soFlo HABITAT
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f @ /soflohabitat

SoFlo HABITAT magazine reaches the most affluent residents in the tri-county area. And with its bonus distribution on Florida's West Coast, the magazine offers the deepest penetration and complete coverage of the highly coveted.

From elite estates to island hideaways, **SoFlo HABITAT** readers are also flocking to SoFlo's exclusive enclaves including Indian Creek Village, Miami Beach; Tahiti Beach, Coral Gables; Fisher Island, Bay Point, Harbor Beach, Golden Beach, Star Island, Miami; Palm Island, Miami and Hibiscus Island, Miami.

Other very popular havens for **SoFlo HABITAT** readers beyond Miami include Boca Raton; Boynton Beach; South Ocean Boulevard, Palm Beach Island; Harbor Beach, Fort Lauderdale; Lake Ida, Delray Beach; Worth Avenue, Downtown Delray Beach; Abacoa, Jupiter; Playa Vista Isle, Hillsboro Beach.

In addition, many of **SoFlo HABITAT** readers reside on Florida Gulf Coast in the most luxurious locales including Bonita Springs, Cape Coral, Marco Island, Naples, Sanibel Island, Sarasota, Siesta Key and Venice Beach.

The magazine's readers live in South Florida's wealthiest zip codes:

33431 Boca Raton Media Household Income: \$138,216; Median Value-of-Owner Occupied Home: \$504,000

33480 Palm Beach Island Media Household Income: \$328,465; Median Value-of-Owner Occupied Home: \$501,440

33410 Jupiter Median Household Income: \$193,333; Median Value-of-Owner Occupied Home: \$382,206

33473 Boynton Beach Median Household Income: \$137,895; Median Value-of-Owner Occupied Home: \$564,800

33330 Fort Lauderdale Median Household Income: \$99,308; Median Value-of-Owner Occupied Home: \$379,732

33139 Miami Beach Median Household Income: \$223,618; Median Value-of-Owner Occupied Home: \$2 million

33158 Palmetto Bay Median Household Income: \$159,914; Median Value-of-Owner Occupied Home: \$667,000

33327 Weston Median Household Income: \$127,708; Median Value-of-Owner Occupied Home: \$352,998

33149 Key Biscayne Median Household Income: \$133,958; Median Value-of-Owner Occupied Home: \$1.22 million

33332 Pembroke Pines Median Household Income: \$133,958; Median Value-of-Owner Occupied Home: \$598,100

Sources: Business Journals: South Florida 2021; Business Insider 2021; The Real Deal, 2021

SoFlo HABITAT
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f @ /soflohabitat

WHERE

DISTRIBUTION

TARGETED DIRECT-TO-RESIDENTIAL HOMES

Each issue of **SoFlo HABITAT** magazine is mailed directly to Palm Beach, Broward & Miami-Dade Counties residences **+ BONUS DISTRIBUTION** mailed to residents on Florida's Gulf Coast. Residential mailing areas includes:

BROWARD COUNTY

Coconut Creek
Cooper City
Coral Springs
Dania Beach
Davie
Deerfield Beach
Fort Lauderdale
Hallandale Beach
Hillsboro Beach
Hollywood
Lauderdale By The Sea
Lauderhill
Lauderdale Lakes
Lighthouse Point
Margate
Miramar
Oakland Park
Parkland
Pembroke Pines
Plantation
Pompano Beach
Sea Ranch Lakes
Southwest Ranches
Sunrise
Tamarac
Weston
Wilton Manors

MIAMI-DADE COUNTY

Aventura
Bal Harbor
Bay Harbor Islands
Coral Gables
Doral
El Portal
Fisher Island
Golden Beach
Hialeah
Homestead
Indian Creek Village
Key Biscayne
Medley
Miami
Miami Beach
Miami Lakes
Miami Shores
Miami Springs
North Miami Beach
North Bay Village
North Miami
Palmetto Bay
Pinecrest
South Miami
Sunny Isles Beach
Surfside

PALM BEACH COUNTY

Atlantis
Boca Raton
Boynton Beach
Delray Beach
Gulf Stream
Highland Beach
Hobe Sound
Hypoluxo
Juno Beach
Jupiter
Jupiter Inlet
Jupiter Island
Lake Worth
Lantana
Manalapan
North Palm Beach
Ocean Ridge
Palm Beach Gardens
Palm Beach Shores
Palm Beach
Riviera Beach
Royal Palm Beach
Tequesta
Village of Golf
Wellington
West Palm Beach

+ BONUS DISTRIBUTION FLORIDA WEST COAST

Bonita Springs
Cape Coral
Marco Island
Naples
Sanibel Island
Sarasota
Siesta Key

SoFlo HABITAT DELIVERS!

120,000/issue Readers
480,000 Annual Readership

SoFlo **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f @ /soflohabitat

WHERE

DISTRIBUTION

THE DESIGN & DÉCOR MAGAZINE WITH THE LARGEST REACH IN SOFLO.

SoFlo HABITAT magazine is delivered directly to its targeted readers throughout the tri-county area
+ **BONUS** distribution on Florida's Gulf Coast.

TARGETED CONTROLLED-DISTRIBUTION

The high-traffic, highly visible and high-quality venues and locations for controlled-distribution include:

- Affluent Condominiums/Country Club
- Professional Distribution: Interior Designers, Showrooms, High-end Home Furnishing Retailers
- Home design and décor events
- Doctor & Dentist's offices
- Law offices
- Realtors
- Builders & Architects
- Luxury Hotels
- Affluent Retail Areas including:
Las Olas Boulevard, Worth Avenue, Legacy Place, Mizner Park, Boca Center, Boca Town Center, Atlantic Avenue, Harbourside Beach, Fort Lauderdale Galleria, Downtown at The Gardens & The Gardens Mall, Palm Beach Gardens, Worth Avenue, Palm Beach; and other affluent shopping areas and the design districts including Aventura, Bal Harbor Shops, Brickell City Centre, Wynwood/Design District; Shops at Merrick Park; DCOTA and other design centers in Broward, Palm Beach and Miami-Dade Counties



SoFlo **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

f **@** /soflohabitat

HOW

AD SPECS



FULL PAGE

9" x 10.875"

with bleed
9.25" x 11.125"

2-PAGE SPREAD

18" x 10.875"

with bleed 18.25" x 11.125"

1/2

VERTICAL

3.875"
x 9.75

1/2

HORIZONTAL

7.75" x 4.75"

- No live matter within .5" of trim edge.
- All proof marks and notations at least .125" away from trim edge.
- Preferred format: high-res PDF
(other formats accepted: JPEG, TIFF)
- Resolution: 300 dpi; CMYK

Publication Specifications

- Perfect bound
- Oversized (trim size): 9" x 10.875"

Send camera-ready AD Artwork

ads@soflohabitat.com

or via [wetransfer.com](https://www.wetransfer.com)/[dropbox.com](https://www.dropbox.com)

PRODUCTION SCHEDULE

FALL/WINTER 2023 ISSUE

Ad Materials Due: 9.22.23

On The Street: 11.13.23

SPRING/SUMMER 2024 ISSUE

Ad Materials Due: 3.4.24

On The Street: 5.6.24

soFlo **HABITAT**
LIFE. STYLED.

For advertising information contact

SHERRY GOODMAN-ASH

Publisher

bocaadlady@aol.com

561.809.5124

soflohabitat.com

[f](https://www.facebook.com/soflohabitat) [@soflohabitat](https://www.instagram.com/soflohabitat)