

“Anyone can mail a publication into a home, but it takes a great magazine to make readers want to open it.”

Advertisers are so fiercely loyal to *Parkland Life* Magazine

because we have worked very, very hard to earn their trust, their respect and the respect of the entire community we serve. Now in our 8th year, *Parkland Life* has emerged as THE Premier Publication in NW Broward. We have put the strength, the power and the grace of *Parkland Life* staunchly behind our advertisers — and it shows in their impressive loyalty to us.

Boasting over 400 advertisers EACH month, no publication can achieve that if you aren't doing things — lots of things — right. We honestly and sincerely perform for our advertisers. We work with them as partners to help their businesses grow and prosper. We raised the bar for all advertisers in North Broward whether they advertise with us or not. No other publication compares! Our class, our service, our incredible direct-mail presence, our amazing bulk-drop distribution, the unprecedented support of READERS & the care and concern we take in producing each amazing issue speaks for itself.

No magazine comes close in size, distribution & scope to *Parkland Life* Magazine.

Parkland Life DELIVERS Performance, Power & Prestige like no other. The proof is in the growth of our advertisers' businesses. Check our Letters to the Editor testimonials EACH Month. No one ever compliments a publication unless they swear by them. We've earned that trust — and continue to earn it by consistently upgrading and improving this amazing publication every month. No media can hit a home run every time at bat, but few do as consistently as we do. Simply stated — we care. Our publishers are 21-year residents with over 25 years of PUBLISHING experience in the South Florida market.

Become part of the *Parkland Life* family of advertisers and experience the massive difference. A difference YOUR business can take to the bank.

parkland life

Parkland Life has captured the aura of NW Broward, and even more importantly, it has established a personal connection with its readers, a relationship that few publications are privileged to enjoy.

Our readers enjoy “life” and know how to live it! Through family vacations, frequenting restaurants, shopping trips and home improvements, *Parkland Life* readers show their support of our advertisers time and time again. The bond *Parkland Life* has with its readers is echoed throughout the community every time someone learns, laughs or connects with a page in our magazine.

National-quality editorial that is targeted, topical and professional engages *Parkland Life* readers each month, with expressed anticipation for the next issue as soon as the last page is turned. Our layouts complement the editorial with aesthetically pleasing design that sets us apart from other local publications.

With a firm foundation of family-centric values, affluent living, engaging editorial and crisp design, we set the stage for advertisers hoping to reach this savvy market. Our surprisingly affordable rates grant advertisers the opportunity to reach residents in a way that others are unable to.

Find your niche with us, and discover why *Parkland Life* has become Northwest Broward County's premier publication.

“LIFE” IN PARKLAND

- Parkland Life is direct-mailed to EVERY home in Parkland — all 23,000 residents — plus 30 select communities in Coral Springs.*
- Average home values start well over \$500,000.
- 40% of residents hold Bachelor Degrees or higher.
- 90% of residents are professionals and business owners.
- Residents have a median income of \$150,000.

Life Publications

4611 Johnson Road • Suite 3
Coconut Creek, Florida 33073-4361
Phone 954.421.9797 • Fax 954.421.9125
Online at LifePubs.com

*subject to revision



parkland coral springs life

Serving Parkland, Coral Springs & Beyond

Unequaled in content, *Parkland Life* Magazine is a direct-mailed, full-color publication that targets a still-growing, affluent market every month.

Nestled in a serene and wooded corner of Northwest Broward sits Parkland and Coral Springs. Far from noise and congestion, they are two of the fastest growing cities in South Florida, offering their residents a sophisticated and modern lifestyle without compromising their unique, hometown family feel.

MECHANICAL REQUIREMENTS

ADVERTISEMENT SIZE	WIDTH & HEIGHT
Full Page (non-bleed)	7 1/2" x 10"
Full Page (bleed)	8 3/4" x 11 1/4"
2/3 Page	4 3/4" x 10"
1/2 Page (horizontal)	7 1/2" x 4 3/4"
1/2 Page (vertical)	3 1/2" x 10"
1/2 Page (digest)	4 3/4" x 7"
1/3 Page (vertical)	2 1/4" x 10"
1/3 Page (square)	4 3/4" x 4 3/4"
1/4 Page (square)	3 1/2" x 4 3/4"
1/6 Page (horizontal)	4 3/4" x 2 1/4"
1/6 Page (vertical)	2 1/4" x 4 3/4"

MAGAZINE SPECIFICATIONS

- Body & Covers are printed on high quality, glossy coated stock.
- Trim Size: 8 1/2" x 11"
- Screen should be 150 lines.
- Pictures should be scanned at 300 dpi and sent in JPEG or TIF format *only*.
- Four color materials should be supplied with Matchprints with color bars or digital color proofs.
- PDF or InDesign files preferred.
- In-House design fees rated at \$75/hour.
- No design fee attached for print-ready ads.
- **DEADLINE** Print-ready materials must be received by noon on the 4th of each month.

ADVERTISEMENT RATE DETAILS

- Rates are for print-ready art and are per insertion for consecutive insertions only.
- Additional premium positions negotiated on an individual basis.
- Spreads are applicable page rates less 5%.
- Rates are NET/NET, therefore agencies should add Commission to rates quoted to clients.

ADVERTISING RATES

4 COLOR	3 TIME	6 TIME	12 TIME
Full Page	\$1200	\$1135	\$1075
2/3 Page	\$1040	\$1005	\$ 900
1/2 Page	\$ 770	\$ 720	\$ 690
1/3 Page	\$ 520	\$ 500	\$ 470
1/4 Page	\$ 420	\$ 390	\$ 375
1/6 Page	\$ 285	\$ 260	\$ 250

One Time Rate: Add 15% to 3 Time Rate.

SPECIAL DISCOUNTED SECTION

SHOPPER'S MARKETPLACE
1/4 PAGE ONLY*
3 Months \$375
6 Months \$350
12 Months \$295

READER'S RESOURCE
1/9 PAGE ONLY*
3 Months \$175
6 Months \$150
12 Months \$135

*per month (stacked ads only), guaranteed by CC only.

PREMIUM PAGES

Inside Front	\$2500
Inside Back	\$2350
Back	\$3250
CENTER TRUCK per Page	\$1950
1st Right (Pg 1)	\$2400
Page 2	\$2375
Page 3	\$2275
Page 4	\$2175
Page 5	\$2225
Page 6	\$2075
Page 7	\$2125
Page 8	\$2000
Page 9	\$2075
Opposite Contents	\$1950
Masthead Page (2/3 ad)	\$1450
Page 13	\$1975
Page Opposite Publisher (Right)	\$1900

All Rates Subject To Change with 30 Days Notice.

FULL PAGE

2/3 PAGE

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SQUARE

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HORIZONTAL

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