

FINE

MAGAZINE



An estimated
1 million
readers



MISSION STATEMENT

To provide an unprecedented luxury print magazine along with a state of the art, optimized digital platform and social media marketing plan. The print publication and digital presence will take the upscale advertising client to a new level of service, equipping them with multiple media high-level exposure at one all-inclusive price.

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10 FINE REASONS

1

BRANDING OF THE ELITE

FINE represents everything fine in life, featuring the Finest Properties, Lifestyles and Business in Southwest Florida. With a real estate requirement of \$750K plus property value, this provides instant placement in the Luxury & Affluent marketplace.



2

DISTRIBUTION:

Our distribution is strategic and customized to place our advertisers in the hands of affluent, qualified buyers.

4

**DISTINCTIVE
QUALITY**

Powerful print quality and custom graphic design.

WEB PACKAGE

5

A compliment to the print package with an integrated MLS search component, social media, articles, recipes, social calendar, interviews and editorial, all optimized for computer and tablet use. Search for properties in Naples and SW Florida at www.finemagazine.com

3

HIGHEST PICKUP RATE AND EXTENDED SHELF LIFE

Superior quality, excellent graphic design, and interesting local editorial articles make this publication very desirable and adds to its longevity.

TO ADVERTISE

6

DYNAMIC MONTHLY PUBLICATION

FINE is a monthly publication, allowing us to be dynamic with active and current properties, always evolving to become the best publication possible.

OFF-PEAK PROGRAM

Creatively designed to keep advertisers in the marketplace and in front of potential buyers during off-peak months while keeping costs down

8

9

LISTING TOOL TO PLEASE SELLERS

Fantastic listing tool to add to your listing presentations, and to grow your business!

Superior quality print product, web presence with search engine optimization, customized and targeted distribution, extremely competitive price structure, excellent customer service with years of industry experience.

SERVICE AND EXPERIENCE

We have a great local team with excellent customer service and support.

Our team has over 25 years of publishing experience with cutting edge graphic design, 25 years of Real Estate, over 20 years of Residential General Contracting, and over 20 years of Investment and Real Estate Development in the Luxury Market.

Our #1 objective is to serve our advertisers with excellence and help Showcase the best properties in our local area, while highlighting local people and businesses, and the Luxury Lifestyle of SW Florida.

VALUE

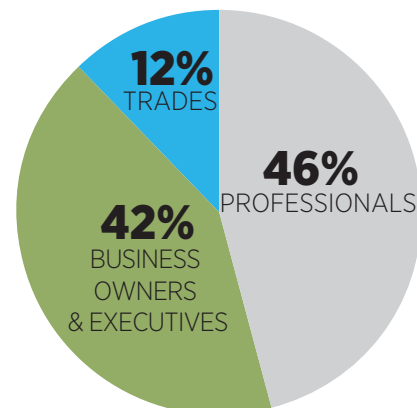
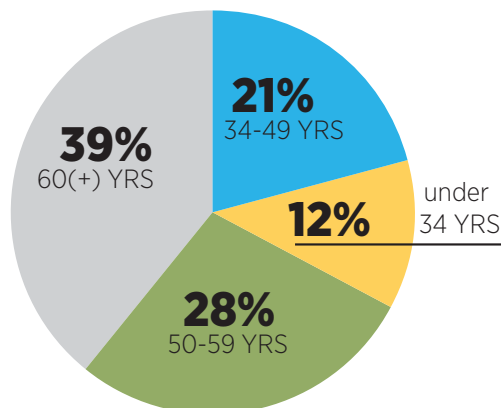
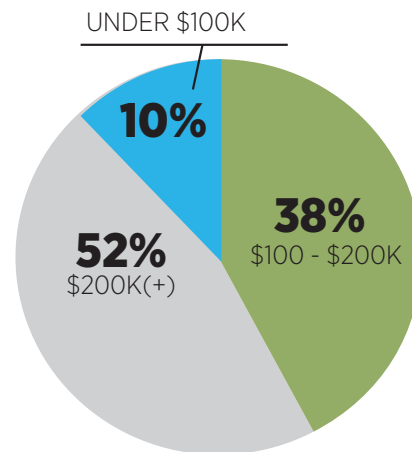
10



WHO READS OUR MAGAZINES?

People looking for:

- 1- The finest properties for sale
- 2- The top Realtors in Southwest Florida
3. The best restaurants with contact information
4. Luxury cars
5. Luxury Boats
6. Golf & Tennis Tips
7. Local business and people



CIRCULATION BREAKDOWN

Distribution locations
strategically and continuously
added each month



PRICING

ITEM

FRONT COVER	\$1,895.00
PREMIUM	\$695.00
INTERIOR BODY	\$595.00
MULTIPLE - 2 PAGE SPREAD	\$895.00
BACK COVER	\$1,295.00

CONTRACT PRICING

ISSUE

	1 MONTH	6 MONTHS	1 YEAR
November	\$595.00	\$475.00	\$405.00
December	\$595.00	\$475.00	\$405.00
January	\$595.00	\$475.00	\$405.00
February	\$595.00	\$475.00	\$405.00
March	\$595.00	\$475.00	\$405.00
April	\$595.00	\$475.00	\$405.00
June	\$395.345		\$405.00
August	\$395.345		\$405.00
September	\$395.345		\$405.00
October	\$395.345		\$405.00

SCHEDULE/DEADLINES

ISSUE

	DUE DATE	DISTRIBUTION
January	January 1	1/20-1/23
February	February 1	2/20-2/23
March	March 1	3/20-3/23
April	April 1	4/20-4/23
May	May 1	5/20-5/23
June	June 1	6/20-6/23
July	July 1	7/20-7/23
August	August 1	8/20-8/23
September	September 1	9/20-9/23
October	October 1	10/20-10/23
November	November 1	11/20-11/23
December	December 1	12/20-12/23

TESTIMONIALS

LAUREN TARANTO

Royal Shell Real Estate

Your magazine is one the **most effective marketing** pieces for me this season. I ran my first 6 full pages in January, then 7 full pages in February, and another 6 full pages in March. The **response** has been **shocking** with an increase of showings, offers and fantastic results. It's a high quality piece and **buyers love it**. I think it's the best opportunity for agents to promote their luxury property and get the biggest bang out of their investment. I do recommend to sign a contract and be constant with your promotion, always remember "less is more." High definition pictures, large, and less copy.

The **design team is passionate** about designing a unique ad and give you awesome service. Fine is **excellent** and the ultimate resource for magazine advertising

PAM FREY

Platinum Properties

I am floored with the response to this latest issue of Fine Magazine. I had **3 showing** appointments in **3 days**, now- in spite of the fact I put the listing I advertised under contract just before this issue went to print. Historically, magazine ads have netted my business next to nothing. I am certain that price is still driving this market. That said, my listing on Vanderbilt Bay was priced right AND Fine Magazine **was the vehicle** to prominently display my listing visually. Priced right, a good presentation and, apparently, a magazine that folks ARE picking up! I am thrilled with the response I am getting. My office has personally tested this magazine against another and hands down, Fine Magazine is flying off our rack compared to a competitors! It is exciting to be a part of the launch of this magazine in Naples, too. It just looks nicer than the others AND the cost to advertise is SO attractive comparatively.

TESTIMONIALS

MARGARET HUTCHISON

John R Wood Properties

I consider myself **fortunate** to have been introduced to Fine Magazine. A colleague of mine **received several clients** from her ad in Fine Magazine. After advertising with in Fine, I have also received calls. The Fine staff is helpful, creative and professional.

Three cheers, Margaret Hutchison

THE HUTCHISON-MOORE TEAM



JANE BOND

The Bond Group, Compass

By advertising in Fine Magazine I have found value for my customers and a great return on my investment in the way of recognition and new business.

“Print advertising is very much alive” - Jane Bond



CLAIRE SPELLMAN

Vineyards Naples Properties

We have advertised with Fine Magazine on a monthly basis since May 2015 and have been thrilled with our results! We have found them to be professional, helpful and very easy to work with. The magazine itself is very inviting as the pictures and layout are excellent in quality and the friendly crew at Fine Magazine makes the ad process so easy.

We have enjoyed success with our advertising with Fine.

Many individuals contact our office almost as soon as the magazine is out to request a showing of a property in our ad. Our exposure has increased and our clients are extremely pleased with the presentation of their home in the magazine. It is without hesitation that we highly recommend Fine Magazine.

- Claire Spellman & The staff at Vineyards Naples Properties



**Vineyards Naples
Properties**

GUIDELINES

Sample layouts for 1 to 9 properties per page.

Note: 9 properties per page is the maximum



1 PROPERTY
150 characters of text



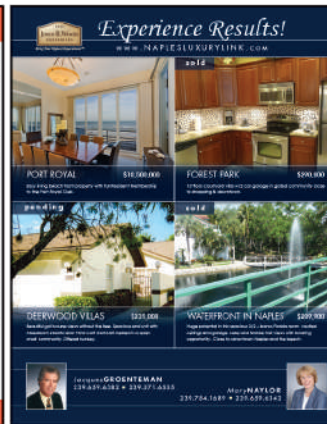
1 PROPERTY
2 PAGE SPREAD
150 characters of text



2 PROPERTIES
80 characters of text
per property



3 PROPERTIES
50 characters of text
per property



4 PROPERTIES
50 characters of text
per property



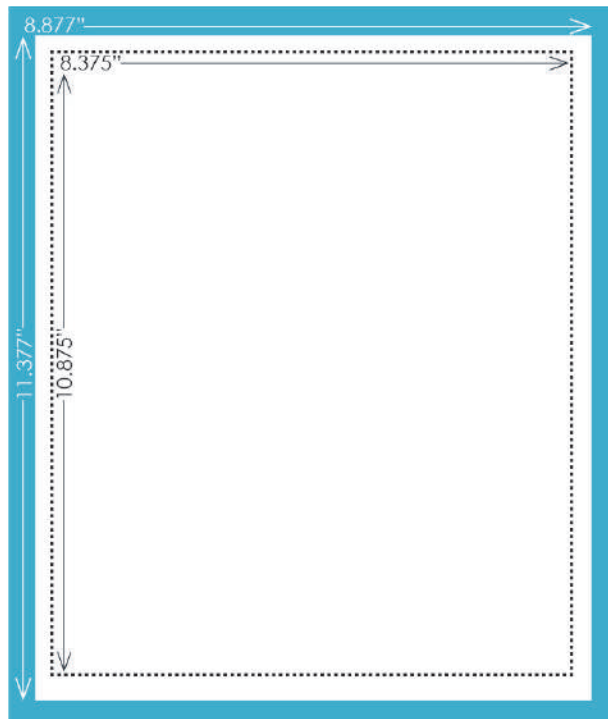
5-6 PROPERTIES
30 characters of text
per property



7-9 PROPERTIES
25 characters of text
per property

Ads may layout differently but are subject to the review and approval from Fine Magazine and the advertiser.

AD SPECS/SIZES



Full Page

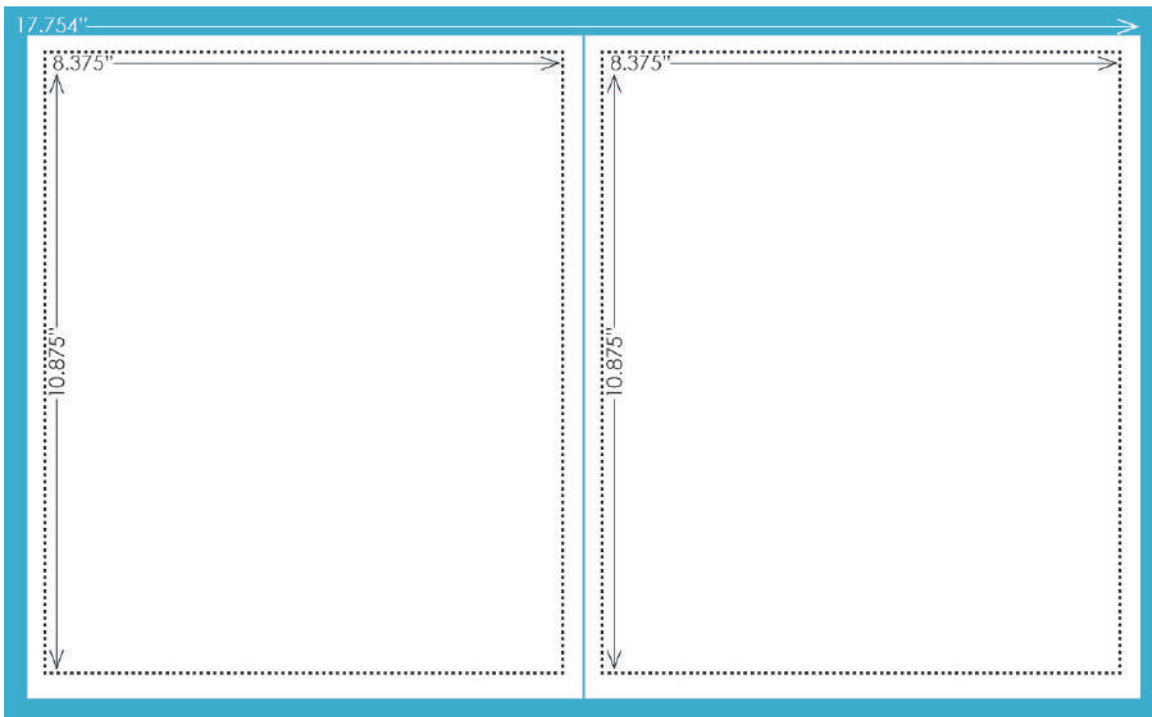
8.877 x 11.377"

(Full page AD
including bleed)

8.375 x 10.875"

(Document Trim Size)

Margin: .5" Bleed: .5"



TWO PAGE SPREAD

17 x 11.377"

(Full page AD
including bleed)

16.75 x 10.875"

(Document Trim
Size)

Margin: .5" Bleed:
.5"

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from Fine Magazine and the advertiser.



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