

Fabulously50

MEDIA KIT





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Fabulously50 Defined

Fabulously50 is a premier luxury lifestyle publication for affluent adults. Targeting the 50+ consumer, we have given this market of approximately 74.1 million baby boomers - now accounting for 22.9%, something they have been looking for and they can relate to - an online and print magazine that was created exclusively for them.

We have brought together a talented team to share their knowledge and experiences about travel, health, fitness, fashion, finance, food trends and events that define the 50+ lifestyle.

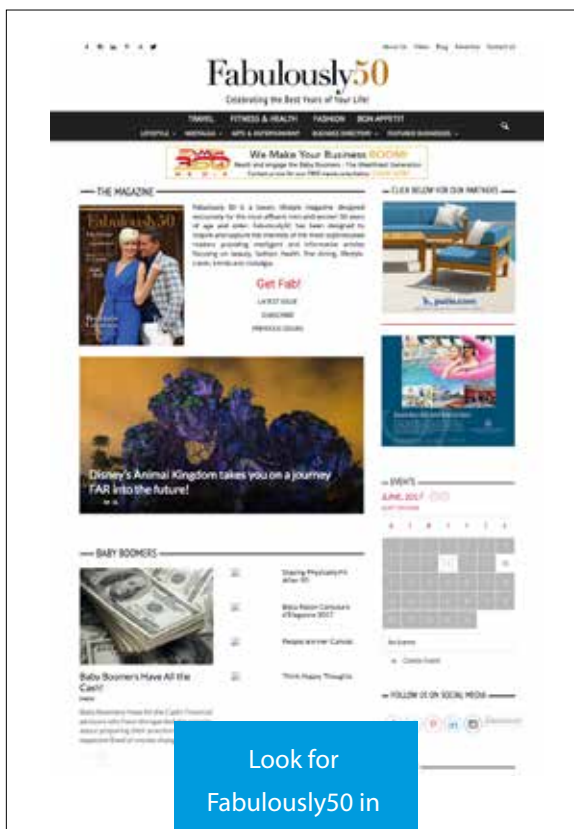
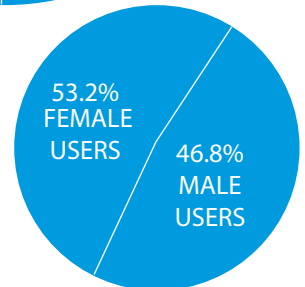
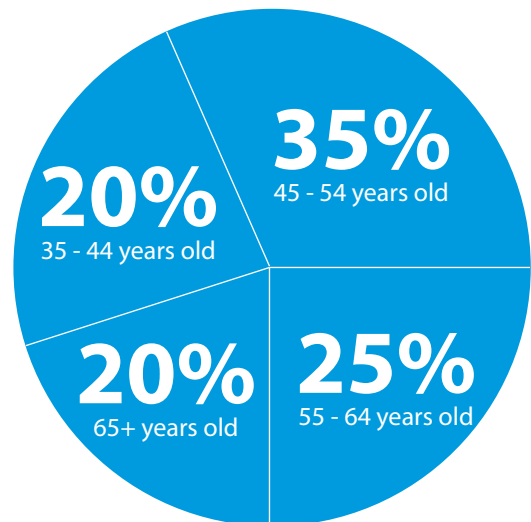
Fabulously50 has been heralded as the magazine that inspires 50+ men and woman celebrating the best years of their lives.



Introduction

Fabulously50 Magazine is the perfect place to advertise your business to our readers who have the opportunity to enjoy luxury travel, indulge in fine dining, learn about new discoveries in health & fitness and go out on the town in fabulous fashions.

Age of Visitors To Our Website



Look for
Fabulously50 in
Print and Online!



Look & Feel

Fabulously50 proudly features top quality photography and unique illustrations that compliment our excellent writing. Our **FOUR** issues, two digital and two print offer a unique look from start to finish.

As a quarterly publication, we offer our advertisers a direct route to the target audience you want to reach. We feature informative editorial in the categories of Arts & Entertainment, Bon Appetit, Fashion, Health & Fitness, Lifestyle, Travel and Nostalgia in every issue.

Travel - Print

Highlighting travel destinations that are hot spots, unique and beautiful or perhaps on one's bucket list, we share a myriad of travel options for our readers.

Bon Appetit - Online

If it's happening in South Florida's fast-paced restaurant scene, it's in the pages of Bon Appetit. From farm-to-fork and celebrity chefs to "it" ingredients and food trends, our readers turn to us for all the "food news" there is to know.

Health - Online

Providing readers the latest information on living and feeling healthy and vibrant while looking and feeling their best. Featuring the finest resources that are designed to inspire and encourage Fab50 readers on their overall well-being.

Fashion - Print

Whether readers are looking for something fabulous to wear for a night at the theater, lunch with friends or a match on the court, our editorial will present the latest and greatest in fashion trends.

Our Distribution

A quarterly publication, Fabulously50 comes out in print twice a year and online twice a year. We circulate 50,000 annually through multiple distribution channels.

We distribute magazines throughout Palm Beach, Broward and Miami Dade counties to luxury hotels, retail businesses along Federal Highway, condominiums, country clubs, doctors offices, malls, specialty businesses and major shopping avenues.

5,000

Event Distribution includes a variety of special events, trade shows, chamber and CBV events, festivals, art walks and more.

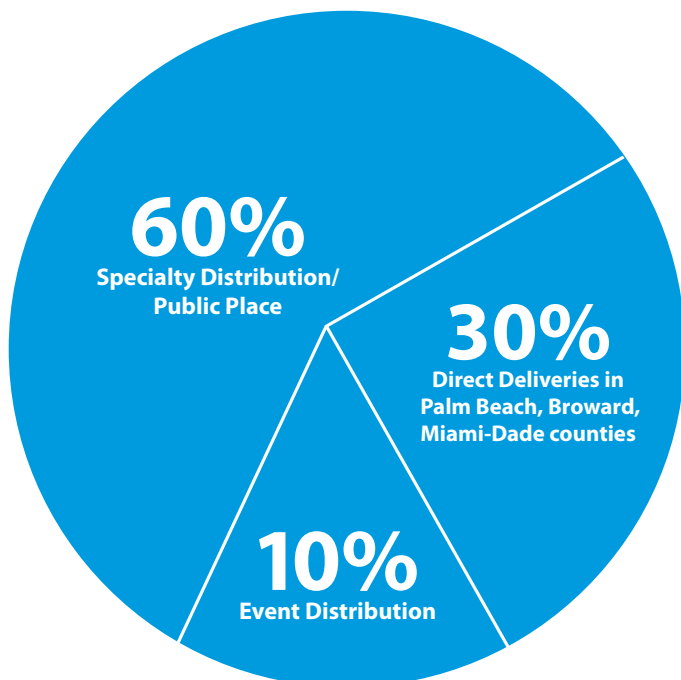
15,000

Deliver magazines directly to luxury condominiums and into the hands of affluent readers throughout Palm Beach, Broward and Miami-Dade counties.

30,000

Specialty distribution of Fabulously50 includes restaurants, upscale markets, boutiques, gift shops, real estate offices, travel agents, high-end spas, executive airports, bakeries, private training facilities and many other locations.

Readership - 450,000





Distribution Locations

Annual Print Circulation - 50,000

Readership - 450,000

Specialty Distribution

Arturo's Restaurant - Boca Raton
 Aston Martin Palm Beach
 Berlin Center for Medical Aesthetics
 Bloomingdales - Boca Town Center
 Boca Express Travel
 Boca Raton Executive Airport
 Carmine's- Palm Beach Gardens
 Chesterfield Hotel
 Coral Ridge Yacht Club
 Joseph's Classic Market - Boca Raton & Palm Beach Gardens
 Macy's
 Marriott Fort Lauderdale/Pompano Beach
 Novello's Restaurant - Boca Raton
 Oceanside Estate Properties
 Palm Beach Chamber of Commerce
 Palm Beach Convention Center Concierge
 Pavillion Grille - Boca Raton
 Pelican Grand Beach Resort
 Reid Travel
 Surfside Diner Palm Beach
 Sweeter Days Bakery - Ft. Lauderdale
 Ta-boo on Worth Avenue
 The Brazilian Court
 The Colony Hotel
 The Facility for Personal Training
 The Fresh Market
 Tower 155
 UBS - Financial - Boca Raton
 Via Capri, 34 - Worth Avenue
 Waterstone Resort & Marina
 Westin Fort Lauderdale

Event Distribution

Fabulously50 Magazine has developed strategic partnerships with key organizations and media outlets that include distribution at Legends 100.3 radio events.

You can also view issues of Fabulously50 Magazine at many high-end retail locations including:

Car Dealerships
 Country Club
 Fitness Centers
 Luxury Spa's
 Luxury Condominiums
 Medical, Physicians Offices
 Professional Business Offices
 Real Estate Offices
 Atlantic Avenue - Delray Beach
 Atlantic Boulevard - Pompano Beach - Federal Highway to the Beach
 Boynton Beach Mall
 Commercial Boulevard - Federal Highway to the Beach
 Downtown at the Gardens
 Galleria Mall
 Galt Ocean Mile Condos
 Oakland Park Boulevard - Federal Highway to the Beach
 Palm Beach Outlets
 Gardens Mall - Palm Beach Gardens
 The Greens at Wellington Mall
 Town Center at Boca Raton
 Worth Avenue - Palm Beach
 CityPlace - West Palm Beach
 Commercial Boulevard - Federal Highway to the Beach
 Delray Place - Delray Beach
 Downtown at the Gardens
 Galleria Mall
 Galt Ocean Mile Condos
 Oakland Park Boulevard - Federal Highway to the Beach
 Palm Beach Outlets
 Royal Palm Plaza - Boca Raton
 The Gardens Mall - Palm Beach Gardens (all on one line)
 The Greens at Wellington Mall
 Town Center at Boca Raton
 Worth Avenue - Palm Beach

Rates & Deadlines

Print Ad Rates

Double Page	\$5,000	per issue
Full Page	\$3,200	per issue
Front Cover Page	\$7,000	per issue
Back Cover	\$3,500	per issue
Inside Front Cover	\$3,500	per issue
Inside Right	\$3,500	per issue
Inside Back Cover	\$3,000	per issue
Half Page	\$1,600	per issue
Quarter Page	\$800	per issue

Online Ad Rates

Double Page	\$2,000	per issue
Full Page	\$1,000	per issue
Front Cover	\$5,000	per issue
Back Cover	\$2,000	per issue
Inside Front Cover	\$1,750	per issue
Inside Right	\$1,750	per issue
Inside Back Cover	\$1,500	per issue
Half Page	\$900	per issue
Quarter Page	\$450	per issue

All Print and Online ads include a listing in the Business Directory on Fabulously50.com

Circulation: 50,000
Readership: 450,000

Issue	Ad Space Reservation	Artwork Deadline	Street Date
Health - Aug/Sept/Oct - online	July 15th	July 20th	August 15th
Fashion - Nov/Dec/Jan - print	October 15th	October 20th	November 15th
Travel Issue - Feb/Mar/April - print	January 15th	January 20th	February 15th
Bon Appetit - May/June/July - online	April 15th	April 20th	May 15th

Premium Online Rates

(Annual agreement required)

Increase your visibility - Step up your visibility by getting in front of your target audience with a category box!

Banner/Leaderboard Ad - Runs on top of the home page - one ad at a time. Ad will rotate after a few seconds and links directly to your site- will run on all pages. Ad size is: 728 x 90

\$2,500 annually

Box Ad - Runs on right side and on all pages. Ad will rotate after a few seconds and links directly to your site- will run on all pages. Ad size is: 300 x 250

\$2,200 annually

Featured Business - Editorial style listing that includes: contact information, 2 "sponsored by" messages with description of business, social media icons, all hyperlinked. Also includes 10 photos, videos and map.

\$2,000 annually

Head of Category - Positioned on top of the selected category above all others. Includes contact information, description of business, social media icons, all hyperlinked. Also includes 10 photos.

\$1,750 annually

Business Directory - Listed alphabetically, company placed in category. Includes contact information, description of business, social media icons, all hyperlinked. Also includes 10 photos.

\$1,500 annually

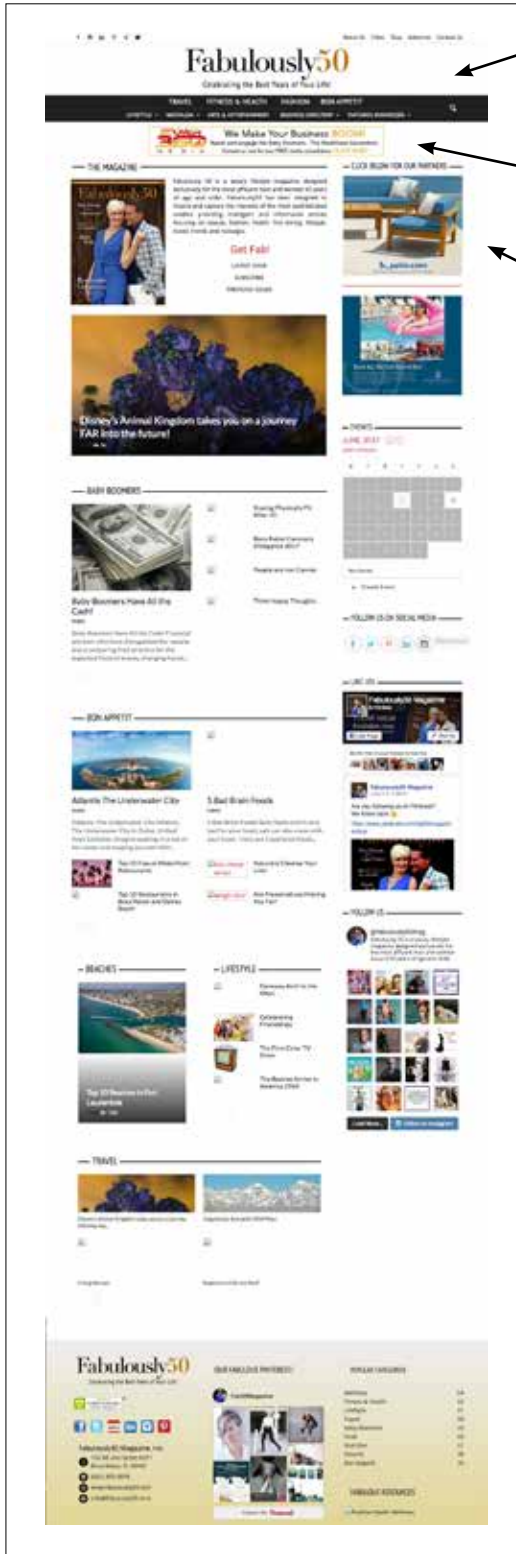
Social Media Marketing - Includes your message to our followers.

\$1,200 annually

ALL Photos must be 72 dpi and under 1 MB

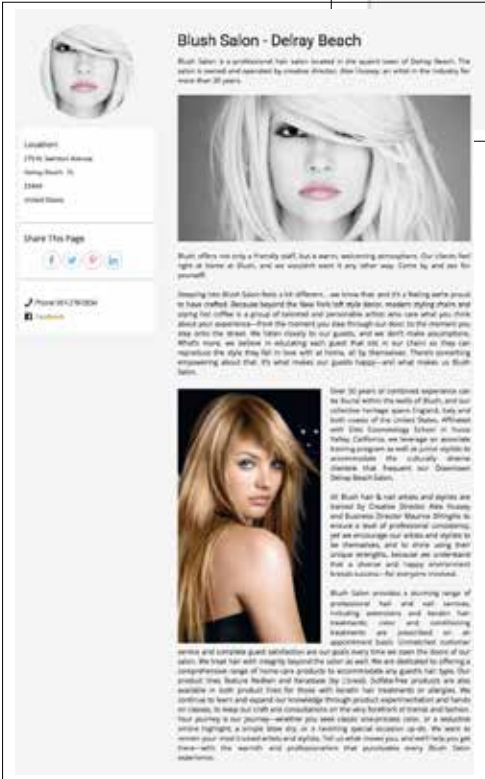
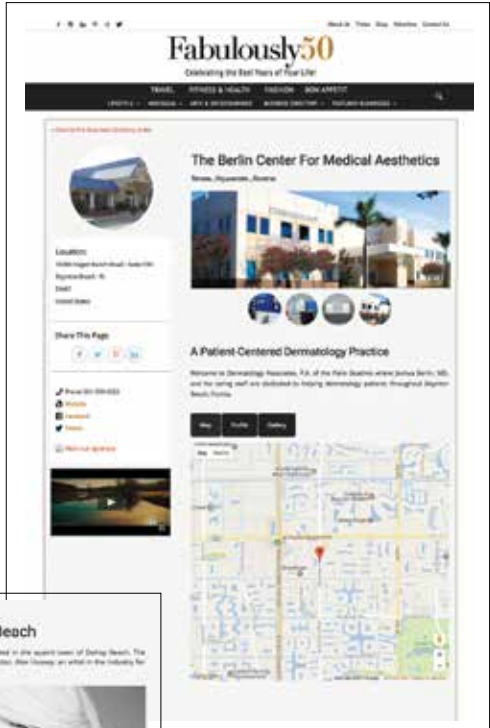
Online Spec Sheet

- Featured Business**
- Editorial style description
 - Contact information
 - 2 "sponsored by" messages with description of business
 - Social media icons
 - 10 photos
 - Videos
 - Location & Map



Banner/Leaderboard Ad
Ad Size: 728 x 90

Box Ad
Ad Size: 300 x 250



Directory Listing

The Magazine Advertising Specs

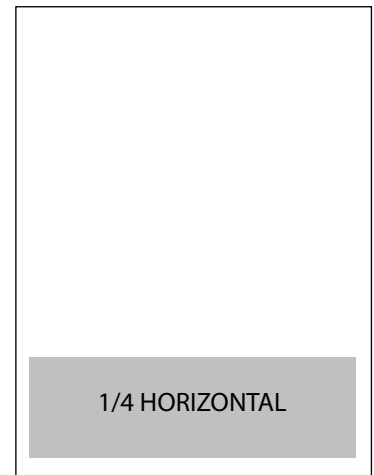
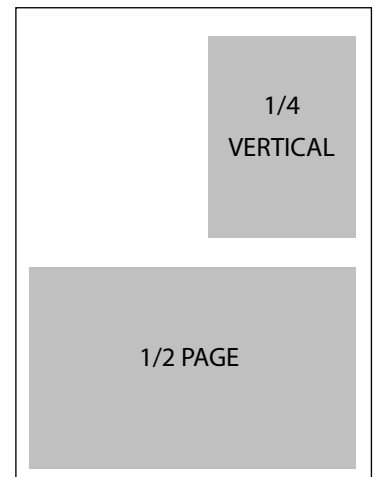
SPECIFICATIONS	WIDTH	HEIGHT
FULL PAGE	9" (9.25" with bleed)	12" (12.25" with bleed)
SPREAD	18" (18.25" with bleed)	12" (12.25" with bleed)
1/2 PAGE	7.75	5.125
1/4 VERTICAL	3.625	5.125
1/4 HORIZONTAL	7.75	2.25

No live matter within .25" of trim edge. All proof marks and notations at least .125" way from trim edge.



12"

9"



AD SPECIFICATIONS

Fabulously50 Magazine prefers high-resolution PDF files. All images should be in CMYK format, at a minimum resolution of 300 dpi. If you cannot supply your ad in a PDF format, jpeg format will be acceptable. Any images supplied in RGB format will be converted to CMYK, and may result in a difference of color. If you should need help developing your ad, please contact us and we will be glad to assist you.

Fabulously50

Celebrating the Best Years of Your Life.

Fabulously 50 Magazine, Inc.

102 NE 2nd Street #271

Boca Raton, FL 33432

561-300-3878

fabulously50.com

info@fabulously50.com

