

Bringing You The Best Of Wellington Since 2004

WELLINGTON

THE MAGAZINE



2026 MEDIA KIT

EDITORIAL CALENDAR



Faces Of Polo
JANUARY 2026



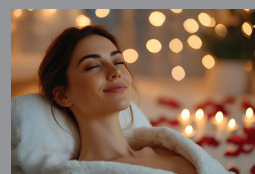
Faces Of WEF
FEBRUARY



Faces Of Dressage
MARCH 2026



Young Equestrians
APRIL 2026



Pamper Mom
MAY 2026



Education
JUNE 2026



Health & Wellness
JULY 2026



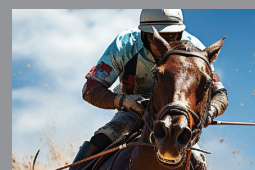
Back To School
AUGUST 2026



Our Wellington
SEPTEMBER 2026



Palm Beach Brides
OCTOBER 2025



Equestrian Season Preview
NOVEMBER 2026



Holiday Flare
DECEMBER 2026

WELLINGTON DEMOGRAPHICS

Located in the heart of Palm Beach County, Florida, the Village of Wellington is home to many of the region's working professionals with a diverse housing stock, upscale shopping areas, professional buildings and two large medical campuses. On the world stage, Wellington is known as the "Winter Equestrian Capital of the World" and is the site of top-level competitions in the equestrian sports of polo, show jumping, dressage, hunter riding and equitation. Wellington is the home of the Wellington International Equestrian Center, site of the world-renowned Winter Equestrian Festival and the Global Dressage Festival, as well as the National Polo Center.

Population	61,837
Median Age	42.2
Percentage College Graduates	48.6%
Median Household Income	\$110,294
Median Home Value	\$637,123
Total Number of Households	21,163
Average People per Household	3.09
Home Ownership Rate	75.8%
Number of Businesses	7,918

TOP INDUSTRIES

Healthcare Services	15.4%
Educational Services	20.9%
Professional Services	13.9%
Equestrian Services	24.4%



12794 W. Forest Hill Blvd., #33
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* Sources: Census.gov, DataUSA, Palm Beach County

MAGAZINE INFORMATION

- ▶ Published and distributed monthly throughout the Wellington area
- ▶ Four-color, high-gloss publication featuring stories about people and events in the Wellington area highlighting top designers, writers and photographers in the area
- ▶ Highlights of seasonal equestrian events in the western communities
- ▶ Coverage of social galas and events
- ▶ Experienced sales staff available to assist clients with their marketing needs and ready to help them understand the Wellington area
- ▶ Working with hundreds of satisfied advertisers since 2004



DISPLAY ADVERTISING

	12x	8x	4x	1x
Back Cover	\$1,900	\$2,100	\$2,300	\$2,600
Inside Front Cover	\$1,845	\$2,045	\$2,245	\$2,445
Inside Back Cover	\$1,595	\$1,795	\$1,995	\$2,195
Full	\$1,195	\$1,395	\$1,595	\$1,795
Half	\$ 725	\$ 825	\$ 925	\$1,025
Third	\$ 585	\$ 675	\$ 745	\$ 795
Sixth	\$ 359	\$ 395	\$ 449	\$ 489

AD SIZES AND FORMATS

Full Page:

Bleed - 8.625" x 11.125"

Trim - 8.375" x 10.875"

Live Area - 7.375" x 9.875"

Half Page: 7.375" x 4.75"

Third Page Square: 4.8125" x 4.75"

Sixth Page: 4.8125" x 2.25" (Vertical Format)

Acceptable File Formats:

PDF (Flattened art/text)

Illustrator EPS (Flattened art/text)

All artwork should be in
CMYK color mode, 300 dpi

ADVERTISING DEADLINES 2026

AD RESERVATION DEADLINE	ART ELEMENTS DUE	ISSUE
November 15, 2025	November 24, 2025	January 2026
December 15, 2025	December 26, 2025	February 2026
January 15, 2026	January 26, 2026	March 2026
February 15, 2026	February 23, 2026	April 2026
March 15, 2026	March 24, 2026	May 2026
April 15, 2026	April 24, 2026	June 2026
May 15, 2026	May 25, 2026	July 2026
June 15, 2026	June 26, 2026	August 2026
July 15, 2026	July 27, 2026	September 2026
August 15, 2026	August 24, 2026	October 2026
September 15, 2026	September 28, 2026	November 2026
October 15, 2026	October 26, 2026	December 2026

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