

Bringing You The Best Of Wellington Since 2004

WELLINGTON

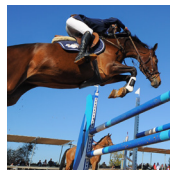
THE MAGAZINE

2025 MEDIA KIT

EDITORIAL CALENDAR



Faces Of Polo
JANUARY 2025



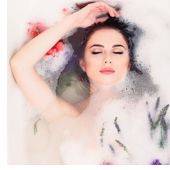
Faces Of WEF
FEBRUARY 2025



Faces Of Dressage
MARCH 2025



Young Equestrians
APRIL 2025



Pamper Mom
MAY 2025



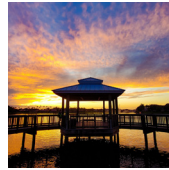
Education
JUNE 2025



Health & Wellness
JULY 2025



Back To School
AUGUST 2025



Our Wellington
SEPTEMBER 2025



Palm Beach Brides
OCTOBER 2025



Equestrian Season Preview
NOVEMBER 2025



Holiday Flare
DECEMBER 2025



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	61,637
Median Age	41.1
Percentage College Graduates	48.6%
Median Household Income	\$105,848
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

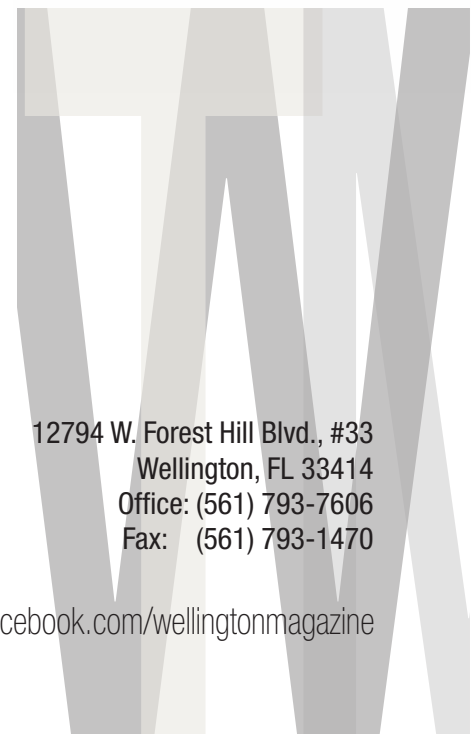
TOP INDUSTRIES

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

* Sources: Census.gov, DataUSA, Palm Beach County

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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 2025

AD RESERVATION DEADLINE	ART ELEMENTS DUE	ISSUE
November 15, 2024	November 25, 2024	January 2025
December 15, 2024	December 27, 2024	February 2025
January 15, 2025	January 27, 2025	March 2025
February 15, 2025	February 24, 2025	April 2025
March 15, 2025	March 28, 2025	May 2025
April 15, 2025	April 25, 2025	June 2025
May 15, 2025	May 27, 2025	July 2025
June 15, 2025	June 27, 2025	August 2025
July 15, 2025	July 28, 2025	September 2025
August 15, 2025	August 26, 2024	October 2025
September 15, 2025	September 30, 2024	November 2025
October 15, 2025	October 28, 2024	December 2025

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