

Bringing You The Best Of Wellington Since 2004

WELLINGTON

THE MAGAZINE

2023 MEDIA KIT



12794 W. Forest Hill Blvd., Suite 33, Wellington, FL 33414

Phone: (561) 793-7606 • Fax: (561) 793-1470

www.wellingtonthemagazine.com • www.facebook.com/wellingtonmagazine

WELLINGTON

THE MAGAZINE

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 Palm Beach International Equestrian Center, site of the world-renowned Winter Equestrian Festival and the Global Dressage Festival, as well as the International Polo Club Palm Beach.

Population 65,398

Median Age 41.1

Percentage College Graduates 45.0%

Median Household Income \$92,586

Median Home Value \$382,000

Total Number of Households 20,844

Average People per Household 3.09

Home Ownership Rate 76.1%

Number of Businesses 7,918

TOP INDUSTRIES



* Sources: Census.gov, DataUSA



EDITORIAL CALENDAR 2023



JANUARY

Faces Of Polo



MARCH

Faces Of Dressage



MAY

Pamper Mom



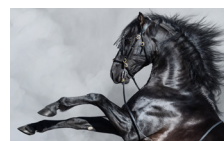
JULY

Health & Wellness



SEPTEMBER

Our Wellington



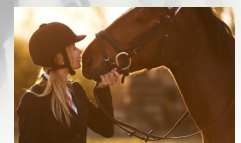
NOVEMBER

Equestrian Season Preview



FEBRUARY

Faces Of WEF



APRIL

Young Equestrians



JUNE

Education



AUGUST

Back To School



OCTOBER

Palm Beach Brides



DECEMBER

Dining

12794 W. Forest Hill Blvd., Suite 33, Wellington, FL 33414

Phone: (561) 793-7606 • Fax: (561) 793-1470

www.wellingtonthemagazine.com • www.facebook.com/wellingtonmagazine

Bringing You The Best Of Wellington Since 2004

WELLINGTON

THE MAGAZINE

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 featuring top designers, writers and photographers in the area
- Highlights of seasonal equestrian events in the western communities
- Coverage of social galas and events
- On average over 125 satisfied monthly advertisers
- Experienced sales staff available to assist clients with their marketing needs and ready to help them understand the Wellington area

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 - 8.875" x 11.375"

Trim - 8.375" x 10.875"

Live Area - 7.375" w x 9.875"

Half Page: 7.375" x 4.75"

Third Page Square: 4.8125" x 4.75"

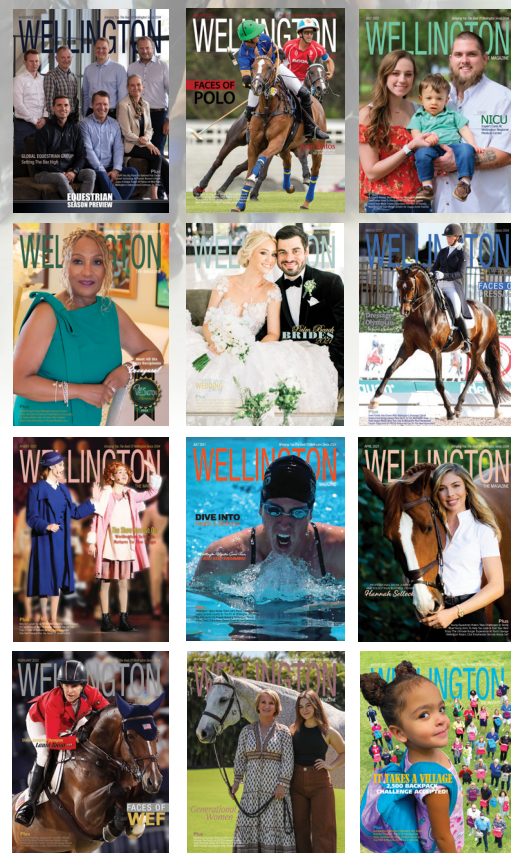
Sixth Page: 4.8125" x 2.25" (Vertical Format)

Acceptable File Formats:

PDF (Flattened art/text),
Illustrator EPS (Flattened art/text),
TIF or JPG. All artwork should be in CMYK
color mode, 300 dpi

Contact Information:

phone - 561.793.7606
dawnrivera@WellingtonTheMagazine.com



ADVERTISING DEADLINES 2023

AD RESERVATION DEADLINE

November 15, 2022
December 15, 2022
January 15, 2023
February 15, 2023
March 15, 2023
April 15, 2023
May 15, 2023
June 15, 2023
July 15, 2023
August 15, 2023
September 15, 2023
October 15, 2023

ART ELEMENTS DUE

November 25, 2022
December 30, 2022
January 27, 2023
February 24, 2023
March 31, 2023
April 29, 2023
May 26, 2023
June 30, 2023
July 28, 2023
August 25, 2023
September 29, 2023
October 27, 2023

ISSUE

January 2023
February 2023
March 2023
April 2023
May 2023
June 2023
July 2023
August 2023
September 2023
October 2023
November 2023
December 2023

12794 W. Forest Hill Blvd., Suite 33, Wellington, FL 33414

Phone: (561) 793-7606 • Fax: (561) 793-1470

www.wellingtonthemagazine.com • www.facebook.com/wellingtonmagazine