

Bringing You The Best Of Wellington Since 2004

WELLINGTON

THE MAGAZINE

20th
ANNIVERSARY

2024 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 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	65,398
Median Age	41.1
Percentage Collage Graduates	45.0%
Median Household Income	\$92,586
Median Home Value	\$637,123
Total Number of Households	20,844
Average People per Household	3.09
Home Ownership Rate	76.1%
Number of Businesses	7,918

TOP INDUSTRIES

Healthcare Services	15.4%
Educational Services	9.6%
Professional Services	9.1%

* Sources: Census.gov, DataUSA

EDITORIAL CALENDAR 2024



JANUARY

Faces Of Polo



FEBRUARY

Faces Of WEF



MARCH

Faces Of Dressage



APRIL

Young Equestrians



MAY

Pamper Mom



JUNE

Education



JULY

Health & Wellness



AUGUST

Back To School



SEPTEMBER

Our Wellington



OCTOBER

Palm Beach Brides



NOVEMBER

Equestrian Season Preview



DECEMBER

Dining

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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 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"

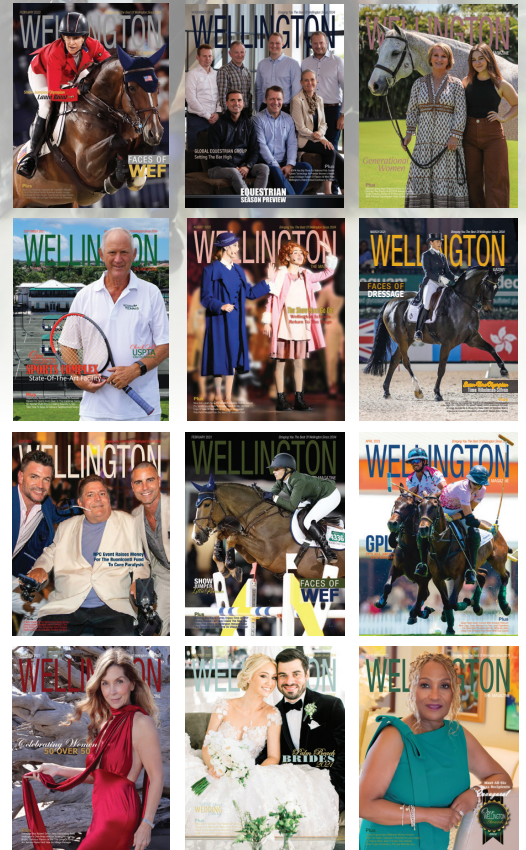
Sixth Page: 4.8125" x 2.25" (Vertical Format)

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

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ADVERTISING DEADLINES 2024

AD RESERVATION DEADLINE	ART ELEMENTS DUE	ISSUE
November 15, 2023	November 24, 2023	January 2024
December 15, 2023	December 29, 2023	February 2024
January 15, 2024	January 26, 2024	March 2024
February 15, 2024	February 23, 2024	April 2024
March 15, 2024	March 29, 2024	May 2024
April 15, 2024	April 29, 2024	June 2024
May 15, 2024	May 27, 2024	July 2024
June 15, 2024	June 28, 2024	August 2024
July 15, 2024	July 29, 2024	September 2024
August 15, 2024	August 26, 2024	October 2024
September 15, 2024	September 30, 2024	November 2024
October 15, 2024	October 28, 2024	December 2024

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