

Bringing You The Best Of Wellington Since 2004

WELLINGTON

THE MAGAZINE

2022 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

Healthcare Services 15.4%

Educational Services 9.6%

Professional Services 9.1%

* Sources: Census.gov, DataUSA

EDITORIAL CALENDAR 2022



JANUARY

Faces Of Polo



MARCH

Faces Of Dressage



MAY

Pamper Mom



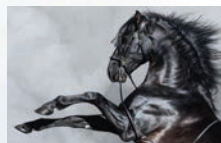
JULY

Health & Wellness



SEPTEMBER

Our Wellington



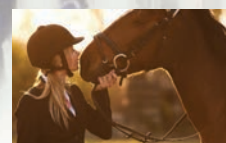
NOVEMBER

Equestrian Season Preview



FEBRUARY

Faces Of WEF



APRIL

Young Equestrians



JUNE

Education



AUGUST

Back To School



OCTOBER

Palm Beach Brides



DECEMBER

Dining

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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"

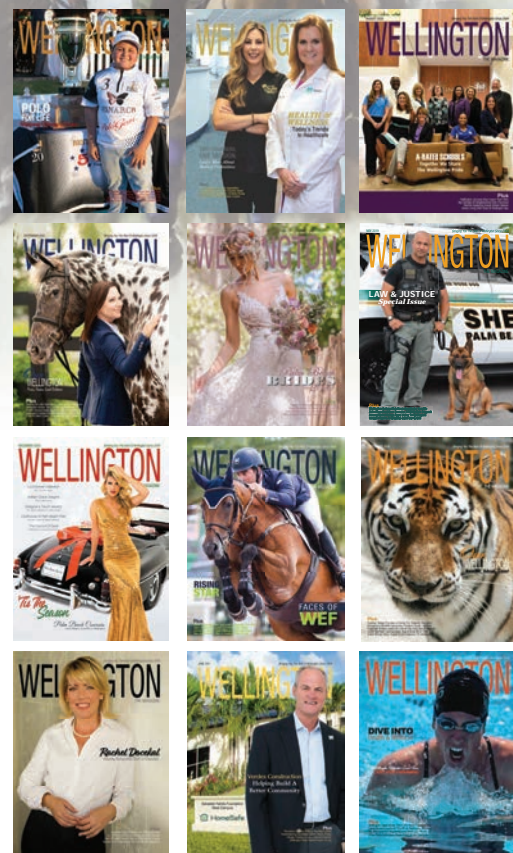
Sixth Page: 4.8125" x 2.25" (Vertical Format)

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

Contact Information:

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ADVERTISING DEADLINES 2022

AD RESERVATION DEADLINE

November 15, 2021
December 15, 2021
January 14, 2022
February 15, 2022
March 15, 2022
April 15, 2022
May 16, 2022
June 15, 2022
July 15, 2022
August 15, 2022
September 15, 2022
October 14, 2022

ART ELEMENTS DUE

November 26, 2021
December 31, 2021
January 28, 2022
February 25, 2022
March 25, 2022
April 29, 2022
May 27, 2022
June 24, 2022
July 29, 2022
August 26, 2022
September 30, 2022
October 28, 2022

ISSUE

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

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