

**F**ounded with the same care, concern and integrity by the publishers of the prestigious *Parkland Life* Magazine, the largest & most respected magazine in Broward County, *BocaDelray Life* speaks directly to what this vibrant area is truly all about — all the while demonstrating a devotion to the community: to schools, civic organizations, homeless animals and multiple charitable endeavors that add to the fiber of our area.

...

From real people & family triumphs to international trends, from hometown values to the most comprehensive events directory in the area, *BocaDelray Life* heralds all that this area has become & celebrates its unprecedented growth, vibrance, and triumphs.

In a challenging economy, real families are less concerned with celebrity sightings & tiara-infused galas, but rather the warm, fuzzy hometown values that add to their own "Life."

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*BocaDelray Life* eloquently resonates the lifestyle that is Boca Raton & Delray Beach, both in a voice that is sophisticated and yet fun. See for yourself why 400 advertisers per month choose Life Publications.

...

We may not talk the same glitzy game, but our results speak volumes. And in this economy, do you want hype or business you can bank on?

# boca delray life

Affluent, educated and highly sophisticated, Boca Raton & Delray residents have found their place in the sun, and *BocaDelray Life* Magazine was created to celebrate it! Amid the elegance that is BocaDelray, there is also a prominent and tightly knit, family-oriented community.

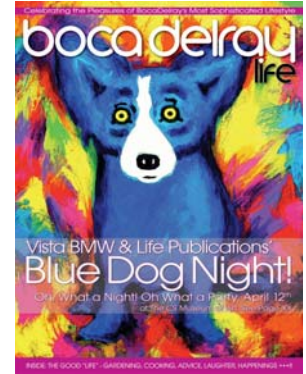
We do not mail to "select" residents. We mail to **EVERYONE** in all of the following communities — over 55,000 residents. In addition to our Direct-Mail saturation, we bulk drop over 7,000 issues EACH month to more than 300 strategic locations in and around Boca Raton, Delray Beach & beyond.\*

## DIRECT-MAIL COMMUNITIES

- |                     |                       |
|---------------------|-----------------------|
| ADDISON RESERVE     | LES JARDINS           |
| BOCA BATH & TENNIS  | LONG LAKE             |
| BOCA BAY COLONY     | MISCELLANEOUS         |
| BOCA FALLS          | MIZNER CC             |
| BOCA GREENS         | MIZNER'S PRESERVE     |
| BOCA GROVE          | NEW FLORESTA          |
| BOCA HARBOUR        | NEWPORT BAY CLUB      |
| ISLAND              | PALMA VISTA           |
| BOCA ISLES          | POLO CLUB             |
| BOCA LANDINGS       | PONTE VECCHIO         |
| BOCA OAKS           | RIO POCO              |
| BOCA VISTA          | ROYAL PALM Y&CC       |
| BOCA WEST (PORTION) | SATURNIA              |
| BOCA WINDS          | SATURNIA ISLES        |
| BRISTOL POINTE      | SEASONS               |
| BROKEN SOUND CC     | ST. ANDREWS CC        |
| CERCLE DE ROYAL     | STONE CREEK RANCH     |
| CHAPEL CREEK        | STONEBRIDGE           |
| COLONNADE           | SYMPHONY BAY          |
| COLONNADE 2         | THE OAKS              |
| COLONNADE 3         | THE PRESERVE          |
| ESTANCIA            | TIDES AT NEWPORT BAY  |
| ESTANCIA II         | TIERRA DEL REY        |
| ESTANCIA III        | TROPIC ISLE           |
| ESTANCIA IV         | VINEYARDS             |
| FLIEDBROOK          | WOODFIELD CC          |
| FOX LANDING         | WOODFIELD HUNT CLUB   |
| GRANDE ORCHID       | as well as Multiple   |
| HORSESHOE ACRES     | other Communities     |
| LE LAC              | within the Boca Raton |
| LE RIVAGE           | & Delray Beach area.  |

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 Coconut Creek, Florida 33073-4361  
 Online at [LifePubs.com](http://LifePubs.com)

\*subject to revision



# boca delray life

"Anyone can mail a publication into a home, but it takes a great magazine to make readers want to open it."

BocaDelray Life is direct-mailed into 57 of the area's most affluent communities and is loved & respected.

## MECHANICAL REQUIREMENTS

ADVERTISEMENT SIZE	WIDTH & HEIGHT
Full Page (non-bleed)	7 1/2" x 10"
Full Page (bleed)	8 3/4" x 11 1/4"
2/3 Page	4 3/4" x 10"
1/2 Page (horizontal)	7 1/2" x 4 3/4"
1/2 Page (vertical)	3 1/2" x 10"
1/2 Page (digest)	4 3/4" x 7"
1/3 Page (vertical)	2 1/4" x 10"
1/3 Page (square)	4 3/4" x 4 3/4"
1/4 Page (square)	3 1/2" x 4 3/4"
1/6 Page (horizontal)	4 3/4" x 2 1/4"
1/6 Page (vertical)	2 1/4" x 4 3/4"

## MAGAZINE SPECIFICATIONS

- Body & Covers are printed on high quality, glossy coated stock.
- Trim Size: 8 1/2" x 11"
- Screen should be 150 lines.
- Pictures should be scanned at 300 dpi and sent in JPEG or TIF format *only*.
- Four color materials should be supplied with Matchprints with color bars or digital color proofs.
- PDF or InDesign files preferred.
- In-House design fees rated at \$75/hour.
- No design fee attached for print-ready ads.
- **DEADLINE** Print-ready materials must be received by noon on the 4th of each month.

## ADVERTISEMENT RATE DETAILS

- Rates are for print-ready art and are per insertion for consecutive insertions only.
- Additional premium positions negotiated on an individual basis.
- Spreads are applicable page rates less 5%.
- Rates are NET/NET, therefore agencies should add Commission to rates quoted to clients.

## REGULAR RATES

4 COLOR	3 TIME	6 TIME	12 TIME
Full Page	\$1650	\$1565	\$1502
2/3 Page	\$1419	\$1347	\$1293
1/2 Page	\$1056	\$1001	\$ 963
1/3 Page	\$ 710	\$ 671	\$ 649
1/4 Page	\$ 578	\$ 550	\$ 523
1/6 Page	\$ 363	\$ 347	\$ 330

## SPECIAL DISCOUNTED SECTION

**SHOPPER'S  
MARKETPLACE**  
1/4 PAGE ONLY\*  
3 Months \$375  
6 Months \$350  
12 Months \$295

**READER'S  
RESOURCE**  
1/9 PAGE ONLY\*  
3 Months \$195  
6 Months \$180  
12 Months \$150

\*per month (stacked ads only), guaranteed by CC only.

## PREMIUM PAGES

Inside Front	\$2900
Inside Back	\$2650
Back	\$3750
CENTER TRUCK per Page	\$2242
1st Right (Pg 1)	\$2775
Page 2	\$2700
Page 3	\$2625
Page 4	\$2500
Page 5	\$2575
Page 6	\$2400
Page 7	\$2450
Page 8	\$2300
Page 9	\$2375
Opposite Contents	\$2400
Masthead Page (2/3 ad)	\$1675
Page 13	\$2200
Page Opposite Publisher (Right)	\$2300

All Rates Subject To Change with 30 Days Notice.

FULL PAGE

2/3 PAGE

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