



FINE

MAGAZINE

An estimated
1 million
readers



MISSION STATEMENT

To provide an unprecedented luxury print magazine along with a state of the art, optimized digital platform and social media marketing plan. The print publication and digital presence will take the upscale advertising client to a new level of service, equipping them with multiple media high-level exposure at one all-inclusive price.

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10 FINE REASONS TO ADVERTISE

1 BRANDING OF THE ELITE

FINE represents everything fine in life, featuring the Finest Properties, Lifestyles and Business in Southwest Florida. With a real estate requirement of \$750K plus property value, this provides instant placement in the Luxury & Affluent marketplace.



2 DISTRIBUTION:

Our distribution is strategic and customized to place our advertisers in the hands of affluent, qualified buyers.

4

**DISTINCTIVE
QUALITY**

Powerful print quality and custom graphic design.

5

**WEB
PACKAGE**

A compliment to the print package with an integrated MLS search component, social media, articles, recipes, social calendar, interviews and editorial, all optimized for computer and tablet use. Search for properties in Naples and SW Florida at www.finemagazine.com

3

HIGHEST PICKUP RATE AND EXTENDED SHELF LIFE

Superior quality, excellent graphic design, and interesting local editorial articles make this publication very desirable and adds to its longevity.

6

DYNAMIC MONTHLY PUBLICATION IN SEASON NOV-APR

FINE is a monthly publication, allowing us to be timely with active and current properties, always evolving to become the best publication possible.

BI-MONTHLY OFF PEAK PROGRAM MAY-OCT

Creatively designed to keep advertisers in the marketplace and in front of potential buyers during off-peak months while keeping costs down

8

9

LISTING TOOL TO PLEASE SELLERS

Fantastic listing tool to add to your listing presentations, and to grow your business!

Superior quality print product, web presence with search engine optimization, customized and targeted distribution, extremely competitive price structure, excellent customer service with years of industry experience.

SERVICE AND EXPERIENCE

We have a great local team with excellent customer service and support.

Our team has over 25 years of publishing experience with cutting edge graphic design, 25 years of Real Estate, over 20 years of Residential General Contracting, and over 20 years of Investment and Real Estate Development in the Luxury Market.

Our #1 objective is to serve our advertisers with excellence and help Showcase the best properties in our local area, while highlighting local people and businesses, and the Luxury Lifestyle of SW Florida.

VALUE

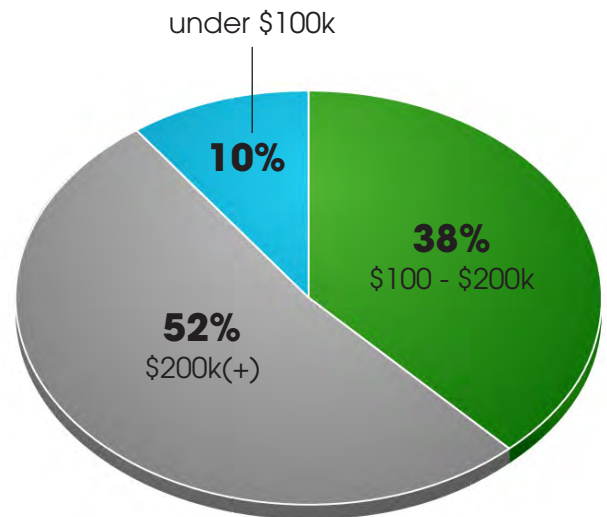
10



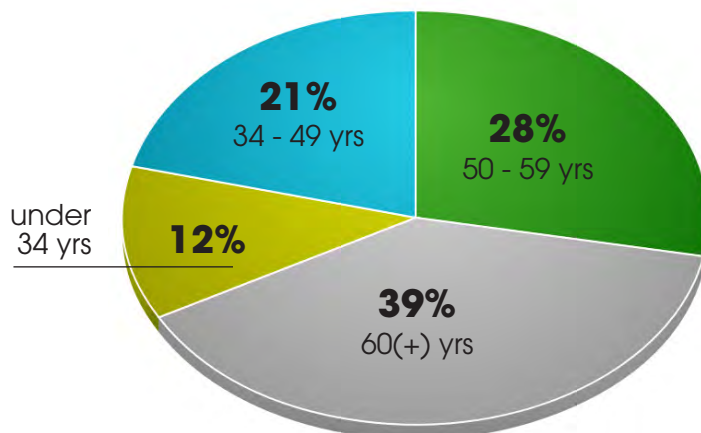
WHO READS OUR MAGAZINES?

People looking for:

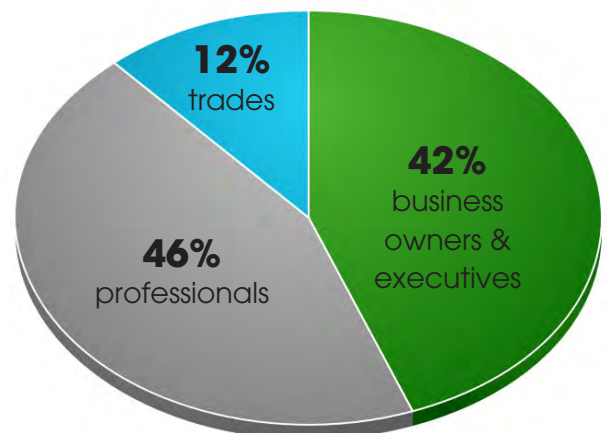
1. The finest properties for sale
2. The top Realtors in Southwest Florida
3. The best restaurants with contact information
4. Luxury cars
5. Luxury Boats
6. Golf & Tennis Tips
7. Local business and people



READERS BY HOUSEHOLD INCOME



READERS BY AGE



READERS BY PROFESSION

CIRCULATION BREAKDOWN

■ Distribution locations strategically and continuously added each month



PRICING

(All print includes a basic digital program as well with online issues and inclusion on our website after 3 runs)

ITEM	SEASON ISSUES NOV-APR	OFF PEAK BI-MONTHLY SPLIT COVER ISSUES	ANNUAL
	ALL PRICING IS PER MONTH	ALL PRICING IS PER MONTH	Monthly x12
FRONT COVER (includes an interior page)**	\$1,995.00	\$995.00	N/A
PREMIUM PAGES (inside spread / back inside spread)**	\$695.00	\$400.00	\$525.00**
PREMIUM 2 PAGE SPREADS**	\$1,100.00	\$695.00	\$925.00**
INTERIOR BODY SINGLE PAGE	\$595.00	\$299.00	\$395.00
INTERIOR BODY- 2 PAGE SPREAD	\$895.00	\$475.00	\$590.00
BACK COVER**	\$1,495.00	\$795.00	N/A

** based on availability with current contracts

CONTRACT PRICING

(Season Issues - November — April)

	3x	6x
	ALL PRICING IS PER MONTH	ALL PRICING IS PER MONTH
FRONT COVER (includes an interior page)**	N/A	N/A
PREMIUM PAGES (inside spread / back inside spread)**	\$630.00**	\$595.00**
PREMIUM 2 PAGE SPREADS**	\$1,030.00**	\$980.00**
INTERIOR BODY SINGLE PAGE	\$505.00	\$465.00
INTERIOR BODY- 2 PAGE SPREAD	\$705.00	\$635.00
BACK COVER**	N/A	N/A

** based on availability with current contracts

Season Special on Interior Single or 2 Page Spreads - Ask for details BUY 5 GET THE 6TH FREE!!!

CONTRACT PRICING

(Off-Peak Bi-Monthly Split Cover Issues)

	3x	6x
	ALL PRICING IS PER MONTH	ALL PRICING IS PER MONTH
FRONT COVER (includes an interior page)**	\$795.00	N/A
PREMIUM PAGES (inside spread / back inside spread)**	\$360.00**	\$320.00**
PREMIUM 2 PAGE SPREADS**	\$620.00**	\$580.00**
INTERIOR BODY SINGLE PAGE	\$269.00	\$239.00
INTERIOR BODY- 2 PAGE SPREAD	\$415.00	\$395.00
BACK COVER**	N/A	N/A

** based on availability with current contracts

INQUIRE ABOUT SPECIALTY PRODUCTS

Perforated Gate Fold Inserts
with Stand Alone Copies
Blow-in or Perforated Cover
-Stock Card Inserts
Create Your Own Mini Magazine
Using Your Pages

Tear Sheets of Your Ad at Magazine
Quality for Handouts/Flyers
New!!! Customized Digital Issues With You As
The Only Agent Supported By Advertorials/
Articles And Reader-Friendly Content!
Ask About Our Generous 25% Referral Program

SCHEDULE/DEADLINES

ISSUE	DESIGN BY FINE	CR/PRINT- READY	DISTRIBUTION
NOVEMBER - SEASON ISSUE 1 (first)	11/1	11/8	11/20-11/24
DECEMBER - SEASON ISSUE 2	12/1	12/8	12/20-12/23
JANUARY - SEASON ISSUE 3	1/2	1/8	1/20-1/24
FEBRUARY - SEASON ISSUE 4	2/2	2/8	2/20-2/24
MARCH - SEASON ISSUE 5	3/2	3/8	3/20-3/24
APRIL - SEASON ISSUE 6 (last)	4/2	4/8	4/20-2/24

MAY/JUNE <i>1st of 3 bi-monthly split cover issues</i>	5/2	5/8	5/20-5/24 6/20-6/24
JULY/AUGUST <i>2nd of 3 bi-monthly split cover issues</i>	7/2	7/8	7/20-7/24 8/20-8/24
SEPTEMBER/OCTOBER <i>3rd of 3 bi-monthly split cover issues</i>	9/2	9/8	9/20-9/24 10/20-10/24

2-4 DAY GRACE PERIOD BUILT IN FOR EACH ISSUE

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TESTIMONIALS

From FINE Naples Florida Magazine



Billie Dalesio-Faccinto
Agent - Downing-Frye Realty

I purchased the front cover of FINE MAGAZINE in an off-peak JUNE cover issue. I received a call that became a double-sided transaction on that cover property. Since then, my total sales volume from just that 1 client- 1 phone call is OVER \$17,000,000!!!!

FINE MAGAZINE puts you in the right places all of the time with one of the best and most targeted distribution models in the Naples area. With the quality and graphics detail, it gives the advertiser the best chance to promote the agent and the properties. It pleases sellers and gives the agent more appreciation for doing something really nice for them! FINE is a useful tool for visibility as I have heard from many that they saw my ad! Prospective sellers like to see that they will be included in FINE.

Converting this phone call and developing a long-term relationship happened, but FINE was my instrument to do this!

Brock Wilson

Agent - Premier Sotheby's Intl. Realty

Excellent quality magazine! Mike Cooper and Brian Ritz provide the best level of service in the business. Always available to tailor specific client needs and follow up with great results.



Lauren Taranto
Agent - Royal Shell Real Estate

Your magazine is one the most effective marketing pieces for me this season. I ran my first 6 full pages in January, then 7 full pages in February, and another 6 full pages in March. The response has been shocking with an increase of showings, offers fantastic results.

It's a high quality piece and buyers love it. I think it's the best opportunity for agents to promote their luxury property and get the biggest bang out of their investment. I do recommend to sign a contract and be constant with your promotion, always remember "less is more." High definition pictures, large, and less copy.

The design team is passionate about designing a unique ad and give you awesome service. Fine is excellent and the ultimate resource for magazine advertising.

Steve & Kelli Ulrich

Home Buyers from New York

We just purchased a home 14520 Marsala Way in Tiburon in large part because we saw the property, prominently displayed in your publication, listed by Margo Holloway. Your publication was incredibly effective from a consumer standpoint.

My wife and I were able to look at different Communities all within the Naples Area and gauge our interest based on price, square footage, and location. But an "unknown" benefit of your publication, from a consumer standpoint, was that it gave us the ability to look up a couple levels in Class.

We were initially thinking that \$800,000 or so was our target. This home was listed at \$1,400,000. The full page ad with multiple high quality photos did justice to this property, where when we saw it on Zillow, we just went right on by. Initially was not in our level of our search, but it piqued our interest and eventually will become our Home.

Thanks for a great read!



Ed Wollman
Attorney

Wollman, Gehrke and Associates, P.A. have been marketing our firm for over 13 years in FINE Magazine as the exclusive law firm providing Wills/Estates/Trust advisory.

FINE Magazine reaches not only so many, but reaches those that have a need for what we provide to protect wealth.

The combination of the highest quality print publication, a digital component and a distribution model that is beyond most, provides the best value for marketing in the greater Naples area.

The annual cost to be part of FINE Magazine is a fraction of what it provides.

We highly recommend FINE for any business that caters to affluent and well-advised readers.

Thank you FINE and Mike for all of your help going over and beyond the call!

GUIDELINES

Sample layouts for 1 to 9 properties per page.

Note: 9 properties per page is the maximum

1 PROPERTY
150 characters of text

2 PROPERTIES
80 characters of text

1 PROPERTY - 2 PAGE SPREAD
characters of text varies

4 PROPERTIES - 2 PAGE SPREAD
characters of text varies

2 PROPERTIES - 2 PAGE SPREAD
characters of text varies

3 PROPERTIES
50 characters of text per property

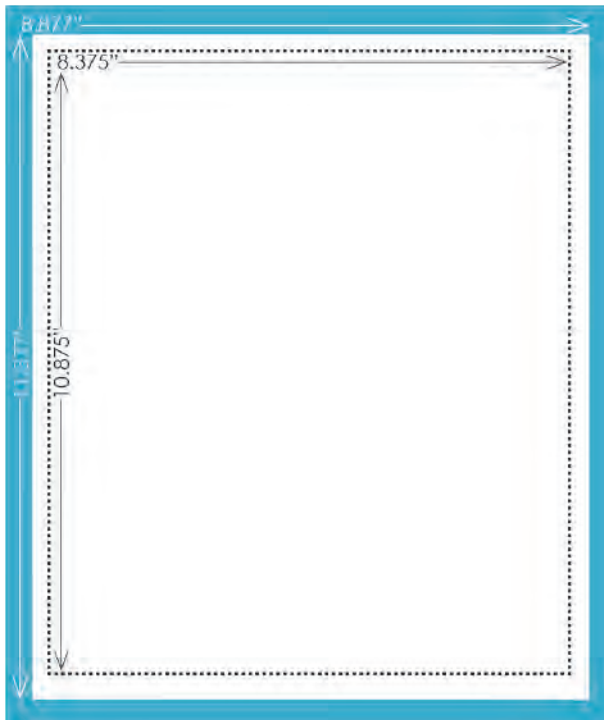
4 PROPERTIES
50 characters of text per property

5-6 PROPERTIES
30 characters of text per property

7-9 PROPERTIES
25 characters of text per property

Ads may layout differently but are subject to the review and approval from Fine Magazine and the advertiser.

AD SPECS/SIZES



Full Page

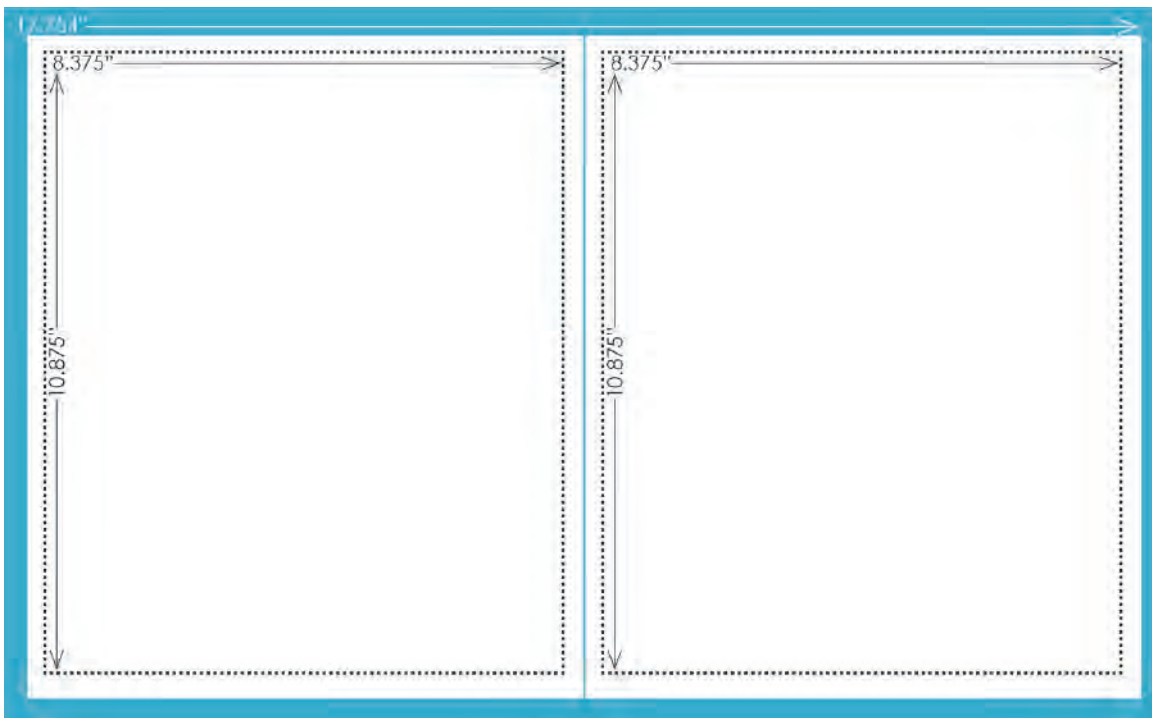
8.877 x 11.377"

(Full page AD
including bleed)

8.375 x 10.875"

(Document Trim Size)

Margin: .5" Bleed: .5"



TWO PAGE SPREAD

17 x 11.377"

(Full page AD
including bleed)

16.75 x 10.875"

(Document Trim
Size)

Margin: .5" Bleed:
.5"

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from Fine Magazine and the advertiser.



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