

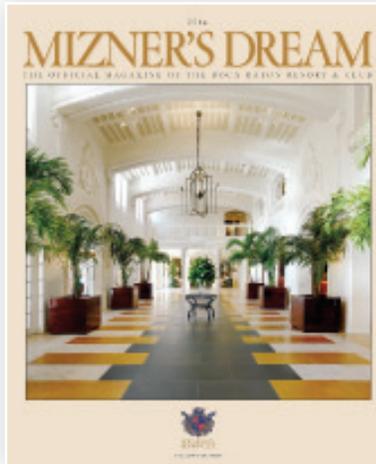
MIZNER'S DREAM 2015

THE OFFICIAL MAGAZINE OF THE BOCA RATON RESORT & CLUB

Be sure to book your space by
June 27, 2014 to lock in the lowest rate!

Page Size	Space Close: 6/27 Press-ready: 7/17	Space Close: 8/1 Press-ready: 8/22	Space Close: 10/24 Press-ready: 11/6
Back Cover	\$4,500	\$4,725	\$4,950
Inside Cover	\$3,850	\$4,050	\$4,245
Page 1	\$3,850	\$4,050	\$4,245
Opposite TOC/ Editorial	\$3,650	\$3,850	\$4,025
Full	\$2,995	\$3,145	\$3,295
2/3 Vertical	\$2,475	\$2,595	\$2,725
1/2 Horizontal	\$2,325	\$2,440	\$2,565
1/3 Square	\$1,925	\$2,020	\$2,120
1/6 Horizontal	\$1,395	\$1,465	\$1,535
Other premium positions	Space Rate + 15%	Space Rate + 15%	Space Rate + 15%

Note: All rates shown are net. Production charges are additional.
New advertisers must submit pre-payment with order.



Mizner's Dream is your opportunity to showcase your business to one of the world's wealthiest audiences in an award-winning upscale environment.

Every day new guests arrive at the prestigious Boca Raton Resort & Club from all over the U.S. and the world—guests who can afford and appreciate the best in shopping, dining, entertainment, real estate, jewelry, and personal

service. These are customers who can expand your business; *Mizner's Dream* is the ideal vehicle to reach these highly desirable consumers.

Mizner's Dream's elegant, oversized format, luxurious paper and stunning visuals reflect the magazine's readership: affluent, worldly people of great taste with a penchant for top quality experiences and products.

For more information on how to reserve your space, contact an account manager today at 561/997-8683 x300 or sales@bocamag.com.



BOCA RATON
RESORT & CLUB

A member of
The Leading Hotels of the World

Why it's a must-do for your luxury market:

- **An extremely affluent audience:** over 250,000 visitors—average age of 49, average household income of \$140,000 and net worth of \$668,000
- **New customers:** 84% of the guests are staying at the Resort for the first time
- **Extended shelf life:** the only way an advertiser can be in all the Resort's guestrooms for an entire year with one ad
- **Plus:** access to area residents who are members of one of the most exclusive private clubs in the U.S., the Resort's Premier Club

In addition to shopping, the Resort's guests also have high interest in:

Real Estate Investments (2.5 times U.S. average), Fine Arts/Antiques (1.3 times U.S. average), Fine Wines (2.5 times U.S. average), Gourmet Food (1.5 times U.S. average), Cultural Arts/Events (1.8 times U.S. average), Stocks/Bonds (1.7 times U.S. average)

Source: 2005 Guest Survey, Hospitality Marketing Associates

Distribution

BOCA RATON RESORT & CLUB
All guest rooms, suites, public place areas
and Premier Club members

DIRECT MAIL TO BOCA RATON RESORT & CLUB LIST

SINGLE FAMILY HOMES

Library Commons
Mizner Lake Estates
Royal Palm Yacht &
Country Club

CONDOMINIUMS

200 East Palmetto
Aragon / Boca Grand
Excelsior / Luxuria
Meridian
Mizner Grand
One Thousand Ocean
Palmetto Place
Presidential Place
The Addison
Toscana I, II and III
Townsend Place

JES
PUBLISHING

Publishers of:
Boca Raton magazine
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1000 Clint Moore Road, #103
Boca Raton, FL 33487
561/997-8683 • Fax 561/997-8909
bocamag.com