

CONNECTING YOU

TO TAMPA BAY'S MOST AFFLUENT AUDIENCE



duPont
REGISTRY
LUXURY LIVING IN TAMPA BAY™

dupontregistrytampabay.com



READERSHIP DISTRIBUTION

GUARANTEED READERSHIP



Most publications depend only upon newsstand distribution. **duPont REGISTRY Tampa Bay** magazine mails directly to the affluent readers that **YOU** want to target, including senior executives, business leaders and community influencers.

Our magazine's targeted distribution gives you complete market saturation including approximately **20,000** residents in the most highest valued homes in Pinellas and Hillsborough.

Up to 5,000 distributed to:

- Optimum public placement in bookstores, newsstands, spas, professional offices, medical facilities and country clubs.
- Dozens of Tampa Bay's most exclusive events, parties and VIP gatherings.
- Tourism hubs including private jet centers, TIA and PIE.
- Exclusive hotel lobbies, concierge levels, and guest rooms.

A REPUTATION BUILT ON RESPONSE

For more than 18 years, **duPont REGISTRY Tampa Bay** has set the standard as a premiere "shops and services" directory for the most exclusive, sophisticated residents of the Tampa Bay area browsing the publication for their next home, automobile, boat or luxury lifestyle purchase.

MORE FOR YOUR AD DOLLAR

In addition to guaranteed readership and optimum public placement, **duPont REGISTRY Tampa Bay** magazine has one of the top-ranking pass-along rates (4.6%) in the magazine industry.

- A single issue is read by multiple individuals, who often bring it along to share information on restaurants, travel and events with friends.
- Readers keep the magazine longer on their coffee table, thanks to the brilliant covers, coveted content and ultimate quality.

WE CONNECT YOU WITH CUSTOMERS

duPONTcast 



#dupregtampabay

In addition to the bi-monthly print publication, **duPont REGISTRY Tampa Bay** delivers readers the latest events, goods and services on the internet and social media as well as an expanded audience via the **duPONTcast**, a weekly 25-30-minute chat with leading members of the Tampa Bay community.

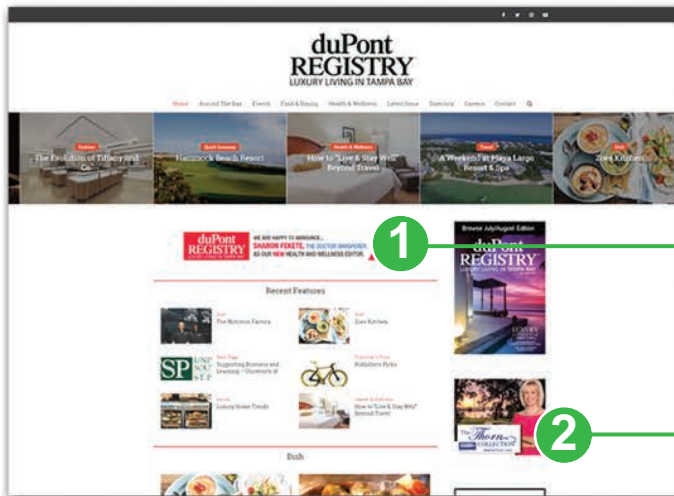
Our outstanding writers and editors deliver the latest in luxury lifestyle trends and objects of desire daily online as well as in the bi-monthly magazine.

Directories online and in the magazine help you locate spas, coffee houses, charity events and more.

It's Tampa Bay's only integrated marketing media for the luxury lifestyle audience.

DIGITAL RATES

Expand your digital footprint with **duPont REGISTRY Tampa Bay** daily to include social media, web coverage, digital contests, banners and ads for products and services.



1. MAIN BANNER (728 X 90 PIXELS)

\$595 for 2 Months

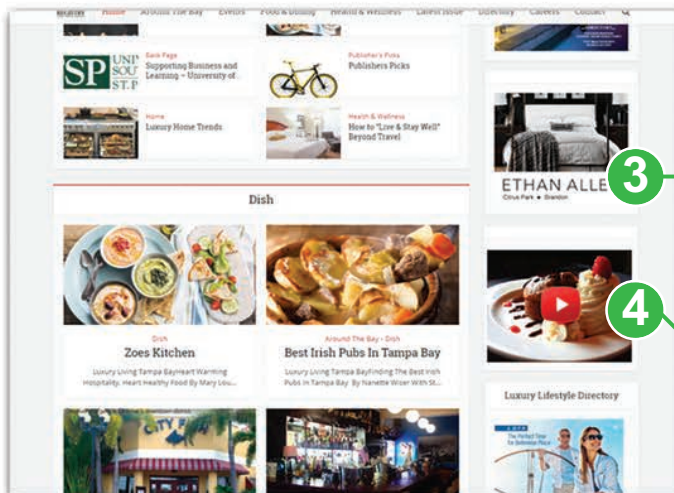
The banner is inserted just below the main headline and above the featured editorial. The banner is exclusive for 60 days and will be linked to your company website.

2. PREMIUM SIDEBAR (300 X 250 PIXELS)

\$395 for 2 Months (above the fold)

\$195 for 2 Months (below the fold)

The advertisement will be displayed on the **duPont REGISTRY Tampa Bay** website. The advertisement will link to your company website.



3. SIDEBAR ADVERTISEMENT (300 X 250 PIXELS)

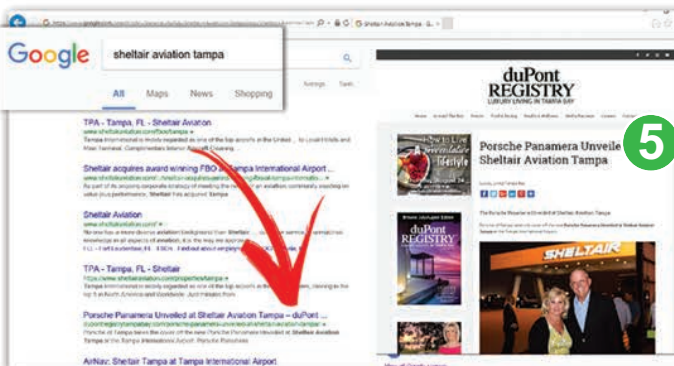
\$495 for 2 Months

Feature your business on the sidebar of our online editorials. Your advertisement will link to your company website.

4. VIDEO ADVERTISEMENT (300 X 250 PIXELS)

\$795 for 6 Months (Video provided by client)

\$1,995 for 6 Months (Video provided by **duPont REGISTRY Tampa Bay**) The video advertisement is placed on the side bar of our website.



5. EDITORIAL SUPER BANNER (970 X 250 PIXELS)

From \$295 to \$995 depending on category exclusivity. The Editorial Super Banners are optimized editorials that rank #1 on online search results. These #1 ranked editorials allow you to target consumers searching for specific products, services and events.



6. duPONTcast REGISTRY

\$2,500 per **duPONTcast REGISTRY**

Join Tom duPont and guest hosts in a 25-30-minute **duPONTcast**. The podcast will cover your company and/or a great idea or community service. It will be promoted on the web and in social media.

Contact your **duPont REGISTRY Tampa Bay** Sales Team Member for package pricing.

10/2/2018

2019 PRINT & ADVERTISING

ADVERTISING PRINT RATES

Ad Size	1X	3X	6X
2-Page Spread	\$6,795	\$5,895	\$4,595
Full Page	\$3,995	\$3,495	\$2,695
Half Page	\$2,595	\$2,295	\$1,995
Quarter Page	\$1,545	\$1,345	\$995
1/8 Page	\$995	\$795	\$595

COVER PRINT RATES

	1X	3X	6X
Back Cover	\$7,695	\$6,795	\$5,495
Inside Front Cover	\$6,595	\$5,495	\$4,395
Inside Back Cover	\$6,595	\$5,495	\$4,395

ISSUE / EDITORIAL

Editorial topics subject to change.

January/February: Winter	Real Estate
March/April: Spring	House & Garden
May/June: Summer	Health & Wellness
July/August: A to Z	Luxury Lifestyles A to Z
September/October: Fall	Home Design & Furnishings
November/December: Holiday	Holiday, Dining & Travel

ADVERTISING DATES

	Space Closing	Materials	Mailing
Jan/Feb	Dec 25	Dec 28	Jan 16
Mar/Apr	Feb 19	Feb 22	Mar 13
May/Jun	Apr 23	Apr 26	May 15
Jul/Aug	Jun 25	Jun 28	July 17
Sept/Oct	Aug 27	Aug 30	Sept 18
Nov/Dec	Oct 22	Oct 25	Nov 13

MATERIAL SPECIFICATIONS

- **Mac Computers** are used to produce our magazines.
- **Support Files:** Include all Illustrator EPSs, Photoshop EPSs and/or TIFFs along with their PSDs (working files unflattened). Include all fonts used in each application. Retain a backup of the original and send us a copy.
- **Digital Cameras:** Set resolution to a minimum of 2400 x 1600 pixels.
- **Emailed Photos:** Sent as JPEG format with 300 DPI at 100% of photo size. The larger the better.
- **PDF Files:** We accept PDF files only if they are properly prepared as PDF x1a files. If a PDF file has a problem, such as misspelling, a wrong image format, such as RGB or use of spot colors, we are unable to change or fix it.
- **Ink Density:** must be 280 or less.
- **FTP Uploads:** Upload hi-resolution files that are normally too big to email to our FTP site. Call for details.

AD SIZES

Full Page with Bleed	8.625" x 11.062" w/.125" bleed
Full Page no Bleed	7.625" x 10.062" Live Area
1/2 Horizontal	7.625" x 4.937"
1/2 Vertical	3.5" x 10.062"
1/4 Page	3.625" x 4.875"
1/8 Page	3.340" x 2.290"

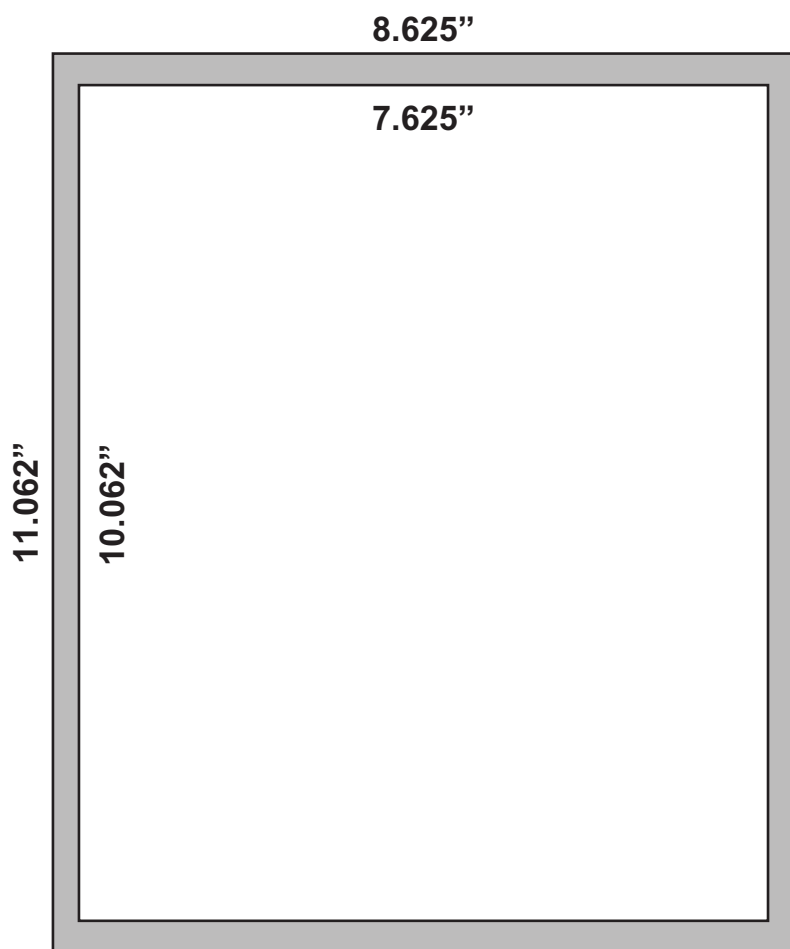
duPont
REGISTRY
LUXURY LIVING IN TAMPA BAY™

3051 Tech Drive | St. Petersburg, FL 33716 | 727-573-9339
duPontREGISTRYtampabay.com

Payment is due by closing date and may be made by check, check by fax, credit card, or online payment. Make checks payable to Registry Media, LLC or duPont Registry Tampa Bay. Cancellations or changes in copy are not accepted after closing date. Pro-rated if contract is cancelled before completion. No cancellations will be accepted after the space close date indicated above. All materials must be received no later than three days after space close date.

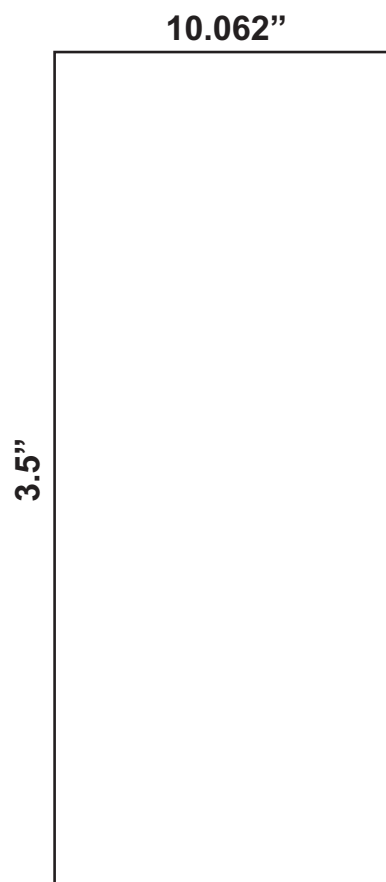
10/2/2018

AD SIZES

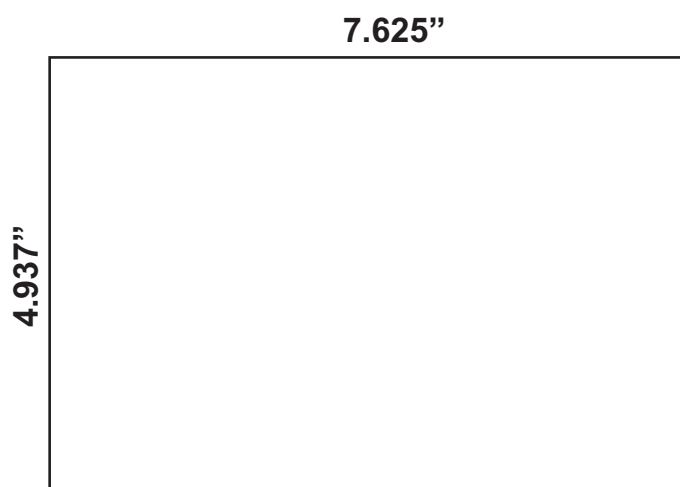


FULL PAGE AD

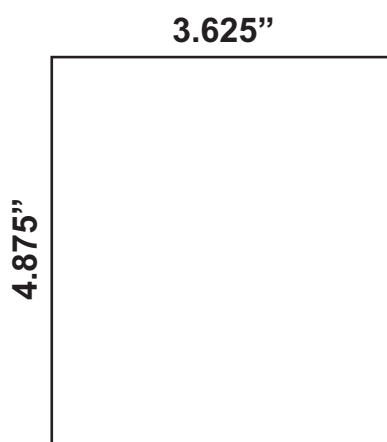
All copy needs to be in the live area of 10.062" x 7.625".
Full page ad includes .125" bleed



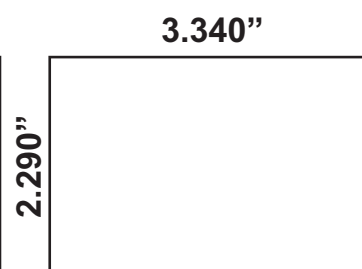
1/2 PAGE VERTICAL



1/2 PAGE HORIZONTAL



1/4 PAGE



1/8 PAGE