

Put your brand in *the story*

The Luxe Experience is South Florida's guide to living well: where to eat, go out, unwind, live, and play from Jupiter to Key Biscayne. We offer a small number of premium placements, so your brand never competes with clutter.

3 COUNTIES COVERED	10 BUSINESS CATEGORIES	Nightly EVENTS & UPDATES	9 AD PLACEMENTS
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WHO WE ARE

A city magazine for *South Florida*

We publish ranked guides, owner profiles, short films, a nightly-updated events calendar, sports, and nonpartisan local politics, alongside a reviewed directory of businesses across Miami-Dade, Broward, and Palm Beach counties.

Written for

- Residents who dine out, travel, and entertain often
- Home buyers, boat owners, and families planning big purchases
- Visitors and seasonal residents looking for the best of the region
- Business owners who follow local development and policy

We're newly launched. Ask us for current traffic and newsletter numbers; we share them with every advertiser, along with monthly performance reports.

PLACEMENTS & RATES

Nine ways to *be seen*

Rates are for all of South Florida. Every display ad is labeled "Sponsored."
Yearly bookings cost the same as 10 months.

DISPLAY



Presenting Partner

A "presented by" bar at the top of every page, plus a presenting line in every Weekend Edit newsletter.

SPECS

Logo (SVG or PNG, 600×120 min) · brand name · one link

\$2,500

per month · 1 partner at a time

B

Front Page Billboard

The large rotating feature beside the cover story, the first thing readers see.

SPECS

Image 1600×1000 JPG/PNG · headline ≤ 60 characters · subline ≤ 110 · button ≤ 24 · link

\$1,500
per month · shares rotation with up to 2 others

C

Directory Sidebar

A tall panel beside every directory result and guide page on desktop.

SPECS

Image 600×1200 · headline ≤ 50 characters · button ≤ 24 · link

\$900
per month

D

Sponsored Card

An ad card placed among directory listings, styled like the listings around it.

SPECS

Image 1200×1000 · headline ≤ 50 characters · subline ≤ 80 · button ≤ 24 · link

\$450
per month

E

Leaderboard

A full-width banner across the home page between the films and the events calendar.

SPECS

Image 2400×440 (keep text in the left half) · headline ≤ 60 characters · subline ≤ 120 · link

\$750
per month

F

Category Sponsor

“[Category] is presented by [your brand]” at the top of one category or section, such as Dining, Real Estate, or Sports.

SPECS

Brand name · one link · optional logo 400×80

\$500
per month · one sponsor per category

G

Newsletter Sponsor

The presenting line and a short feature in the Weekend Edit, sent every Friday.

SPECS

Logo 600×200 · up to 50 words · one link

\$600
per month (4 sends)

BRANDED CONTENT

H

Presented Guide

Your name on one of our ranked guides, such as “The best waterfront restaurants” or “Neighborhoods to know before you buy.” Our editors choose the places and write the guide; your brand presents it.

SPECS

Logo · 1–2 sentence brand line · link · run of 3 months on the site, plus newsletter and social mentions

\$1,200

per guide

I

Branded Film

A 60–90 second film about your business, produced by our team and published on the site, Instagram, and TikTok. Labeled “Presented by.”

SPECS

We handle filming and editing. You get the final file to use on your own channels.

\$2,000

per film

POLITICAL

J

Political Advertising

Display ads on Politics & Community pages and in the newsletter. Same rates and terms for every candidate, party, committee, and issue group.

SPECS

Same specs as B, C, or D · must include “Paid political advertisement” and who paid for it, as Florida law requires

\$1,000

per month

TARGETING

Pay only for the audience *you want*

Display placements B, C, D, E, and G can run in one county, one section, or

both. Narrower targeting costs less.

TARGETING	EXAMPLE	PRICE VS. SITEWIDE	BILLBOARD EXAMPLE
All of South Florida	Every page, every county	100%	\$1,500/mo
One county	Palm Beach County only	45%	\$675/mo
One section	Sports only	30–50%	\$750/mo
County + section	Dining in Broward	From about 14%	From \$205/mo
Peak season	December through April	+30%	\$1,950/mo
Event week	Art Basel, boat show week	+50%	\$2,250/mo

Section rates: Sports 50%, Politics & Community 40%, Guides and Video 40%, Dining and Real Estate 35%, other sections 30% of the sitewide rate. Minimum \$150/month. Use the [placement builder](#) for an exact quote.

DIRECTORY MEMBERSHIP

Or simply be *listed*

Every business in our directory is reviewed before listing. Membership never

buys a spot in a ranked guide.

<div>Essential</div> <div><div>\$49</div><div>/ month</div></div> <div><ul style="list-style-type: none">Reviewed listing with photoHours, website, and cityAppears in search and its category</div>	<div>Signature</div> <div><div>\$129</div><div>/ month</div></div> <div><ul style="list-style-type: none">Everything in EssentialSignature badge and higher placementPhoto gallery and booking linkEligible for our guidesMonthly visitor report</div>	<div>Prestige</div> <div><div>\$299</div><div>/ month</div></div> <div><ul style="list-style-type: none">Everything in SignatureTop placement in your categoryA profile story written about youOne short film each yearTwo weeks of Sponsored Card each quarter</div>
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HOW TO BOOK

Live in *a week*

01

Request

Pick a placement on our site or contact us. Tell us your dates, county, and section.

02

Confirm

We confirm availability and send a secure payment link for monthly or yearly billing.

03

Send creative

Send your images, copy, and link at least 5 business days before your start date. Need help? We can design it.

04

Go live

Your placement runs on schedule, and you receive a monthly report on impressions and clicks.

Our standards

- Every paid placement is clearly labeled: "Sponsored," "Presented by," or "Paid political advertisement."
- Our editors choose and write every guide and story. Advertisers don't review or approve editorial content.
- Politics coverage is nonpartisan. Political ads run at equal rates for everyone and never appear inside our coverage.
- We may decline ads that are misleading, unlawful, or inconsistent with our standards.

Fine print

- Monthly placements renew automatically until canceled. Cancel anytime before your next billing date.
- Yearly bookings are billed upfront at the price of 10 months.
- Creative is due 5 business days before start. Changes during a run: one free swap per month.
- Placements are limited and booked first come, first served.

LET'S TALK

Ready to be *seen*?

Founding advertiser rates are available for early partners. Ask us.