



CAPTURING THE ESSENCE OF THE AMERICAN RIVIERA

OCEAN DRIVE magazine is the quintessential fashion and lifestyle magazine for South Florida, delivering the latest trends in fashion, beauty, art, travel, real estate, and entertainment. With its infectious glimpse into high and hip society, this glossy, oversize coffee-table book has become a staple in the homes of discerning, high-end audiences. Featuring sizzling content that is always ahead of the curve, *OCEAN DRIVE* magazine delivers firsthand knowledge of new trends and captures the essence of the American Riviera.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 JANUARY	November 22, 2011	December 5, 2011	January 3, 2012
2 FEBRUARY	December 21, 2012	January 4, 2012	February 1, 2012
3 MARCH (SPRING FASHION)	January 17, 2012	January 31, 2012	March 1, 2012
4 APRIL	February 21, 2012	March 6, 2012	April 2, 2012
5 MAY/JUNE	March 20, 2012	April 3, 2012	May 1, 2012
6 JULY/AUGUST	May 25, 2012	June 1, 2012	July 2, 2012
7 SEPTEMBER (FALL FASHION)	July 10, 2012	July 24, 2012	August 20, 2012
8 OCTOBER (MENS)	August 14, 2012	August 28, 2012	October 1, 2012
9 NOVEMBER	September 18, 2012	October 2, 2012	November 1, 2012
10 DECEMBER	October 16, 2012	October 30, 2012	December 3, 2012

RATES

PRINTED AND DISTRIBUTED: 50,000

AD SIZE	1X	3X	6X	10X
FULL	\$17,500	\$15,750	\$14,175	\$11,475
SPREAD	\$33,250	\$29,925	\$26,900	\$21,825
HALF PAGE	\$10,500	\$9,450	\$8,505	\$6,885
QUARTER PAGE	\$7,000	\$6,300	\$5,670	\$4,600
COVER 2/PAGE 1	\$40,250			
COVER 3	\$21,000			
COVER 4	\$23,900			

- All rates are net
- Premium positions +15%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

WHERE YOU CAN FIND US...

8 oz. Burger Bar	Edward Beiner	Louis Vuitton
1500 Degrees	Elemis Spa	Luminaire
A/X Armani	Emeril's Miami Beach	Macys
abitare italia	Emilio Pucci	Mandolin
Adidas Originals	Equinox	Michael Kors
AG Jeans	Fendi	Morgans Restaurant
American Apparel	Fendi Casa	Neimen Marcus
Apogee	Ferragamo	Nicole Miller
Artefacto	Ferrari Maserati of Fort Lauderdale	Philippe
Asia de Cuba	Fisher Island	Prestige Imports
Audemars Piguet	Fontainebleau Miami Beach	Prime 112
Barney's Co-Op	Fratelli Lyon	Prime Italian
Bentley Ft. Lauderdale	Fratelli Milano	Quattro
Bliss Spa	Gary Nader Fine Art	Ralph Lauren
Books & Books Miami Beach	Giorgio Armani	Romero Britto Studio
Boss Hugo Boss	Graff	Saks Fifth Avenue
Bottega Veneta	Gucci	Scoop
Braman Motors	Hamptons Luxury Liner	South Beach Investment Realty
Canali	Harry Winston	Sports Club LA
Canyon Ranch Spa	Hermes	St. John
Cafe' Lavazza	Icon	Starbucks
Cartier	Icon at Viceroy	STK
Celine	Il Gabbiano	Sugarcane
Chanel	Il Mulino	Ted Baker
Chloe	Intermix	The Collection
Christian Dior	International Yacht Collection	The Spa at David Barton Gym
Christian Louboutin	J.W. Cooper	The Webster
Coastal Cars Worldwide	Jose Roca Fine Jewelry	Thomas Pink
Continuum	Kenneth Cole	Tiffany & Co.
Custo Barcelona	King Jewelers	Tommy Hilfiger
D & G	La Martina	Trump Palace
Da Campo Osteria	Lanvin	Valentino
Debeers	La Piaggia	W Hotels
Deep Impact Boats	Lacoste	Williams Island
Domenico Vacca	Levinsons Jewelers	Y-3
Donald Pliner	Ligne Roset	Yves Saint Laurent