

INTRODUCING

AQUA

SOUTH FLORIDA





AQUA is the new lifestyle magazine that exalts the uniqueness of South Florida—from tropical luxuries to real estate, design, and cosmopolitan culture.

Debuting in Fall 2024 with a September/October issue followed by a November/December issue, AQUA South Florida will be published monthly as of January 2025.

We invite you to be a Founding Partner of this important new vehicle for reaching super-affluent residents and visitors.



Brought to you by local creators and Wainscot Media, a leader in custom luxury magazines and hyperlocal publishing.

See more
of our
work here:



RESIDENTIAL READER HIGHLIGHTS

AQUA SOUTH FLORIDA IS MAILED TO INDIVIDUAL HOMES AND LUXURY CONDOS WITH A HOUSEHOLD INCOME OF \$1 MILLION AND UP.

DISTRIBUTION INCLUDES THE FOLLOWING AREAS:

- ▶ Miami Beach & Islands
- ▶ Design District
- ▶ Wynwood
- ▶ Bal Harbour
- ▶ Bay Harbor Islands
- ▶ Brickell
- ▶ Key Biscayne
- ▶ Downtown
- ▶ Coral Gables
- ▶ Coconut Grove
- ▶ Sunny Isles Beach
- ▶ Aventura



VISITOR-ORIENTED DISTRIBUTION

AQUA SOUTH FLORIDA IS DISTRIBUTED AT:

- ▶ Luxury hotels
- ▶ Private aviation facilities, including FB Aviation, Concours Club and other FBOs
- ▶ Luxury vehicle showrooms
- ▶ International River Cruises (select issues)
- ▶ Branded residential towers' sales offices
- ▶ Private marinas (Sunset Harbor, IGY, and FB)
- ▶ Art galleries
- ▶ VIP lounges
 - Kaseya Center (Miami Heat)
 - Hard Rock Stadium (Miami Dolphins)
 - MB Polo at Setai Hotel
 - F1 Racing
 - FIFA 2025



VISITOR VOLUME AND SPENDING

TOURISM IS SOUTH FLORIDA'S NUMBER ONE INDUSTRY, AND 2023 SET RECORDS IN VISIT AND SPENDING LEVELS. AQUA SOUTH FLORIDA MAGAZINE IS A GREAT WAY TO REACH THE AFFLUENT VISITOR MARKET VIA DISTRIBUTION IN HOTELS, AT TOURIST-HEAVY EVENTS, AND ONLINE.



▶ **27.2 Million**
Annual Visitors

▶ **\$21.1 Billion**
Direct Visitor Spending

▶ **77%**
U.S. Residents

▶ **6.2 Million**
Non-U.S. Residents

2023 DATA, GREATER MIMI CONVENTION AND VISITORS BUREAU

VAST REACH ON SOCIAL MEDIA

AMPLIFIED DIGITAL REACH VIA SOCIAL MEDIA IS A KEY BENEFIT FOR FOUNDING PARTNERS OF AQUA SOUTH FLORIDA. REGULAR CONTRIBUTORS HAVE SIGNED ON TO DISTRIBUTE THE MAGAZINE TO THEIR SOCIAL MEDIA FOLLOWERS.

THEY INCLUDE THESE THREE AQUA CONTRIBUTORS/INFLUENCERS, WHOSE FOLLOWERS TOTAL ALMOST **1 MILLION**:

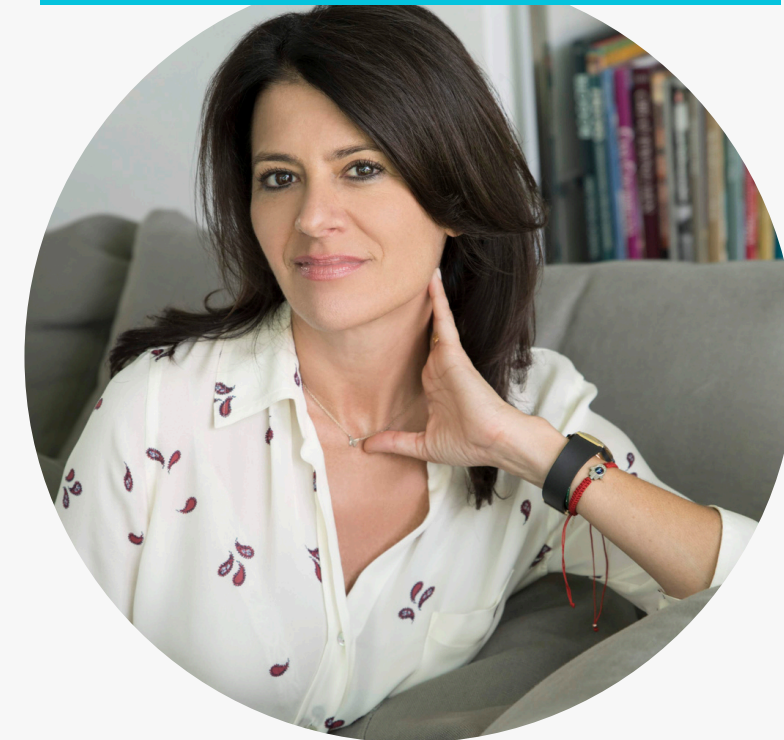
SCOTT EDDY, TRAVEL



MALAN BRETON, FASHION



ROCHELLE WEINSTEIN, BOOKS



PEOPLE LOVE MAGAZINES

91%

of U.S. adults say they read magazines in the last six months.

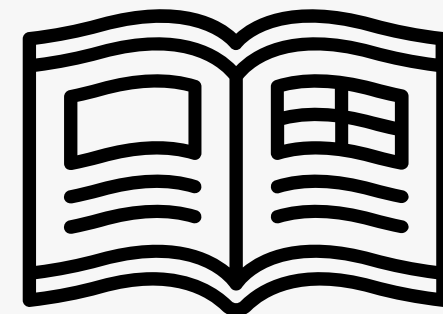
This includes **95% of adults under 35** and **95% of those under 25.**

(MRI-Simmons, Fall 2019)

Advertisers were asked which medium offers the highest return on advertising spend (ROAS). Their answer: **Magazines.**

The magazine return on advertising spend of \$6.51 per dollar spent was double that of television (\$3.23) and more than double that of digital advertising (\$2.43).

(NCSolutions, 2005-Q1 2019)



People prefer print on paper for reading.

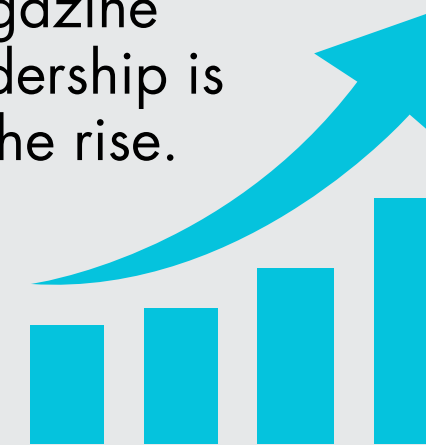
73%

of adults say that reading a print magazine or book is more enjoyable than reading on an electronic device.

(Two Sides North America and Toluna, n=2,000. Fall 2017)

Magazines reach premium audiences in high-income households at a better rate than newspapers, internet, radio or TV. (MRI-Simmons, Fall 2019)

Magazine readership is on the rise.



228.7 million U.S. adults age 18+ are magazine readers, an increase of 18 million from 2012.

(MRI-Simmons, 2012-2019)

- + Print readers remember more.
- + Print stimulates emotions and desires.
- + Print is preferred by the majority of U.S. adults, including Millennials.
- + Print readers experience more focused attention and less distraction, which drives sensory involvement contributing to greater reader impact, comprehension and recall.

(MPA, Scott MacDonald Ph.D. Nomas Research)

HIGHLY ENGAGING CONTENT

AQUA SOUTH FLORIDA MAGAZINE COVERS:

- ▶ Local personalities and organizations
- ▶ Home design and historic renovations
- ▶ Artists and art galleries
- ▶ Real estate insights
- ▶ Restaurants, chefs and restaurateurs
- ▶ Theater
- ▶ Music
- ▶ Personal finance
- ▶ Health and wellness
- ▶ Recommended reads



MORE THAN ADVERTISING....

AS A FOUNDING PARTNER OF AQUA SOUTH FLORIDA, YOU'LL RECEIVE THESE BENEFITS:

- ▶ A consistent, frequent branding campaign
- ▶ Editorial coverage
- ▶ Social media coverage
- ▶ Co-host status at AQUA networking events
- ▶ Further exposure in monthly online editions
- ▶ Additional digital add-ons



EDITORIAL CALENDAR

— 2024 —

ISSUE

SEPTEMBER/OCTOBER 2024
FASHION

DEADLINES

AD CLOSE: 9/19/2024
MATERIALS: 9/23/2024

NOVEMBER/DECEMBER 2024
ART + BOOKS + SEASON OF GIVING

AD CLOSE: 10/15/2024
MATERIALS: 10/21/2024

— 2025 —

ISSUE

JANUARY 2025
TRAVEL + FLORIDA STAYCATIONS

DEADLINES

AD CLOSE: 12/13/2024
MATERIALS: 12/20/2024

FEBRUARY 2025
FOOD + WINE

AD CLOSE: 1/7/2025
MATERIALS: 1/10/2025

EDITORIAL CALENDAR

— 2025 —

ISSUE

MARCH 2025
MUSIC

APRIL 2025
SUSTAINABILITY + FILM

MAY 2025
BEAUTY + FITNESS + MIAMI GRAND PRIX

JUNE 2025
PEOPLE OF SOUTH FLORIDA

JULY/AUGUST 2025
HEALTH

DEADLINES

AD CLOSE: 2/5/2025
MATERIALS: 2/10/2025

AD CLOSE: 3/5/2025
MATERIALS: 3/10/2025

AD CLOSE: 4/4/2025
MATERIALS: 4/9/2025

AD CLOSE: 5/5/2025
MATERIALS: 5/9/2025

AD CLOSE: 6/6/2025
MATERIALS: 6/11/2025

EDITORIAL CALENDAR

— 2025 —

ISSUE

SEPTEMBER 2025

FASHION

OCTOBER 2025

SPORTS IN MIAMI

NOVEMBER 2025

BEST OF SOUTH FLORIDA + BOOKS

DECEMBER 2025

ART + SEASON OF GIVING

DEADLINES

AD CLOSE: 8/6/2025

MATERIALS: 8/11/2025

AD CLOSE: 9/5/2025

MATERIALS: 9/10/2025

AD CLOSE: 10/6/2025

MATERIALS: 10/9/2025

AD CLOSE: 11/5/2025

MATERIALS: 11/10/2025

CONTACT US

For questions about advertising or being featured in one of our magazines, please contact:

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