

LIVE it *up* DORAL

MEDIA
KIT 2020

LIFESTYLE MAGAZINE
COMMUNITY ORIENTED

ABOUT US



Live it up Doral is a printed and digital magazine that invites readers to enjoy the city of Doral. Its editorial line combines life style with community issues.

COLLABORATORS

Alejandra Comini
Fashionis

Johanna Tarazona
Journalist and Blogger

Lorena Farias
"No es dieta" Health and Nutrition

Shantal Edumar
Mixology

Vicente Passariello
Life coaching

Susie Castillo
Schools of Doral

Juan Carlos Bermudez
Mayor of City of Doral

Claudia Ahrens-Hernandez
Community

Doral Police
Department

EDITORIAL CONTENT

Live it up Doral offers important information about the city, recreational activities that have an impact on the community's lifestyle, as well as event coverage.

The sections are written by influencers and specialists certified in mixology, gastronomy, nutrition and health, life coaching, family and sexuality, among others. It also has the exclusive collaboration of the current mayor of Doral, Juan Carlos Bermúdez and the Doral Police Department.

In addition, Live it up Doral highlights the work of people, companies and entrepreneurs who make significant contributions to Doraliens. The content is bilingual: English and Spanish. Its reading is fresh and entertaining.



CITY OF DORAL AT-A-GLANCE

FACTS

01

Best City in Florida for Business Start-ups by BusinessWeek.

02

Named #2 of America's Top 25 towns to live well for its cultural amenities, pro-business environments, and highly educated workforce by Forbes.com.

03

Awarded Playful City USA 2010-2017.

04

Awarded Tree City USA 2008-2018.

05

96.4% of residents would recommend Doral as a place to live and work.

06

95.6% rated the quality of life as good/excellent.

07

World-class parks and cultural activities.

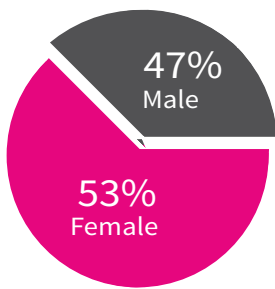


DEMOGRAPHICS

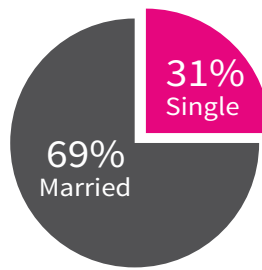
READERS PROFILE

Our readers are mainly the inhabitants of the city of Doral as well as the people who daily come to work at it. They belong to the socioeconomic strata ABC + in ages between 25 and 65 or more years. Some of them speak only English or only Spanish and others both languages. They seek to entertain themselves in a healthy way and keep up to date with the activities and novelties of the city.

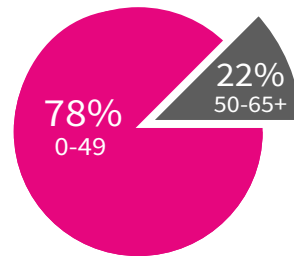
Younger readers are more comfortable reading digital magazines and following them by social networks, while others are more traditional and prefer to read directly from printed paper.



Gender



Marital Status



Age / Youth



Population

Estimates: 67,224



Education

High school graduate or higher, percent of persons age 25 years+, 2012-2016 - 95.3%



Persons Per Household

2012 - 2016: 3.38



Higher Education

Bachelor's degree or higher, percent of persons age 25 years+, 2012-2016 - 53.8%



Households

2012 - 2016: 15,799



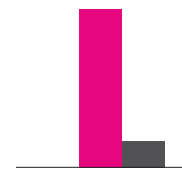
Median Home Price

\$320,000



Median Family Income

\$83,124



Hispanic or Latino - 82%
Not Hispanic - 18%

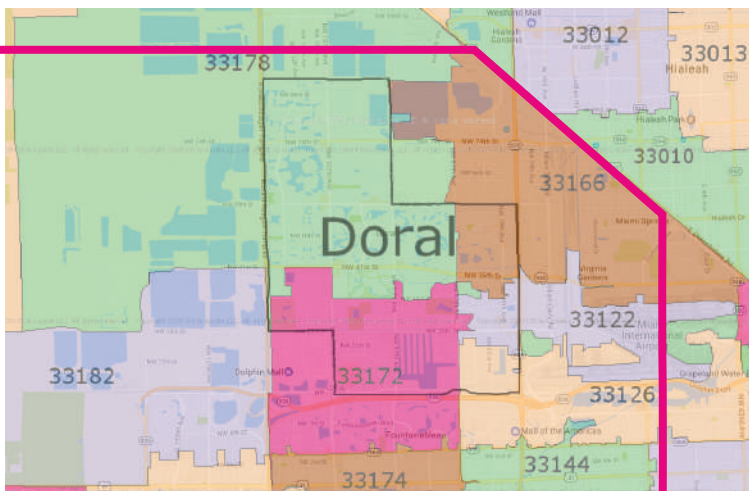


Source: US Census Bureau (July 2016). Data is derived from: Population Estimates, American Community Survey, Census of Population and Housing, Current Population Survey, Small Area Health Insurance Estimates, Small Area Income and Poverty Estimates, State and County Housing Unit Estimates, County Business Patterns, Non-employer Statistics, Economic Census, Survey of Business Owners, Building Permits. United States Postal Service.

DISTRIBUTION

PRINTED

- **15,000 copies** of Live it Up Doral are printed 12 times per year and distributed for free as shown:
- **80% - Direct Mail Delivery to 12,000** homes in Zip codes 33178, 33172 and 33166
- **20% - 3,000** controlled distribution to local businesses (Hotels, restaurants, community country clubs, reception rooms, spas and salons, automotive dealerships, art galleries, city hall, sponsored events, among others) in Doral, Medley, Sweetwater, Virginia Gardens, Miami Springs & Fontainebleau area.



DIGITAL

Through our digital platform LiveItUpMagazine.com readers have access not only to the print edition but also can enjoy additional material from our collaborators and journalists: videos and more extensive articles.

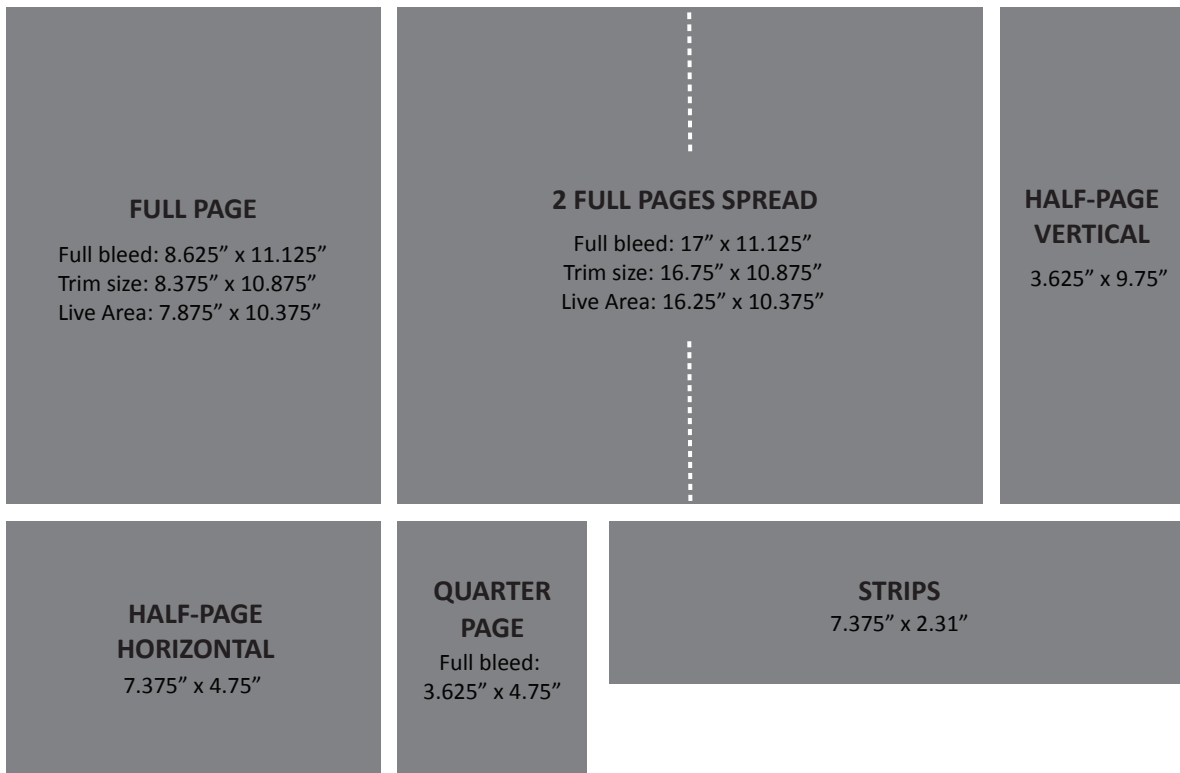
Similarly, news, events and relevant information that has an impact on Doral's lifestyle are frequently published in the digital edition.

We are on Facebook, Twitter, Instagram and YouTube as @LiveItUpDoral.



PRINT SPECS

AD SIZE OPTIONS



All files must be in PDF, JPEG, TIFF or EPS formats. Minimum resolution of 300 DPI. CMYK images, flattened layers and no crop marks in the bleed area.

AD RATES

	12X	6X	3X
Back Cover	\$3,500	\$3,600	\$3,700
Page 2 + 3 Spread	\$2,600	\$2,800	\$3,000
Inside Front Cover	\$3,000	\$3,200	\$3,300
Inside Back Cover Two-Page Spread	\$2,600	\$2,700	\$2,900
Full Spread	\$2,250	\$2,350	\$2,450
Center Truck	\$2,700	\$2,800	\$2,900
Page 3	\$1,700	\$1,800	\$1,900
Inside Back Cover	\$1,900	\$2,000	\$2,100
Opposite T.O.C. or Editor's Letter	\$1,600	\$1,700	\$1,800
Full Page	\$1,200	\$1,300	\$1,400
Half-Page Vertical or Horizontal	\$700	\$750	\$800
Quarter-Page	\$275	\$300	\$350
Strips	\$250	\$275	\$300

*All rates are net.

CALENDAR 2020

	DEADLINE	AVAILABLE
JANUARY 2020	December 16	➤ January 6
FEBRUARY 2020	January 17	➤ February 3
MARCH 2020	February 17	➤ March 6
APRIL 2020	March 16	➤ April 3
MAY 2020	April 15	➤ May 4
JUNE 2020	May 15	➤ June 5
JULY 2020	June 15	➤ July 3
AUGUST 2019 2020	Julio 15	➤ August 3
SEPTEMBER 2020	August 17	➤ September 4
OCTOBER 2020	September 15	➤ October 5
NOVEMBER 2020	October 15	➤ November 5
DECEMBE 2020	November 14	➤ December 4

CONTACT US

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