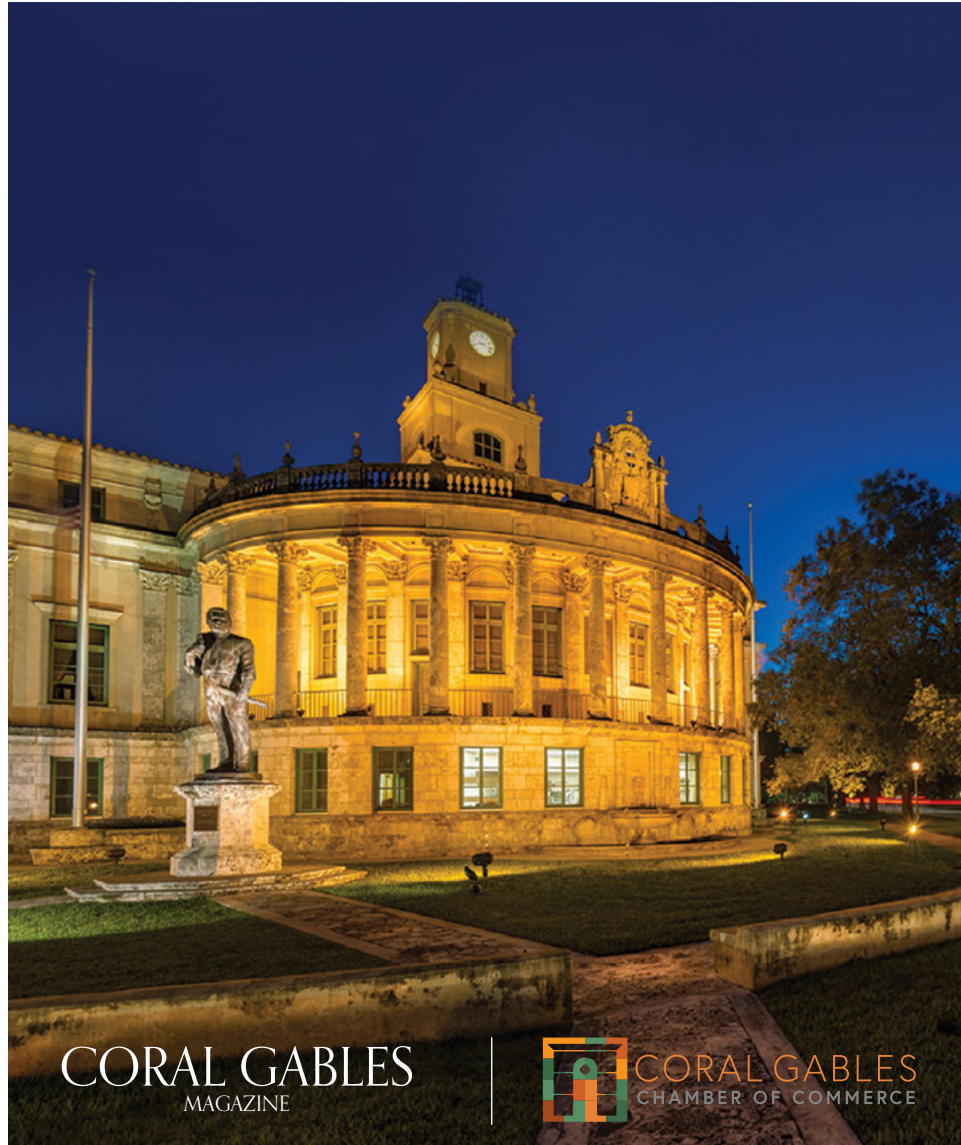


# *The* CITY BEAUTIFUL

The Complete Guide to Doing Business in Coral Gables



CORAL GABLES  
MAGAZINE



CORAL GABLES  
CHAMBER OF COMMERCE

## 2020 MEDIA KIT

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The Official Magazine of  
The Coral Gables Chamber of Commerce  
brought to you by  
Coral Gables Magazine  
and  
The City of Coral Gables  
Department of Economic Development



**As the official annual directory  
of the Coral Gables Chamber of Commerce,  
The City Beautiful is a complete guide  
to doing business in Coral Gables.**

**Featuring a new, elevated design and layout, the publication  
is a one-stop comprehensive showcase of the commercial  
resources, corporate landscape, financial institutions, and  
government services that shape Coral Gables, along with its  
educational, entrepreneurial, healthcare, real estate and  
international assets.**



# By the Numbers

## Key Statistics

**\$170,000**  
Average household income

**22,000**  
Homes receiving delivery  
of magazine

**60,000**  
Monthly print readers of  
Coral Gables Magazine



**1,600**  
Coral Gables Chamber of  
Commerce members



**10,000**  
Additional copies of the publication  
for distribution to businesses



**200,000**  
Hotel guests annually in properties  
displaying magazine

# Captivating Style

## Editorial and Design

Fresh off a new redesign, the 2020 edition of *The City Beautiful* magazine will feature award-winning editorial content designed to captivate readers with comprehensive information about the businesses and business resources of Coral Gables.



# Marketing Amplification

## Digital Distribution



The flip-book style digital edition will be available online at [CoralGablesChamber.com](http://CoralGablesChamber.com) and [coralgablesmagazine.com](http://coralgablesmagazine.com), plus the popular magazine resource [Issuu.com](http://Issuu.com).

The digital edition is a valuable resource that features embedded links to advertiser websites, video upgrade options and much more. It is promoted through email blasts, on social media and through various online tactics.

**Eblasts:** Bi-monthly eblasts covering a variety of topics from the magazine are sent out to Chamber members, supporters and potential visitors. These eblasts promote supporting advertisers by providing an additional avenue of exposure.



# Marketing Amplification

## Press Release Announcements



CORAL GABLES  
MAGAZINE

FOR IMMEDIATE RELEASE

PRESS RELEASE: August 3, 2020

CONTACT:  
Morgan Mongelia, Coral Gables Chamber of Commerce  
305-446-1657; [MMongelia@coralgableschamber.org](mailto:MMongelia@coralgableschamber.org)

**THE CORAL GABLES CHAMBER & CORAL GABLES MAGAZINE ANNOUNCE A "COMING TOGETHER" TO PRODUCE THE 2020/2021 EDITION OF THE CITY BEAUTIFUL, THE CHAMBER'S MEMBERSHIP DIRECTORY AND ANNUAL GUIDE TO DOING BUSINESS IN CORAL GABLES**

Coral Gables, FL - Our Chamber is excited to announce that the 2020/2021 edition of *The City Beautiful* will now be a collaboration between *Coral Gables Magazine*, our Coral Gables Chamber and the Economic Development Department of the City of Coral Gables.

"We are delighted to offer our Chamber members, business leaders, Coral Gables residents and visitors insight into all of the commercial and community resources available throughout the City with this next edition of *The City Beautiful*," says Mark A. Trowbridge, President & CEO of the Coral Gables Chamber of Commerce. "Via our partnership with our city magazine and the City of Coral Gables, the upgraded annual guide will also include comprehensive information on doing business in the Gables. "There is no more complete resource on the amazing amenities, events and businesses in the City than our Chamber's annual magazine, and we are thrilled with the partnership that will make it happen," says Trowbridge.

Re-designed with engaging copy, gorgeous photography and an enticing layout, the publication is a one-stop resource that showcases the businesses, banking and financial resources, commercial and residential real estate, international trade, health care facilities, educational institutions and governmental processes that shape our City Beautiful, coupling the enduring charm of this historic community with valuable information and resources to do- ing business in Coral Gables.

"This is a great opportunity for the public and private sectors to join forces and showcase the dynamic business environment that is Coral Gables," says Coral Gables Magazine Publisher Richard Roffman. "Besides joining forces with the Chamber, we are delighted to be working closely with the city's Economic Development Department to produce what promises to be a profoundly useful document for anyone interested in doing business here."

To learn more about how your company can benefit from *The City Beautiful*, contact Morgan Mongelia at 305-446-1657 or [mmongelia@coralgableschamber.org](mailto:mmongelia@coralgableschamber.org)

**About the Coral Gables Chamber of Commerce**  
The Coral Gables Chamber of Commerce represents more than 1,600 members and is ranked as the #1 business building association in South Florida's tri-county area according to the South Florida Business Journal. For nearly 95 years, our mission has been to advance business success and member engagement in Coral Gables and beyond through our commitment to inclusiveness, relevance and integrity. For more information on our Chamber, please visit [coralgableschamber.org](http://coralgableschamber.org), find us on Facebook at [facebook.com/coralgableschamber](https://facebook.com/coralgableschamber) or follow us on Twitter or Instagram @GablesChamber.

**About Coral Gables Magazine**  
Coral Gables Magazine is published monthly by City Regional Media. Now in its third year, this award-winning publication covers the business, politics, culture, entertainment, dining, shopping and leading personalities of the city. Coral Gables Magazine is distributed to all households and businesses in the city and recognized as the voice of the community. For more information visit [CoralGablesMagazine.com](http://CoralGablesMagazine.com), find us on Facebook at [facebook.com/coralgables](https://facebook.com/coralgables) magazine, follow us on Instagram @CoralGablesMagazine, or call 305.995.0995

Press releases announcing the new edition will be sent out to leading public relations agencies, media outlets and to Coral Gables Chamber of Commerce members.

THE CITY OF CORAL GABLES

OFFICE OF THE MAYOR



CITY HALL 406 WILLOW WAY  
CORAL GABLES, FLORIDA 33134

Dear Coral Gables,

As you know, business development is key to the success of our city. Almost three quarters of all city taxes are paid by the business community, which views Coral Gables as one of the best environments to locate a company or professional office anywhere in Miami-Dade, let alone Florida.

Coral Gables magazine, which has done an outstanding job in supporting the community and all that it stands for, will this year be producing *A Complete Guide to Doing Business in Coral Gables*. Working closely with the Economic Development Department, the magazine will be producing this annual report to provide a road map for new businesses that wish to establish themselves here.

Some of the topics covered include banking & financial services, commercial & residential real estate, the permitting process, shared workspaces, foreign trade offices & multinationals, business education, the local corporate landscape, resources for entrepreneurs, and much more. Copies of this comprehensive and informative document will be used by the city to promote business development.

I encourage you to support this effort to create a world-class document for all those corporations and individuals who wish to locate here, do business here, and/or take advantage of the professional services available here.

Best regards,

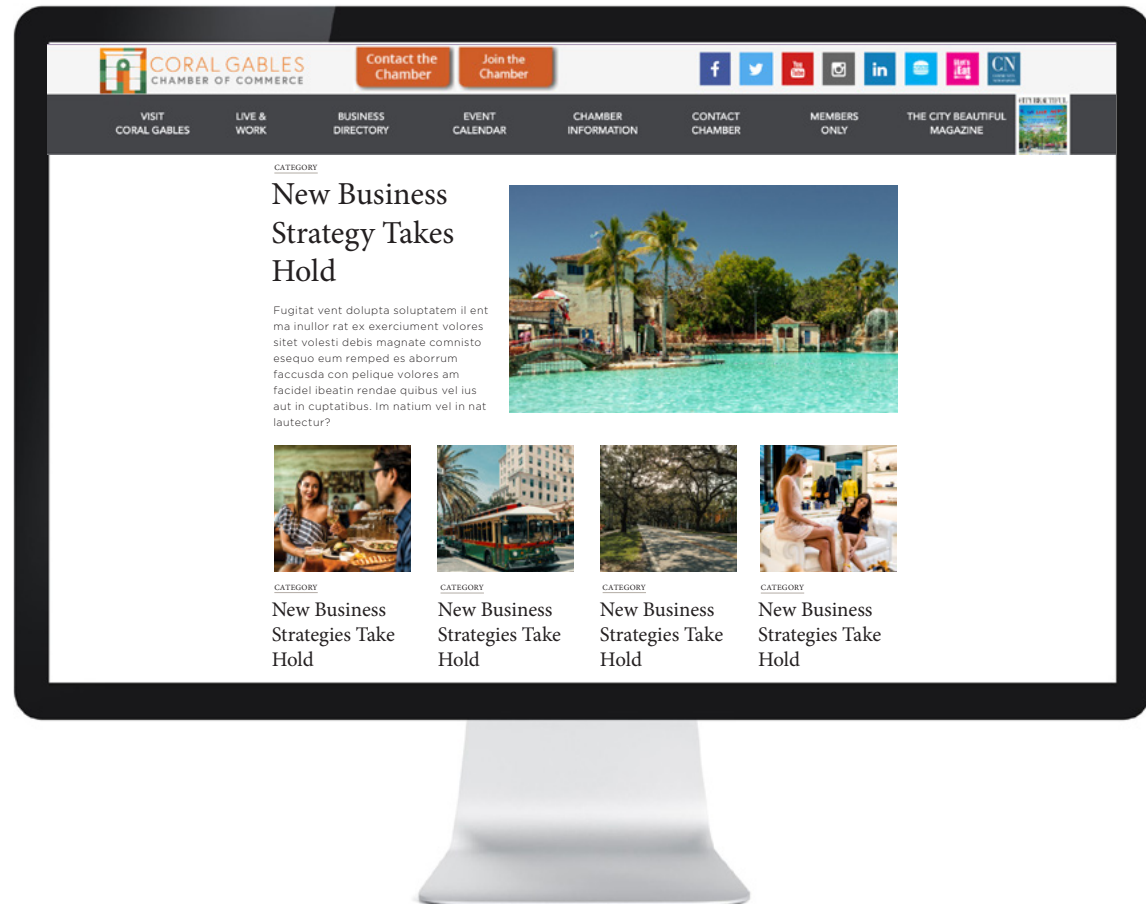
Raul Voldes-Raul  
Mayor

PO BOX 141549 CORAL GABLES, FLORIDA 33114-1549 (305) 460-8220 FAX (305) 460-8247

# Marketing Amplification

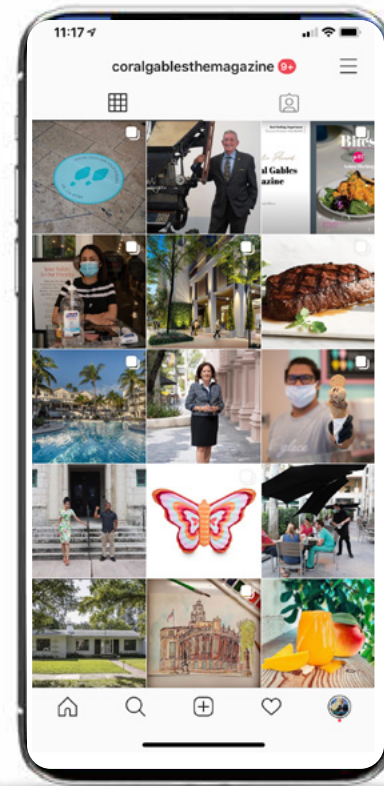
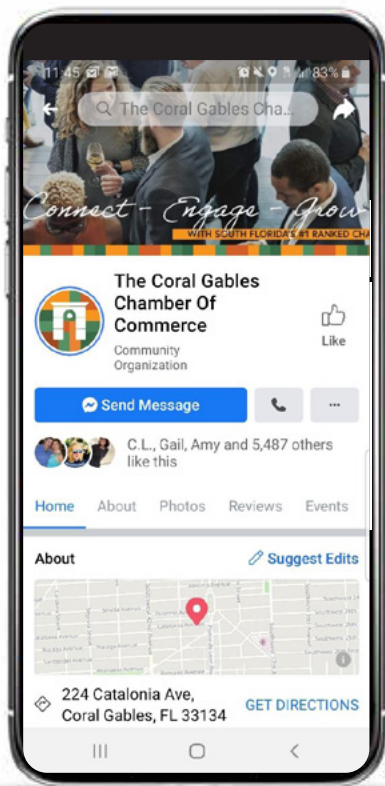
## Website Promotion

In the interest of supporting the magazine's growth and showcasing local businesses, the Chamber will have a dedicated tab on its website for The City Beautiful as will Coral Gables Magazine. These web pages will provide access to the digital edition.



# Marketing Amplification

## Social Media Promotion



To further support the publication, **Coral Gables Magazine** will post on its social media accounts, highlighting key editorial content and linking followers to the digital edition. These posts will also be promoted on the Coral Gables Chamber of Commerce's social media pages.

### **Coral Gables Magazine social media pages:**

1. Facebook: @GablesMag
2. Twitter: @GablesMag
3. Instagram: @CoralGablestheMagazine

### **Coral Gables Chamber of Commerce social media pages:**

1. Facebook: @CoralGablesChamber
2. Instagram: @GablesChamber
3. Twitter: @GablesChamber
4. LinkedIn: Coral Gables Chamber of Commerce
5. YouTube: GablesCommunications





# Specifications & Rates



## Hotel Distribution

HYATT REGENCY CORAL GABLES

HOTEL COLONNADE

CHATEAUBLEAU

COURTYARD MARRIOTT

HOTEL ST. MICHEL

BILTMORE - concierge desk only

## Advertising Rates

Full Page.....	\$4,500
½ Page.....	\$3,100
1/4 page.....	\$2,055
1/8 Page.....	\$1,300

## Premium Positions

Back Cover*.....	\$5,300
Inside Front Cover Spread.....	\$8,500
Inside Back Cover Spread.....	\$8,250

## Rates Include

- > Digital edition with hyperlinks and opportunity to add video/audio file for additional fee
- > Promotion within *Miami Herald* print and digital editions
- > Social media coverage and press release promotion
- > Business name mention within bi-monthly eblasts

## Print Deadlines:

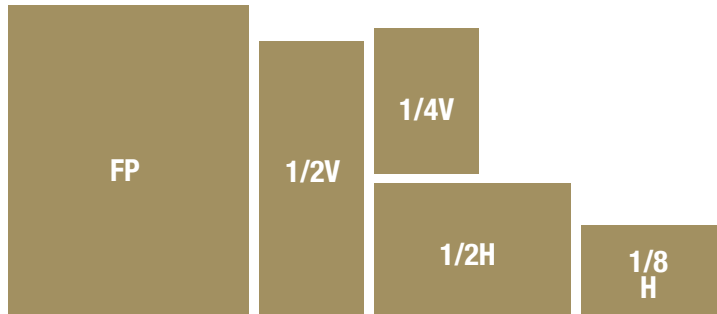
Ad Space: .....	September 11, 2020
Print Material:.....	September 18, 2020
Publication: .....	October 2020

CORAL GABLES  
MAGAZINE

# Specifications & Rates

## Mechanical Specifications

Ad Size	Width x Height
Double page Spread (Bleed) .....	17 x 11.125
Full Page (Trim) .....	8.375 x 10.875
Full Page (Bleed) .....	8.625 x 11.125
1/2 Page Horizontal .....	7.37 x 4.80
1/2 Page Vertical .....	3.575 x 9.60
1/4 Page Vertical .....	3.60 x 4.80
1/8 Page Horizontal .....	3.60 x 2.30



## Ad Materials

**Toni Kirkland**  
Production Manager  
E: [tkirkland@coralgablesmagazine.com](mailto:tkirkland@coralgablesmagazine.com)  
T: 305-995-0987

## Payments

Make checks payable to:  
Coral Gables Magazine  
2051 SE Third Street, TH9  
Deerfield Beach, FL 33441

## Ad Material Requirements\*

1. Ads can be sent in JPG or PSD format, although high-resolution PDF files are preferred. All files must be in high-resolution (300 dpi at 100% of your ad's desired print dimensions) and CMYK. If files are not provided as CMYK we cannot guarantee an exact match of color on press.
2. Live material not intended to bleed must be kept at least .375" from all sides to allow for trim.
3. Special note on double-page spreads: Perfect alignment — of type or design — across the gutter of two facing pages is not guaranteed. Live material on facing pages should remain at least .25" from the gutter.

## Inquiries and Space Reservations

**Morgan Mongelia**  
Communications Manager  
Coral Gables Chamber of Commerce  
224 Catalonia Avenue, Coral Gables, FL 33134  
T: 305-446-1657 ext. 123  
E: [mmongelia@coralgableschamber.org](mailto:mmongelia@coralgableschamber.org)