

GLOBALMIAMI

Global Miami Magazine is the premier publication covering international business in the Greater Miami area.

2024

ADVERTISING MEDIA KIT



THE MAGAZINE / THE MARKET

THE CITY

Miami has long been the nation's top port of entry for goods and services from the Caribbean and Latin America and continues to grow as a distribution point for goods and services from Europe and Asia.

Now, Miami is experiencing an unprecedented, historic influx of population, capital, and corporate relocations, attracted by the city's low taxes, temperate climate, growing pools of fin-tech talent – and its international connectivity.

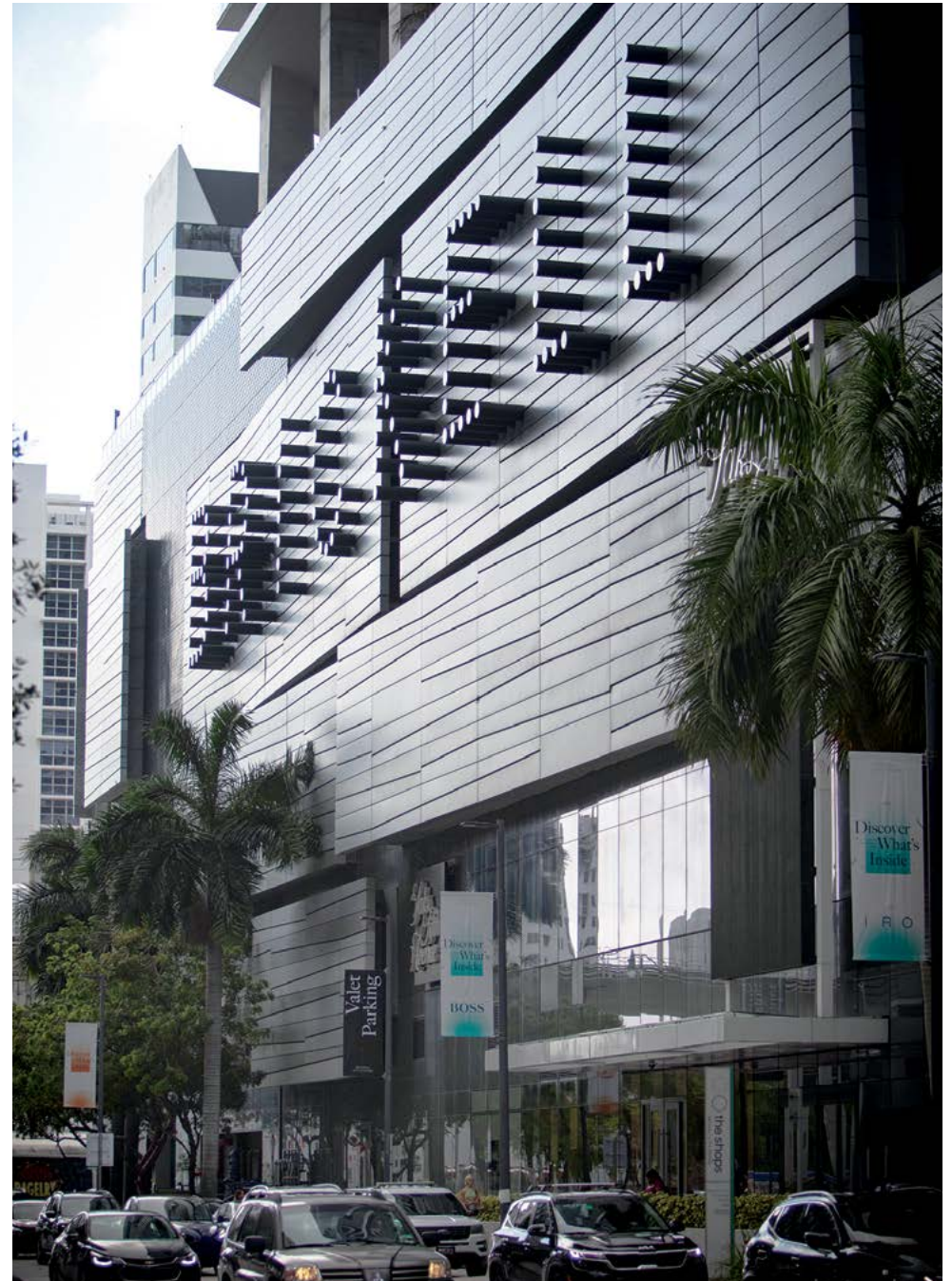
THE MAGAZINE

Brought to you by the publishing team behind Latin Trade, Latin CEO, Miami Business, South Florida CEO, and Coral Gables Magazine, Global Miami is the new monthly print publication and real-time digital platform designed to serve as an information resource and hub for the city's booming international business community. Through a combination of highly targeted circulation and online outreach, Global Miami is positioned as the leading source of intelligence about the people, companies, trends, and opportunities behind the city's current expansion as a trade nexus for the Americas and beyond.

THE MARKET

The marketplace for Global Miami is the rapidly growing pace of trade and investment. Beyond attracting more than \$1 billion in venture capital for the each of the last two years, the city's seaport and airport are now exceeding their pre-pandemic levels of trade; together, as Miami Customs District 52, they are responsible for more than \$60 billion in annual exports and \$50 billion in imports.

Greater Miami is also home to hundreds of international headquarters, including those of global financial institutions, shippers and logistics companies, legal and accounting firms, manufacturers, importers and exporters, foreign trade and consular offices, media conglomerates, purveyors of luxury brands, airlines, cruise lines, food processors, etc. It is home to companies that represent scores of nations from Latin American, Europe and, increasingly, Asia.



READERSHIP

For decades, Miami has served as a global headquarters for scores of companies doing business between Latin America and the U.S., such as HBO Latin America, American Airlines, Del Monte Fresh Produce and Tiffany's Latin America. It has also been home to representative offices and depositories for the largest array of international banks outside of New York City; Brickell Avenue, with offices for banks such as Santander, Banco do Brazil, BNP Paribas, HSBC, and Deutsche Bank, is referred to as the "Wall Street of the South."

The readership of Global Miami are the "C" class members of corporations either headquartered in Miami, or those with regional offices located here. These are the Chief Executive Officers, Chief Operating Officers, Chief Marketing Officers, Chief Information Officers, etc., as well as high level managers. These include senior executives at companies involved in finance, shipping & transportation,

import/export, media, real estate, professional services, manufacturing, economic development, etc., as well as in educational institutions – basically any company or organization that interacts with, or benefits from, international trade and investment.

Beyond executives in established corporations, there is another layer of readership among entrepreneurs and new-to-market entities that are seeking to create or relocate businesses to Greater Miami. These readers are hungry for information about the players, trends and best practices of international companies doing businesses in Miami, as well as general information about the economic landscape of the city. This audience extends to economic development agencies, chambers of commerce, and direct foreign investors in Miami's leading trade partners, especially the nations of the Caribbean, Central America, and Latin America.





CONTENT

Each month in print, and via its online digital platforms, Global Miami provides a beautifully photographed, graphically compelling, and expertly written collection of stories about the companies, leaders, trends, and best practices in the world of international business in Miami. In addition to contributions by guest columnists and analyses of breaking deals, the topics covered by Global Miami will include:

AIR TRADE

SEA TRADE

LOGISTICS (TRADE SERVICES)

LEGAL SERVICES

MULTINATIONALS WITH MIAMI OFFICES

NEW GLOBAL FIRMS

INVESTMENT OPPORTUNITIES

INVESTOR PROGRAMS

BANKING & FINANCE

TAX LAWS

THE CONSULAR CORPS

GLOBAL UNIVERSITIES

COMMERCIAL REAL ESTATE

RESIDENTIAL REAL ESTATE

LOCAL CULTURE/DINING ETC.

Because Global Miami is both monthly (via print) and daily (via its online platforms) it is in the unique position of providing both the in-depth reportage available only in publications such as Forbes or Inc., and real time data available only through online platforms.

DISTRIBUTION

DIRECT INDIVIDUAL DISTRIBUTION

From international corporate headquarters to local businesses with overseas links, Global Miami will be mailed directly to the "C" class of multi-national firms based in Greater Miami - CEOs, CMOs, CIOs, etc. These are data bases that can be acquired and maintained. Similarly, the magazine can be directly mailed to paid subscribers, though the bulk of the distribution will be 'controlled' - i.e. readers chosen by the publication and mailed directly to them.

ORGANIZATIONAL DISTRIBUTION

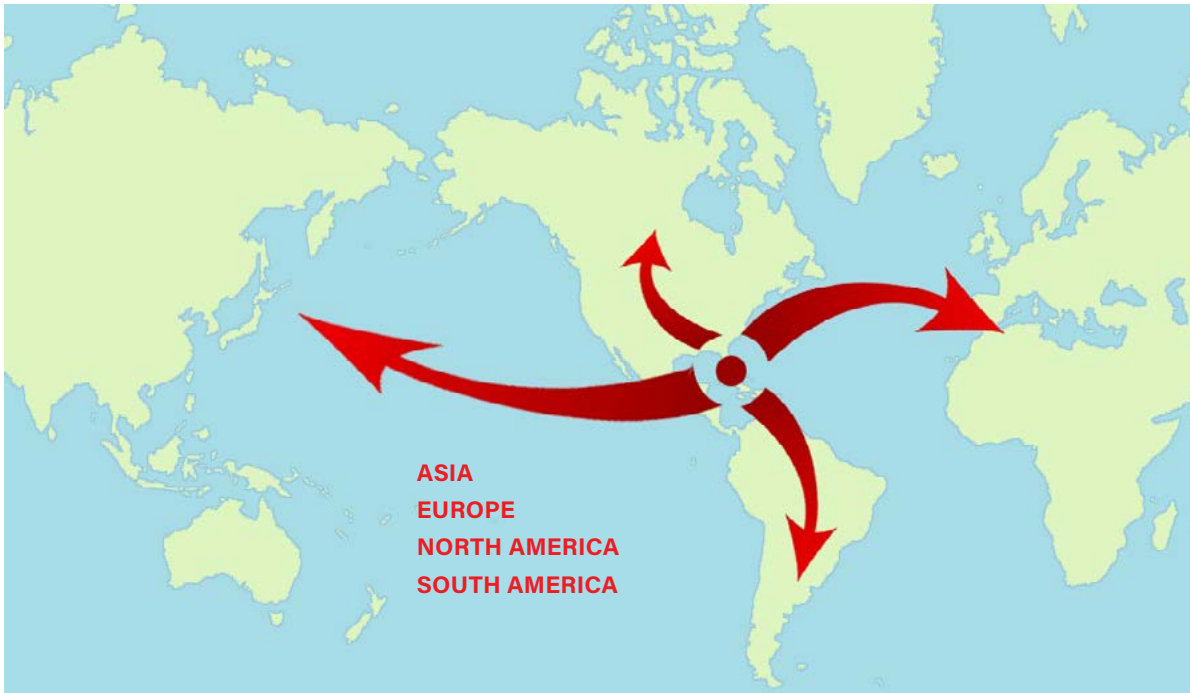
Global Miami will also reach an interested audience through organizations that cater to members with an interest in international trade and services.

These include the offices of World Trade Centers in key trade cities, Economic Development Agencies (here & abroad), American Chambers of Commerce, Consular Offices, and Financial Institutions.

BLANKETED DISTRIBUTION

The magazine will also be distributed to the waiting rooms at airports and seaports, especially in the lounges for international travelers. The magazine likewise will be distributed via select newsstands, either in airports or in the commercial downtowns of major trade cities.

Total initial distribution: 30,000.



2024

EDITORIAL CALENDAR

JANUARY / FEBRUARY

Health Care Issue

Industry Report: Medical Technology

City Report: Doral

MARCH / APRIL

Annual Trade Report/State of the Ports

Industry Report: Logistics/Supply Chains

Country Report: Chile

MAY / JUNE

Real Estate Issue

Industry Report: Foreign Direct Investment

City Report: Cali, Colombia

JULY / AUGUST

Innovation Issue

Industry Report: Aviation/Aerospace

Country Report: Mexico

SEPTEMBER / OCTOBER

Education Issue

Industry Report: Food & Beverage

Country Report: Japan

NOVEMBER / DECEMBER

Trade Leaders of the Year

Industry Report: Banking & Finance

Country Report: Brazil



2024

ADVERTISING RATES

Ad Size	1x	3x	6x
Full page	5,475	4,380	4,110
1/2 page	3,835	3,065	2,880
2-page spread	9,580	7,665	7,195
Gatefold	17,790	14,235	13,360

Covers **6x**

Back (Cover IV)	35%
Inside Front (Cover II)	30%
Inside Back (Cover III)	20%

Deadline: Space deadline: 1st of the month prior to the cover date.

Material deadline: 15th of the month prior to the cover.

5th Color Premium	Available on request
Bleed Premium	Add 10%
Guaranteed Position	Premium add 10%
Plate Changes	Add \$800 per change
Tombstones	Special ad rates and qualifications available upon request.

Inserts, Overruns, Reprints and Business Reply Cards (BRCs) Rates available upon request.

Provide logos and ad page files in one of the following formats: Press Quality PDF, EPS, JPEG, PSD or TIFF at 300 DPI resolution. Convert all fonts to outlines and embed all images. Provide all print artwork in CMYK. Spot colors must be converted to process colors. Provide all web online artwork or ads in RGB. Photos submitted as Raw, PSD or Jpeg format (highest quality) at 300 DPI.

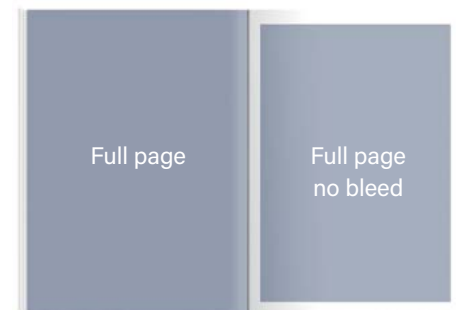
For further information: sales@globalmiamimagazine.com 305.452.0501

Visit: globalmiamimagazine.com

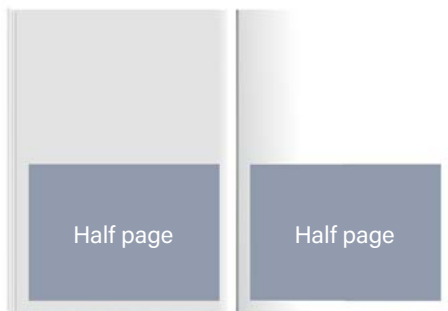
MAGAZINE AD SIZES



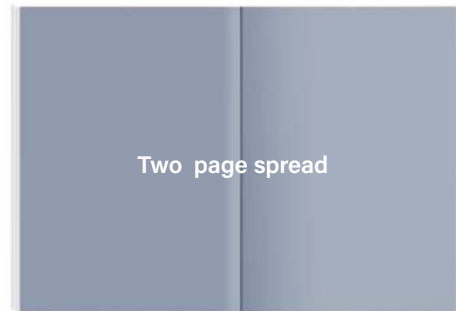
Trim size 8.375 x 10.875
Live area (single page) 7.25 x 9.6



Full page (with bleed) 8.625 x 11.125
Full page (no bleed) 7.25 x 9.6



Half page (no bleed) 7.25 x 4.75



Two page spread 17 x 11.125
(with bleed)

WEB - ONLINE

Website ad formats: JPEG, PNG
Color format: RGB
Sidebar Ad: 300 x 250 pixels
Frontpage Banner: 728 x 90 pixels



Sidebar Ad
280 x 200
280 x 250



Front-page Banner 1080 x 100