

# GLOBALMIAMI

Global Miami Magazine is the premier publication covering investment, innovation and trade impacting South Florida

## 2024-2025 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 bi-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

Bi-monthly 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 bi-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

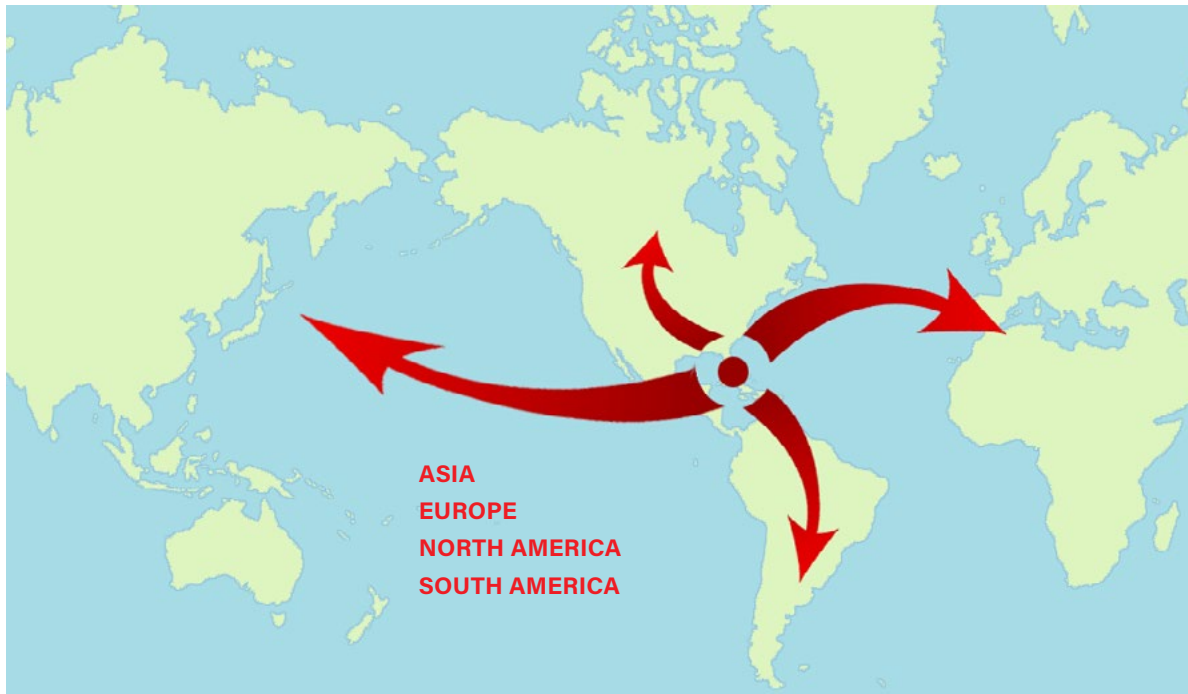
Global Miami will also reach an interested audience through organizations that cater to members with an interest in international trade and services.

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.





# 2024-2025

## EDITORIAL CALENDAR

### 2024

#### JULY / AUGUST

World Trade Center Miami  
Country Report: Germany

#### SEPTEMBER / OCTOBER

IT and the Techno Ecosystem  
Industry Report: The Global Medical Hub  
Country Report: Guatemala

#### NOVEMBER / DECEMBER

International Banking & Finance  
Report: International Law/Top Lawyers  
Country Report: Mexico

### 2025

#### JANUARY / FEBRUARY

Aviation/Aerospace/Defense  
Report: Global Ft. Lauderdale  
Report: Real Estate  
Country Report: Brazil

#### MARCH / APRIL

International Banking & Finance  
Report: Incubators & Entrepreneurs  
Report: eMerge Americas  
Country Report: Taiwan

### MAY / JUNE

State of the Ports  
Report: Annual Trade Statistics & Trends  
Report: Logistics/ Supply Chains  
Country Report: Argentina

#### JULY / AUGUST

Educating for Tomorrow  
Report: The Global Medical Hub  
Report: Annual Conference Guide/Visitor Industry  
Country Report: Quebec

### SEPTEMBER / OCTOBER

IT and the Techno Ecosystem  
Report: Maritime Industry/Boat Show  
Report: WTCM Americas Food and Beverage  
Country Report: Dubai/UAE

#### NOVEMBER / DECEMBER

CEOs & Global Leaders  
Report: International Law/Top Lawyers  
Report: International Corporations  
Country Report: UK



# 2024-2025

## ADVERTISING RATES

Ad Size	1x	3x	6x
Full page	5,475	4,380	4,110
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.

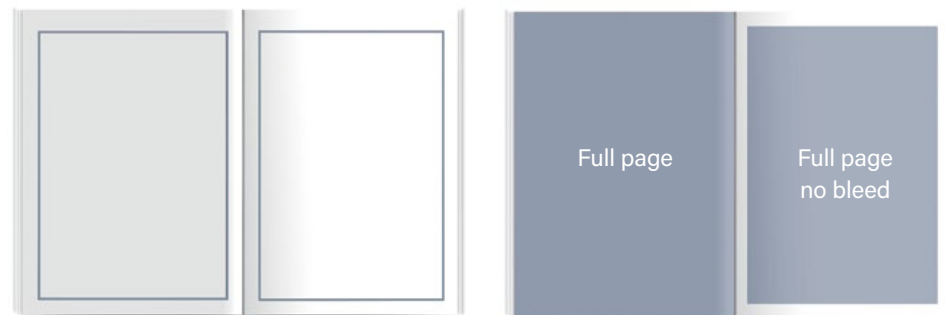
5th Color Premium .....	Available on request
Bleed Premium .....	Add 10%
Guaranteed Position .....	Premium add 10%
Plate Changes .....	Add \$800 per change
Tombstones .....	Special ad rates and qualifications available upon request.

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](mailto:sales@globalmiamimagazine.com) 305.452.0501  
**Visit:** [globalmiamimagazine.com](http://globalmiamimagazine.com)

## MAGAZINE AD SIZES

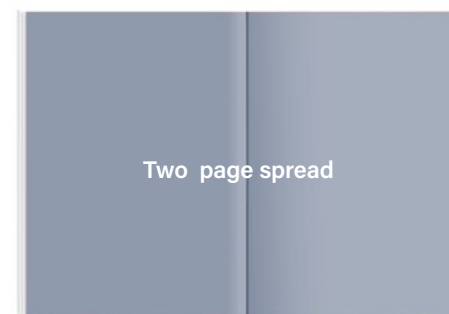


**Trim size** 8.375 x 10.875

**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



**Two page spread** 17 x 11.125  
**(with bleed)**

## WEB - ONLINE

Website ad formats: JPEG, PNG

Color format: RGB

Responsive ads are full width of browsers

Header Banner: 1920 wide x 150 pixels

Top Banner: 1920 wide x 150 / 250 / 530 pixels

Middle Banner: 1920 wide x 150 / 250 / 530 pixels

Bottom Banner: 1920 wide x 150 / 250 / 530 pixels