

Advertise In
South Florida's
Luxury Lifestyle
Magazine

ADVERTISING THAT WORKS!



The Light™ Magazine is dedicated to those who appreciate the finer things in life. The editorial covers everything about South Florida's affluent lifestyle. We are all about sophisticated living. The Light™ Magazine combines a blend of interesting and dynamic editorial, images and advertising. We are a luxury lifestyle magazine that provides a better place to advertise real estate, luxury cars, yachts, retail, jewelry, fine dining, fashion, home design and décor, travel, products and services.

Advertiser Benefits

- One buy for 6 premium markets:
 - o Boca Raton
 - o Hillsboro Mile
 - o Deerfield Beach
 - o Lighthouse Point
 - o Pompano Beach
 - o Ft. Lauderdale
- The dramatic cover of each issue commands attention
- The editorial team is an exceptional group of writers and guest writers who provide important and relevant editorial
- The most targeted direct mail distribution to South Florida's most prominent and wealthy markets
- A strong distribution in high traffic locations including local banks, medical facilities, professional offices, spas, salons, attorney's offices, doctor's offices, private clubs, and select retail locations
- A mix of the South Florida social scene as covered by first-class photographers
- Excellent marketing opportunities
- Strong online presence
- Important social media opportunities
- In addition to the in-home circulation and the extensive retail distribution, The Light™ Magazine provides Internet exposure on TheLightMag.com
- In addition to the printed magazine we produce and distribute The Light Magazine's Digital Version to an extensive audience



Reader Profile

- Home Owners - 92%
- Average Age - 45
- College Educated - 86%
- Owns or serves in an executive position - 82%

For ad sales and information contact
954.727.9977

**Roberta@TheLightMag.com or
Rene@TheLightMag.com**

www.TheLightMag.com



Issues

The magazine is published in 4 color and all advertisers receive color ads without the additional cost.

Closing Date

January/February	12/1
March/April	2/1
May/June	4/1
July/August	6/1
September/October	8/1
November/December	10/1

SIZE

Full Page (Bleed)	8.375" x 10.875" (Trim) Bleed = 1/8" all around Live area for text and logo = 1/2" away from the trim
1/2 Page	7.375" x 4.875" (Horizontal) 3.6" x 10" (Vertical)
1/3 Page	7.375" x 3.125" (Horizontal) 3.6" x 6.5" (Vertical)

Internet banner advertising also available.

The Light Magazine Distribution Areas

DIRECT MAIL

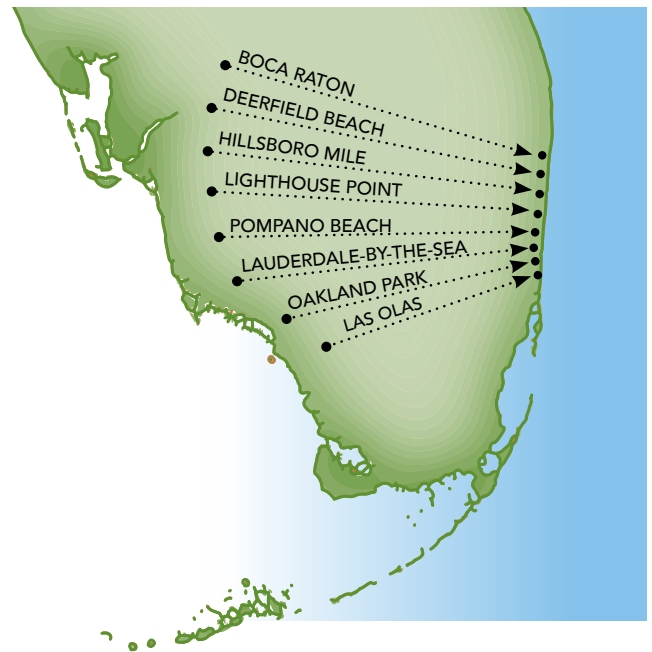
Copies are mailed to residences valued over \$700,000 east of Federal Highway in Broward and Palm Beach counties.

DIGITAL PUBLICATION

The Light Magazine is distributed every month to select upscale retail stores, fitness centers, salons and day spas, interior design firms, financial institutions, doctor's offices, professional businesses and attorney's offices from east Broward through east Boca Raton.

EMAIL & SOCIAL MEDIA

Each week the magazine is promoted through a variety of mediums to increase online circulation of the digital magazine.



There is no other way to describe the 2023 Cadillac CT4 Blackwing. It's a masterpiece of engineering and design. The car is a true work of art, and it's a pleasure to drive. The 2023 Cadillac CT4 Blackwing is a true masterpiece of engineering and design. It's a car that's built to last, and it's a car that's built to impress. The 2023 Cadillac CT4 Blackwing is a true masterpiece of engineering and design. It's a car that's built to last, and it's a car that's built to impress.

The 2023 Cadillac CT4 Blackwing is a true masterpiece of engineering and design. It's a car that's built to last, and it's a car that's built to impress. The 2023 Cadillac CT4 Blackwing is a true masterpiece of engineering and design. It's a car that's built to last, and it's a car that's built to impress. The 2023 Cadillac CT4 Blackwing is a true masterpiece of engineering and design. It's a car that's built to last, and it's a car that's built to impress.



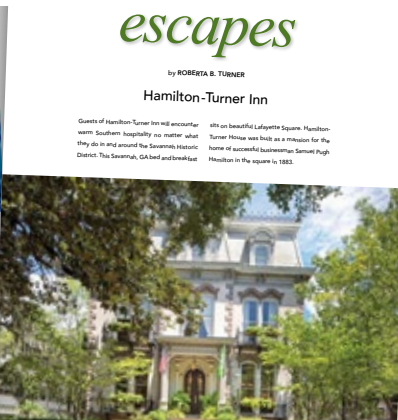


JUMP OR WADE

by FREDERICK R. MACLEAN

Now that the infamous summer heat has arrived in Florida, you will likely want to take a swim at the beach. But how will you get into the water? This question might not have occurred to you before, but the world is divided into two main camps on this dilemma - jumping to splash into the "hot and dry" (apparently) and wading in. The jumpers are more aggressive; they want to get the process over with quickly, experience some exhilaration, and

as it helps to avoid contact with underwater plants and surface-dwelling tourists. Now, if you have read our articles for a while, you know an investment analogy is correct, and it is. There are also two well-defined real estate examples with respect to entering the second, sometimes starkly different world of capital. Jumpers tend to favor "lump sum" investments, which you take at the time you intend to do it. It is the other method on the first available day

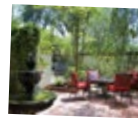


escapes

by ROBERTA B. TURNER

Hamilton-Turner Inn

Guests of Hamilton-Turner Inn will encounter warm Southern hospitality as they relax about the do in and around the Savannah Historic District. This Savannah, GA bed and breakfast sits on beautiful Lafayette Square. Hamilton-Turner House was built as a mansion for the home of successful businessman Samuel Hugh Hamilton in the square in 1883.

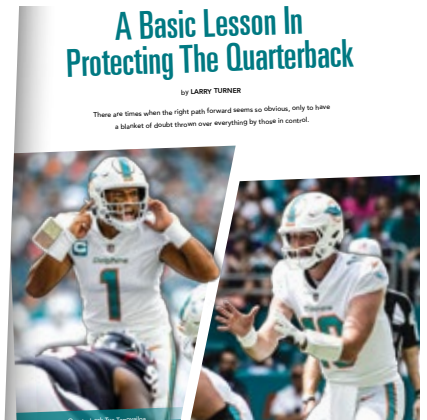


Photo

It then became the rambling, and highly regarded inn. Also in the square, the Andrew Low House was built for Englishman Andrew Low in 1889. Andrew's son William married Juliette Gordon Low, the founder of the Girl Scouts. The National Society of Colonial Dames now owns the house, and it is open to the public as a museum.



Photo



A Basic Lesson In Protecting The Quarterback

by LARRY TURNER

There are times when the right path forward seems so obvious, only to have a blanket of doubt thrown over everything by those in control.

Here's what our readers have to say:

"I eagerly await the arrival of each new issue of The Light Magazine. The articles are timely, well-written, and of general interest by local experts. The photography and quality of production are spectacular. Each copy is a class-act created by our hometown family team who demonstrates care and concern about our quality of life."

Doreen Gauthier, Resident, Lighthouse Point

"I only read The Wall Street Journal and The Light Magazine. The editorial of The Light Magazine is top notch."

Dave Wallace, Resident, Boca Raton

"Roberta, I seldom contact the editor of a mag, but I have to tell you, this one got my attention. I live in Royal Palm, so the mail is full of magazines and as usual, I throw most out as received. However, the cover caught my eye and I spent the time I usually spend painting in the morning, thumbing through the pages. Finally, I reached the "letter from the editor" and was most impressed with your writing. I am the owner of Marina One Yacht Club and enjoy working on product brochures for the marina. Your work is an inspiration to me."

Thomas R Tyghem Sr., Owner, Marina One Yacht Club

Here's what our advertisers have to say:

"We are very pleased with our advertising results in The Light magazine. Being a local business it is crucial to be visible in your local community and The Light gives us the opportunity to do just that. It is a high quality publication with engaging editorials and from an advertiser's perspective the team at The Light are a pleasure to work with."

Sean Dunn - Vice President, J.R.Dunn Jewelers

"Our association with The Light has provided us with meaningful exposure in the South Florida market. The advertising we have done, and the opportunity to contribute to content, has increased our visibility and presence with the local community. We have been a client for several years and have been very pleased with the professionalism exhibited by the team and the publication."

Frederick R. MacLean, Jr., CFA, MBA, CFP® - President, Heritage Investment Group, Inc.



For ad sales and information contact 954.727.9977
 Roberta@TheLightMag.com or Rene@TheLightMag.com
 www.TheLightMag.com