

# 2025

MEDIA KIT  
MAGAZINE  
BRICKELL® KEY BISCAYNE®







With a focus on engaging lifestyle coverage that evolves along with the skyline, *Brickell Magazine* keeps the stylish year-round workforce and dynamic residents of Brickell & Downtown Miami on the pulse of the neighborhood’s latest and greatest luxury offerings. *Brickell Magazine* reaches more than 150,000 of these desirable readers in surrounding areas of Miami including Miami Beach, Coral Gables, Coconut Grove, Midtown and Miami Design District who are always in search of fashion, entertainment, design and real estate trends. Brickell is no longer solely a financial hub, it has transformed into an alluring global destination for both locals and tourists alike thanks to its vibrant nightlife, trendy new bars and restaurants, world-class shopping and cultural institutions. Our readers demand the best and have the means and savoir-faire to ensure they attain it while enjoying life in the center of it all.

## Downtown Miami Daytime Population **250,757** with **95%** of workforce commuting

### EDUCATION

College Graduates	97%
Master’s or Doctorate Degree	60%

### PROFESSIONALS

Attorneys	35%
Investments & Banking Services	30%
Business Services	16%
Real Estate	11%
Other	8%

### DINING OUT (MONTHLY)

10 times +	29%
5 times +	42%

### HOUSEHOLD INCOME

\$350,000+	20%
\$250,000+	31%
\$125,000+	69%
Average HHI	\$210,000

### GENDER

Male	55%
Female	45%

### AUDIENCE

25 - 34	30%
35-44	22%
45-54	23%
55+	15%

**AVERAGE AGE** 39





Ranked among the most desired and affluent neighborhoods in the world with the best beaches in America, the exclusive island of Key Biscayne is just a bridge away from mainland Miami and a paradise like no other. The discerning residents of the exclusive 896-acre island welcome savvy influencers and sophisticated jetsetters to their shores all year long and look to *Key Biscayne Magazine* as their source for all things luxury. For more than 15 years, *Key Biscayne Magazine's* award-winning coverage has regularly spotlighted the island's notable personalities, key players, active philanthropic and social scenes. All residents of Key Biscayne receive the magazine delivered to their door and via direct mail, as well as through strategic distribution at key hotspots and events throughout the island, ensuring their next great experience, splurge or getaway is just an issue away.

## Average Single-Family Home Listing Price \$7.2 million

### NET WORTH / INCOME

Average Net Worth	\$2,800,000
Average Household Income	\$475,000

### PROFESSIONALS

Executive (CEO, Chairman, Board of Directors, Partner, Owner, VP)	44%
Financial Services	23%
Self-Employed / Business Owner / Retired	18%

### DINING OUT (MONTHLY)

10 times +	12%
5 times +	31%

### GENDER

Female	53%
Male	47%

### MARITAL STATUS

Married	62%
Single	38%

### AUDIENCE

25-34	8%
35-44	18%
45-54	25%
55+	42%

### AVERAGE AGE

41

*Source: Readership Survey. Gender, Audience & Average Age are reflective of the entire distribution and based on primary residence.*



## JANUARY | *Real Estate & Investments*

Tips and tricks to help take your investment to the next level — inside, outside and everywhere in between, one great real estate idea at a time. **Editorial Spotlight:** Miami's Top Realtors. **Special Anniversary Cover & Feature:** City Rising: What Miami's skyline may look like in the year 2034 and beyond. **Closing Date:** 12/12/24

## FEBRUARY | *Power Couples & Yachting*

From power couples to yachting and culinary, the finer things in life are at your fingertips as we guide you every luxurious step of the way. **Editorial Spotlight:** *Power Couples* **Closing Date:** 01/10/25

## MARCH | *Home & Rescues*

Once you've created the home of your dreams, nothing augments life in the urban core more than a furry friend by your side! **Editorial Spotlight:** Brickellites & Their Rescues. **Editorial Spotlight:** The Go-Getters. **Special Section:** Spring Home & Design **Closing Date:** 02/10/25

## APRIL | *Philanthropy & Influence*

When it comes to giving back, there's no shortage of charities, volunteer opportunities and galas in town. Learn how "Angels Among Us" are using their passion to change the world. **Editorial Spotlight:** Charity. **Closing Date:** 03/10/25

## MAY/JUNE | *Top 20 Professionals Under 40*

The future is NOW and the next generation of professionals are ready to take the ever-evolving skyline and lifestyle of The Magic City to new heights. Get an insider's look at who's making moves behind the scenes. **Editorial Spotlight:** Top 20 Professionals Under 40 **Special Section:** Daddy Duty: Miami's Favorite Fathers. **Closing Date:** 04/9/25

## JULY/AUGUST | *Health & Fitness*

Evoke a whole new you with insights from Miami's health, wellness and medical elite as well as some of the city's fittest residents. **Editorial Spotlight:** Miami Strong **Special Section:** Health, Beauty & Fitness Experts of Miami. **Closing Date:** 06/10/25

## SEPTEMBER | *Most Stylish Professionals*

As the social season launches, make sure you arrive to the party on trend and ready to WOW! **Editorial Spotlight:** *Brickell Magazine's* "Miami's Most Stylish" **Special Section:** A Fashionista's Shopping Spree! **Closing Date:** 08/11/25

## OCTOBER | *Business & Hispanic Heritage*

Miami's business scene is hot! hot! hot! with ideas, concepts, services and products that put innovation, people and community first. **Editorial Spotlight:** Latino Visionaries in honor of Hispanic Heritage Month. **Closing Date:** 09/10/25

## NOVEMBER | *Home & Design Issue*

Take your interior and exterior spaces to the next level with the guidance of experts who can help turn your house into a home. **Special Section:** Top Designers & Architects. **Closing Date:** 10/10/25

## DECEMBER | *Artistic Indulgence*

Museums, art happenings, galleries, collectors, investments, oh my! As Art Basel and Miami Art Week descend on our shores, let us prepare you for the creative influx. **Editorial Spotlight:** Local Artists to Add To Your Collection **Closing Date:** 11/10/25

## JANUARY | *Real Estate & Investments*

Discover the most luxurious offerings in the market and meet the people who can help you buy or sell the property of your dreams. **Editorial Spotlight:** Key Biscayne's Top Realtors. **Closing Date:** 12/12/24

## FEBRUARY | *Key Couples & Yachting*

As we celebrate all the culinary, yachting and luxury experiences around town, meet some of Key Biscayne's most inspiring couples and find out how they keep their love strong. **Editorial Spotlight:** Key Couples **Closing Date:** 01/10/25

## MARCH | *"Fur"ever Home*

Get up-close with some of the island's furiest residents with an issue dedicated to the home including rescues and the big-hearted humans who love them. **Editorial Spotlight:** Key Biscayners & Their Rescues. **Special Section:** Spring Home & Design. **Closing Date:** 02/10/25

## APRIL | *The Giving Back Issue*

Generosity and Key Biscayne go hand-and-hand: Find out ways our island is making a difference in the world, one good deed at a time. **Editorial Spotlight:** Angels Among Us. **Closing Date:** 03/10/25

## MAY/JUNE | *The Family Issue*

Key Biscayne is paradise day in and day out — become inspired by the island's dedication to family and community. **Editorial Spotlight:** Moms of Key Biscayne. **Special Section:** Private Schools. **Closing Date:** 04/9/25

## JULY/AUG | *Health & Beauty*

Aligning your mind, body and soul is essential to any life filled with health, happiness and success. We guide you to your best YOU. **Editorial Spotlight:** FITbiscayners: Key Biscayne's physically active and sports-minded residents. **Closing Date:** 06/10/25

## SEPT/OCT | *Fashion & Hispanic Heritage*

From finding the best places to shop and get dressed up from head-to-toe in style to celebrating all things Hispanic — make this season one to remember. **Editorial Spotlight:** Outstanding Hispanic Visionaries of Key Biscayne. **Closing Date:** 08/11/25

## NOVEMBER | *Home & Design Issue*

From the entryway of your home and landscaping to the office, business and every space in between, let leading design minds guide you in the right direction. **Special Section:** Top Designers & Architects **Closing Date:** 10/10/25

## DECEMBER | *Art & Luxury*

Cultural experiences come into focus as Art Basel and all the corresponding satellite art festivals once again inspire us to think outside the box. **Editorial Spotlight:** Local Artists To Add To Your Collection **Special Section:** Luxury Splurges. **Closing Date:** 11/10/25

*\*Editorial Calendar subject to change without notice*





### DISTRIBUTION AREAS:

- Downtown Miami • Brickell • Coral Gables • South Miami • Coconut Grove
- Wynwood • Design District • Miami Beach • Aventura • Key Biscayne

## MAGAZINE® BRICKELL®

30,000 Circulation  
Pass – Along Rate: 5x  
Total Readership: 150,000

## MAGAZINE® KEY BISCAIYNE®

15,000 Circulation  
Pass – Along Rate: 5x  
Total Readership: 75,000

40%

Over 1,200 Business  
Offices and Lobbies

30%

Targeted Retailers,  
Restaurants &  
Luxury Services

45%

Mailed Directly to Every  
Condo and Front Door  
Delivery to Every House  
in Key Biscayne

25%

All Key Biscayne  
Retailers,  
Restaurants  
& Luxury Services

20%

Condo Delivery  
to More Than 100  
Residential Buildings

10%

In-Room Hotel &  
Special Events – JW  
Marriott, W Hotel,  
Biltmore, etc.

15%

Retailers, Restaurants  
& Luxury Services  
throughout Miami

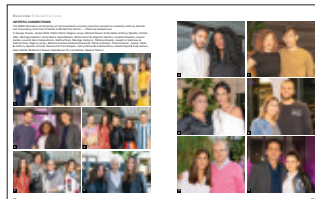
15%

Special Events such  
as Charity Functions  
& Galas, etc.



## EDITORIAL FEATURES

- **Editorial Profiles** designed to personally introduce you and your business to our qualified readers
- **Multi-Page Fashion Shoots** to visually showcase your apparel, product or location
- **Photography coverage** of your special events



## EVENT OPPORTUNITIES

- **Presenting Sponsorship Status** of editorial features w/ Signature Events
- **Custom Events** designed to engage with our loyal VIPs
- **Event Support via Digital Marketing**, Social Media and Print to promote your company's event



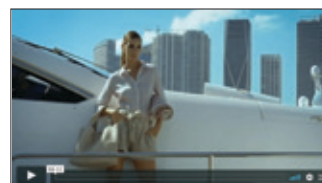
## DIGITAL IMPRINT

- **Dedicated E-mail Blast** for your Events, Sales or Special Promotions
- **Videos** to visually highlight your Editorial Support Content
- **E-mail marketing** promoting your editorial features



## SOCIAL MEDIA EXPOSURE

- **Dedicated Posts** to promote your products or services
- **Editorial Content Posts** to promote your published feature in the magazine
- **Event Posts** to publicize your important social gatherings and special events







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