



THE BEACH CHANNEL &

VISIT

IN-ROOM PUBLICATION FOR MIAMI BEACH
& MIAMI HOTELS AND RESORTS

Miami Beach 2022/23



MEDIA KIT



The Beach Channel

The Beach Channel is a 24-hour cable television channel partnered with and operated by Accord Productions. Broadcasting on Breezeline (Formerly Atlantic Broadband) reaching the South Florida residents and hotel rooms.

Visit Miami Beach

Visit Miami Beach is the annual luxury lifestyle publication produced exclusively for in-room distribution in hotel and resort rooms located on Miami Beach and Miami. These hotel guests appreciate the finer things in life, have significant disposable income and enjoy experiencing new places.

The publication includes captivating stories and eye-catching photography and features the myriad of things to do and see on and around Miami Beach. Each year, millions arrive on Miami Beach to enjoy the beaches, gourmet dining, sightseeing, attractions, festivals, arts/culture, world-class nightlife and more. Rich in lifestyle content, Visit Miami Beach proudly

showcases what Miami Beach has to offer to those visiting from around the globe.

Visit Miami Beach Mobile App

A mobile app for smartphones contains information from **Visit Miami Beach** magazine. This easily downloadable app provides everything a visitor needs to know while on vacation and provides another platform for additional advertising exposure. The App is promoted throughout the area by QR Codes and Global Fencing at the Miami International Airport and Lincoln Road area.

Accord Productions

South Florida's leading video and new media production company founded in 1988, specializes in all aspects of pre-production, production and post-production including formatting for Global Distribution to Broadcast Television. With an unmatched crew expertise, project in-house storage solutions and the most advanced post-productions technologies allow Accord to work with all work flows. Accord clientele and projects are local, regional, national and international.

North South Net (NSN)

North South Net, the publisher of *Visit Miami Beach*, is a custom content media company specializing in travel and tourism. The NSN executive team has more than 75 years combined experience in visitor and tourism media and is able to create content that is targeted, action-oriented and effective.

In addition to *Visit Miami Beach*, the NSN Group also publishes:

Visit St. Maarten/St. Martin – The official in-room magazine of the St. Maarten Tourism and Hotel Association (SHTA), www.visitstmaarten.com

Neapolitan – The in-room magazine for the Naples Grande Beach Resort & Spa

Visit Bermuda – The official in-room magazine for the Bermuda Hotel Association (BHA)

Visit Antigua & Barbuda – The official in-room magazine for the Antigua & Barbuda Hotel Association (AHTA)

Visit The US Virgin Islands – The official in-room magazine for the US Virgin Islands Hotel & Tourism Association (USVHTA)

The Audience

Miami Beach guests represent the world travelers that are upscale, sophisticated, fun seeking and free spending. They are extremely active and want to experience all Miami Beach has to offer – the shops, culture, cuisine, arts and outdoor entertainment. Miami Beach continues to be the most popular place to stay in all of Miami. **51% of visitors coming to Miami stay on Miami Beach.**

Demographics/Readership¹

Total overnight visitors	14.6 million
Readership	1.6 million
Overnight visitor spending	\$25.5 billion
Average daily expenditure	\$279.48
Average expenditure per person, per visit	\$1,637.75
Average length of stay	5.86 nights
International visitors	70%
Parties of two or more	79.2%
First-time visitors	25%
Leisure/vacation visitors	74%
Visitors staying in a hotel/motel	9.6 million
Visited Art Deco District/ South Beach/Lincoln Rd	75%

Why should you advertise in *Visit Miami Beach*?

- Official magazine of the Miami Beach/Miami Hotel Association.
- Priority distribution in over 60 Miami Beach resort properties from Bal Harbor to South Beach, all of which have signed agreements to have this magazine prominently displayed in-room, at concierge desks, spas or high traffic areas
- Each year millions of visitors travel to Miami Beach, so Visit Miami Beach will reach a large, captive audience looking for things to see and do
- Digital version of *Visit Miami Beach* allows global online distribution and is available free on the North South net website
- Mobile app of the magazine available for tablets and smart phones

Visitor dollars spent on lodging	\$7 billion
Visitor dollars spent on meals	\$4.7 billion
Visitor dollars spent on entertainment	\$2.7 billion
Visitor dollars spent on shopping	\$7.3 billion

The following is a percentage breakdown of where visitors who used lodging stayed in 2018:

International Visitors	15%
Domestic Visitors	47%
Miami Beach	55.6%
Downtown Miami	13%
Airport Area	12%
North Dade/Sunny Isles Beach	11.7%
South Miami-Dade	3.8%
Coral Gables	1.3%
Doral	6%
Key Biscayne	2.4%
Coconut Grove	3%

Shopping attractions have also become increasingly popular, with Lincoln Road and Aventura Mall as top attractions.

¹January-December 2018 GMCVB report.

Visit Miami Beach Hotel Distribution

List of properties that have contracted with Visit Miami Beach for in room distribution.†



Miami Beach Hotels

AC Hotel Miami Beach Marriott
Alexander All Suites Hotel
Anglers Boutique All Suite Hotel - Kimpton
Best Western Atlantic Beach Resort
Beacon Hotel
Blue Moon, The
Breakwater, The
Casa Victoria
Cavalier South Beach Hotel
Clay Hotel, The
Courtyard by Marriott South Beach
Daddy O Hotel
Days Inn Oceanside
Deauville Beach Resort
Dorchester Hotel
Eden Roc
Edgewater, The
Fontainebleau Miami Beach*
Grand Miami Beach
Grand Beach Surfside
Hilton Bentley Miami/South Beach
Hilton Cabana Miami Beach
Hilton Garden Inn Miami South Beach
Holiday Inn Miami Beach

Hotel Ocean
Loews, The
Marseilles Hotel South Beach
Majestic Hotel
Miami Beach Resort & Spa
Ocean Surf
Park Central
Pestana Hotel & Café
Richmond Hotel & Suites
Riviera Hotel South Beach
Seagull Hotel Miami Beach
Seaside Apartments
Shelbourne*
Sheraton Four Points
South Beach Group
Beachside Apartments
Catalina Hotel
Hotel Chelsea
Lincoln Arms & Suites
SeaSide Apartments
Setai Miami Beach, The
Hotel Shelley
Hotel Croydon
Metropole South Beach
Tradewinds Apartments and Hotel

Styles Hotel, The
Trump
Victor Hotel, The
Villa Bagatelle
Winter Haven Hotel
Whitelaw Hotel
"W" South Beach* (VIP & Concierge)
Ventre Hotel
YVE Hotel

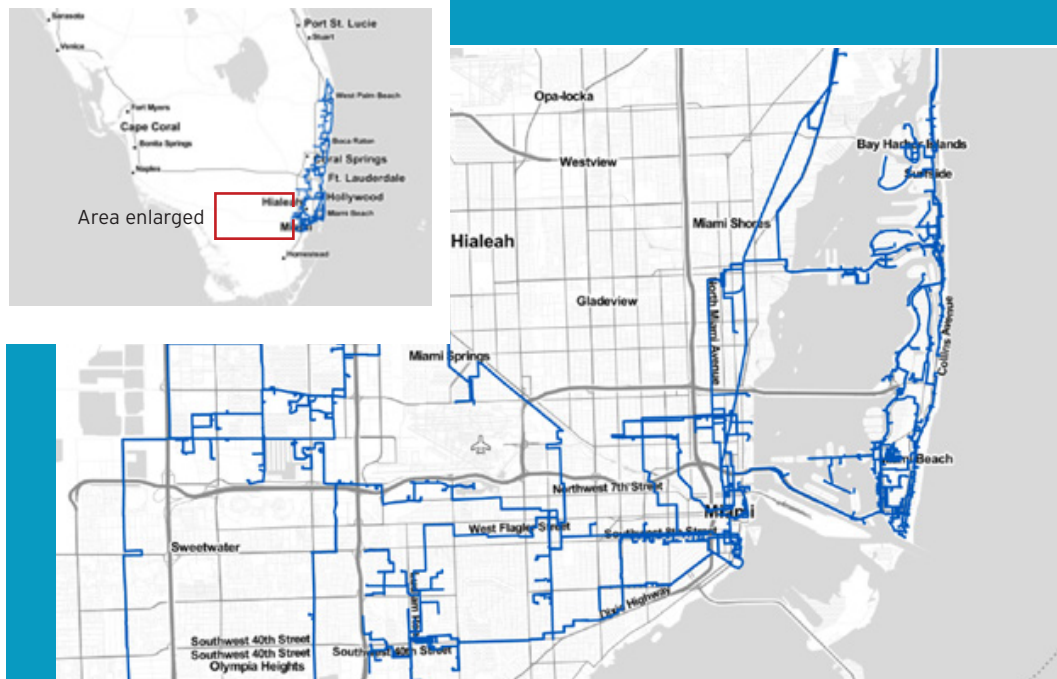
Downtown Hotels

Doubletree Grand/VIP
Biscayne Bay Marriott
Radisson Biscayne Bay
Bayside
EPIC
Intercontinental
Courtyard by Marriott*
Hyatt City Center
River Park Hotel
Four Ambassadors
Mandarin Oriental Hotel
Doubletree
Hampton Hotel Inn & Suite
Urbano Hotel Inn

†Hotel list subject to change. *Lobby distribution.

Breezeline Carrier Network Map

This map represents the areas that Breezeline currently services i Miami-Dade County and will receive updates as serviced areas change



ANNUAL RATES:

FULL PAGE PACKAGE (\$16,000)

- Full Page in VISIT MIAMI BEACH
- (60) :30 Second Commercial Spots per week on Breezeline (3,120 per year)
- (28) 2 Minute Advertorial Segments per Week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 4 social media clips

½ PAGE PACKAGE (\$12,000)

- ½ Page in VISIT MIAMI BEACH
- (28) :30 Second Commercial Spots per week on Breezeline (1,456 per year)
- (14) 2 Minute Advertorial Segments per Week on Breezeline (728 per year)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 2 social media clips

¼ PAGE PACKAGE (\$8,000)

- ¼ Page in VISIT MIAMI BEACH
- (21) :30 Second Commercial Spots per week on Breezeline (1,092 per year)
- Business Message to run repeatedly on The Beach Channel Ticker

SPECIAL POSITION RATE PACKAGES:

BACK COVER PACKAGE (\$17,500)

- Back Cover in VISIT MIAMI BEACH
- (84) :30 Second Commercial Spots per week on Breezeline (4,368 per year)
- (35) 2 Minute Advertorial Segments per week on Breezeline (1,820 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

INSIDE FRONT COVER (\$16,500)

- Inside Front Cover in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

OPPOSITE INSIDE FRONT COVER (\$16,500)

- Opposite Inside Front Cover in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

INSIDE BACK COVER (\$16,500)

- Inside Back Cover in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

OPPOSITE INSIDE BACK (\$16,500)

- Opposite Inside Back in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

RHP OPPOSITE WELCOME (\$16,500)

- RHP Opposite Welcome in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

RHP OPPOSITE CONTENTS (\$16,500)

- Inside Front Cover in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker
- Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips

RHP OPPOSITE MASTHEAD (\$16,500)

- RHP Opposite Masthead in VISIT MIAMI BEACH
- (70) :30 Second Commercial Spots per week on Breezeline (3,640 per year)
- (28) 2 Minute Advertorial Segments per week on Breezeline (1,456 per year)
- Coverage of Special Events (Coverage based on approval from Editorial)
- Business Message to run repeatedly on The Beach Channel Ticker

Social Media interaction and support, i.e., Facebook, Instagram- Creation of 8 social media clips



Sales

Luis Sardinas, V.P. of Advertising, 305.497.0323
lsardinas@northsouthnet.com

Carly Diane 305.859.2000
carly@thebeachchannel.tv

Lucy Demeo 305.859.2000
lucy@thebeachchannel.tv

Payment Terms

25% upon contract; balance upon publication

Make checks payable to

North South Net, 4848 SW 74 Court, Miami Florida, 33155

Closing Dates

Ad Reservation..... October 15, 22
 Ad Material Due November 15, 2022
 Publication Date.....January 2023

Ad Material Requirements

1. Accepted file formats include PDF/X-1a, JPEG or TIFF in high resolution (at least 300 DPI at 100 percent) as CMYK. If files are not provided as CMYK, then we will be forced to convert the color and we cannot guarantee an exact match of color on press.
2. Live material not intended to bleed must be kept at least 1/4" from all sides to allow for trim.
3. Double-page (spread) ads: Perfect alignment of type or design across the gutter of two facing pages is not guaranteed. Live matter in the facing-page subject cannot be closer than 1/8" to the gutter.
4. There will be an additional charge if the advertiser requires ad design and production.

Ad Sizes

	Width	Height
Full Page (non-bleed).....	8" x	10 $\frac{3}{8}$ "
Full Page (+bleed)	9 $\frac{1}{4}$ " x	11 $\frac{1}{8}$ "
Half Page (horizontal).....	8" x	4 $\frac{5}{8}$ "
1/4 Page	4" x	4 $\frac{5}{8}$ "

Trim Size

For reference only (not and ad size): 9" x 10 $\frac{3}{8}$ "

