



THE BEACH
CHANNEL
MEDIA KIT PRESENTATION

“ Highlighting
the **BEST** in
SOUTH FLORIDA ”

DINING | FASHION | LIFESTYLE



breezeline™

An aerial photograph of a coastal city, likely Miami, showing a sandy beach, turquoise ocean, and a dense urban area with numerous high-rise buildings. The sky is clear and blue.

THE BEACH CHANNEL

WHO ARE WE?

The Beach Channel highlights the best in fashion, dining, lifestyle, and what's new around South Florida. Airing from the Southern Palm Beaches to the Keys, you'll be able to stay current on the best cocktails in Miami to the real estate trends happening all along the coast. Tune in for the original programming and exclusive coverage on South Florida events and more.

THE BEACH CHANNEL

Average night stayed by leisure travelers,
business vendors, and convention and
trade-show delegates.

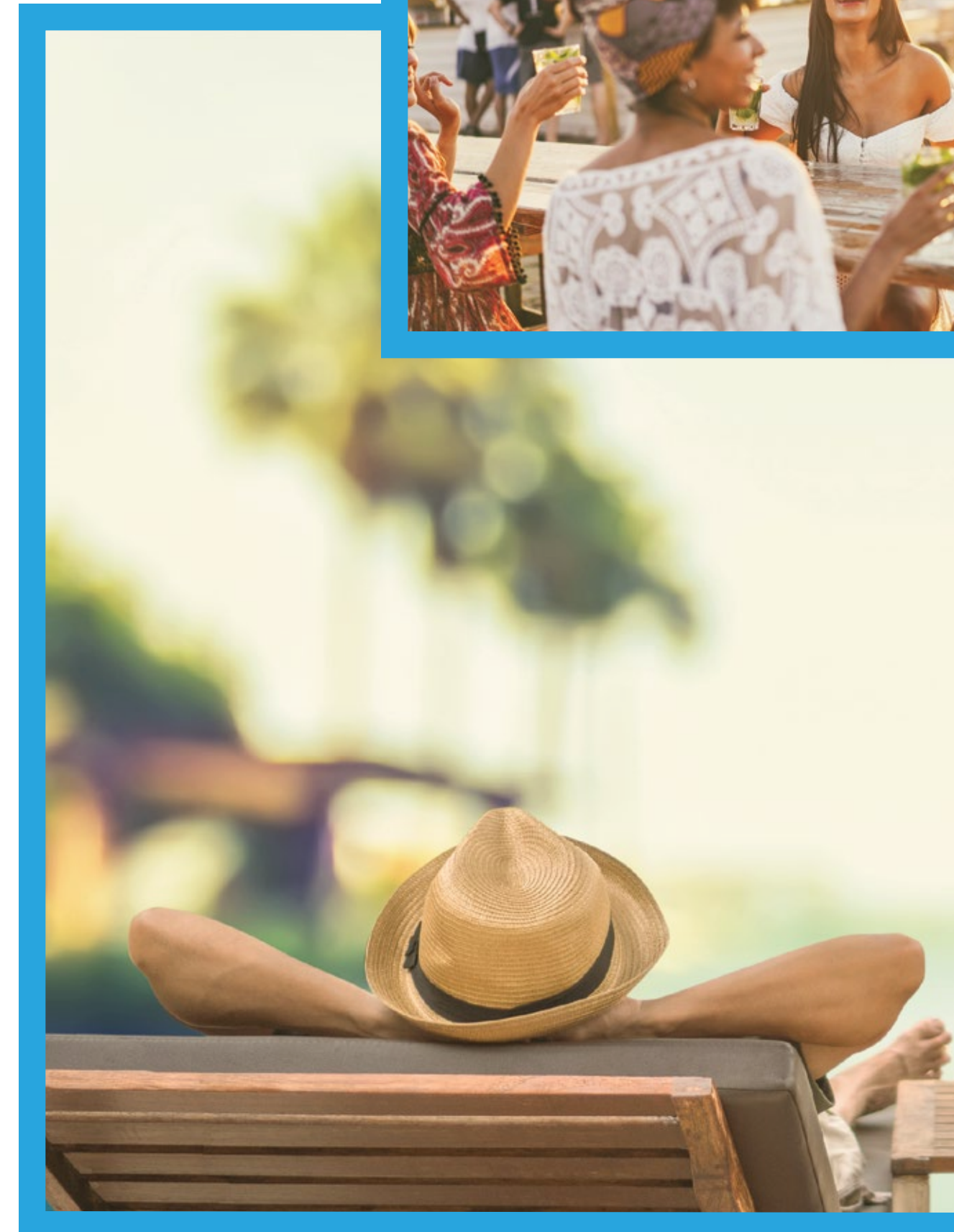
6 NIGHTS

Economic impact of visitors was 25.5 billion
for the past 12 months.

\$25.5 BILLION

Total nights stayed by leisure travelers, business
visitors, and convention and trade-show delegates.

15.7 MILLION



MIAMI VISITORS ARE FROM

TOP **DOMESTIC MARKETS** ARE NEW YORK, CHICAGO, PHILADELPHIA
BOSTON, AND ATLANTA.

TOP **INTERNATIONAL MARKETS** ARE CANADA, COLOMBIA, BRAZIL,
ARGENTINA, AND GERMANY.

WHAT

FOLLOW "THE BEACH CHANNEL"



THE BEACH CHANNEL

WE DO

PRODUCTION

SCRIPT WRITING, PRODUCING,
FILMING AND EDITING

SOCIAL MEDIA

WE CREATE SOCIAL MEDIA
PLATFORMS AND CONTENT

STREAMING

OUR CONTENT IS AVAILABLE TO
WATCH WHENEVER YOU WANT

EVENTS

WE COVER SOFLO EVENTS!



DISTRIBUTION

ATLANTIC BROADBAND

The Beach Channel broadcasts in 80,000 households and 10,000 hotels from Palm Beach County through Key West in Monroe County including Miami-Dade and Broward!

80,000 HOUSEHOLDS
10,000 HOTELS

The Beach Channel broadcasts on Breezeline, formally known as Atlantic Broadband 24 hours a day, 7 days a week!

24 HOURS A DAY
7 DAYS A WEEK



DISTRIBUTION

THE BEACH CHANNEL OTT

The Beach Channel Live is now new and improved on the Beach Channel website.

The content will include the Beach Channel show lineup as well as all of advertiser segments. A new collection will be added to showcase select programs from Velocity, History, and Destination America.

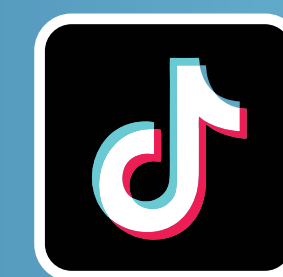
The Beach Channel will provide all the data to support. Analytics include information on impressions with details on engagement (play rate, completion rate, percent watched, average time watched, display count, play count, geography, domains, and devices.)

The Beach Channel is also available to watch on most social media platforms such as YouTube, FaceBook, Instagram, and TikTok.



breezelineTM

FOLLOW “**THE BEACH CHANNEL**”



THE BEACH CHANNEL

ADVERTISING RATES

7,000

2,000 DOWN / 416 MONTHS

(x5) :30 second commercial spots per day
(x35) :30 second commercial spots per week for an annual total of 1,820 spots
Company feature on THEBEACHCHANNEL.TV website
Social Media marketing support and interaction i.e. Facebook & Instagram

12,000

3,000 DOWN / 750 MONTHS

(x2) 2 minute commercial spots & (x4) :30 second commercial spots per day
(x42) commercial spots per week for an annual total of 2,184 spots
Company feature on THEBEACHCHANNEL.TV website
(x4) :30 - :60 second clips for social media
Social media marketing support and interaction i.e. Facebook & Instagram

16,000

4,000 DOWN / 1,000 MONTHS

(x3) 2 minute commercial spots & (x6) :30 second commercial spots per day
(x63) commercial spots per week for an annual total of 3,276 spots
Company feature on THEBEACHCHANNEL.TV website
(x8) :30-:60 second clips for social media
Social media marketing support and interaction i.e Facebook & Instagram

24,000

6,000 DOWN / 1,500 MONTHS

(x4) 2 minute commercial spots & (x8) :30 second commercial spots per day
(x84) commercial spots per week for an annual total of 4,368 spots.
Segment inclusion in TV show
Company feature on THEBEACHCHANNEL.TV website
(x16) :30-:60 second clips for social media
Social media marketing support and interaction i.e Facebook & Instagram

SPOT RATE

\$10 PER 30 SECOND
COMMERCIAL SPOT

CLIENT SUPPLIED SPOT

1,000 MINIMUM PER MONTH

FOR MORE INFO
CALL CARLY

305-859-2000



THE BEACH
CHANNEL

VISIT MIAMI BEACH



2024

IN-ROOM PUBLICATION FOR
MIAMI BEACH
HOTELS AND RESORTS



VISIT MIAMI BEACH

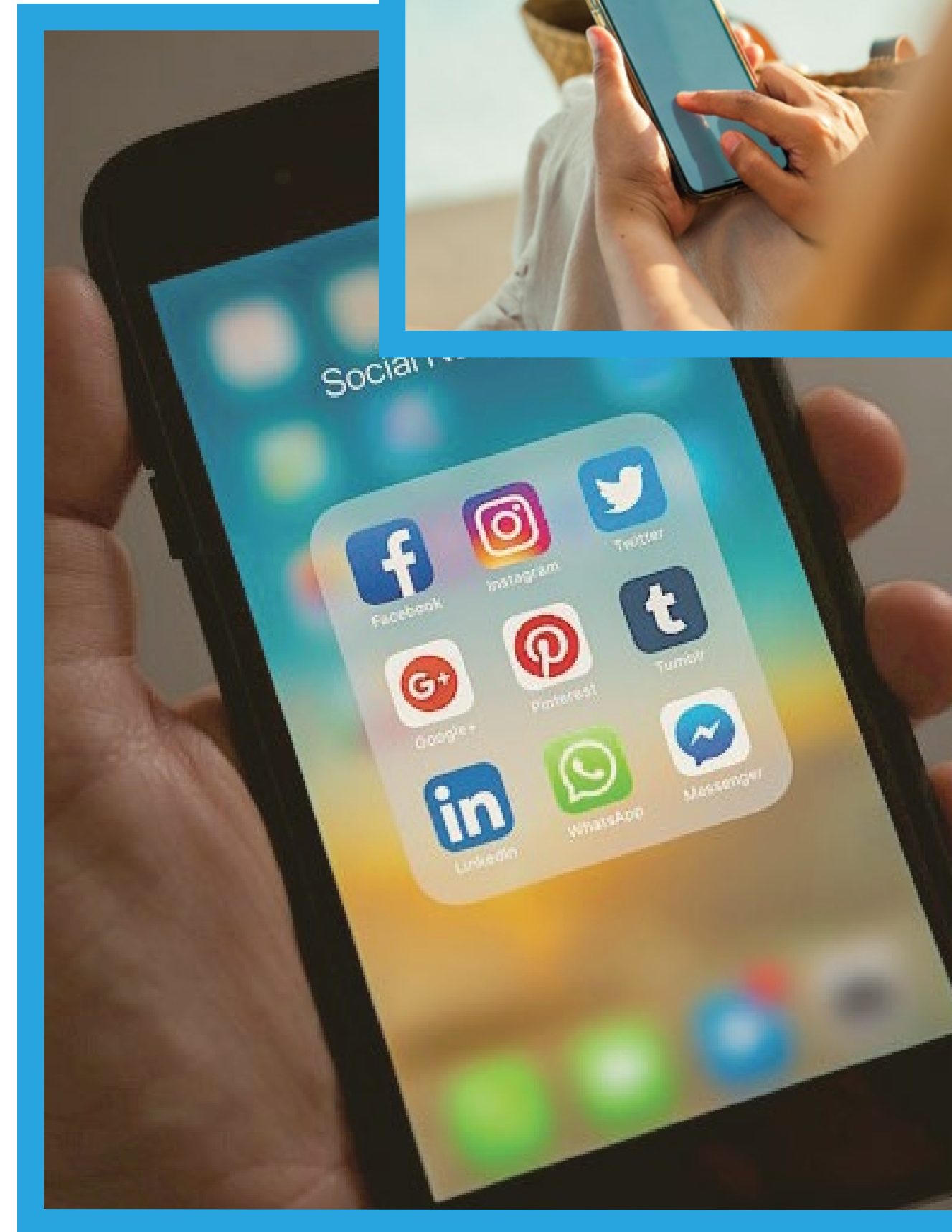
Visit Miami Beach is the annual luxury lifestyle publication produced exclusively for in-room distribution in hotel and resort rooms located on Miami Beach and Miami. These hotel guests appreciate the finer things in life, have significant disposable income, and enjoy experiencing new places. The publication includes captivating stories and eye-catching photography and features the myraid 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 showcase what Miami Beach has to offer to those visiting from around the globe.

THE BEACH CHANNEL

VISIT MIAMI BEACH MOBILE APP



A mobile app for smartphone 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

NEOPOLITAN

VISIT BERMUDA

VISIT ANTIGUA &
BARBUDA

VISIT THE US VIRGIN
ISLANDS

The official in-room magazine of the St. Maarten Tourism and Hotel Association (SHTA)
WWW.VISITSTMAARTEN.COM

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

The official in-room magazine for the Bermuda hOTEL association (BHA)

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

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

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.

VISIT
MIAMI BEACH

— 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 from 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/ READERSHIP

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 ROAD	75%

DEMOGRAPHICS/ READERSHIP [CONT]

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 SPEND 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.”

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
Daeuville 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 & Cafe
Richmond Hotel & Suites
Riviera Hotel South Beach
Seagull Hotel Miami Beach
Seaside Apartments
Shelbourne
Sheraton Four Points

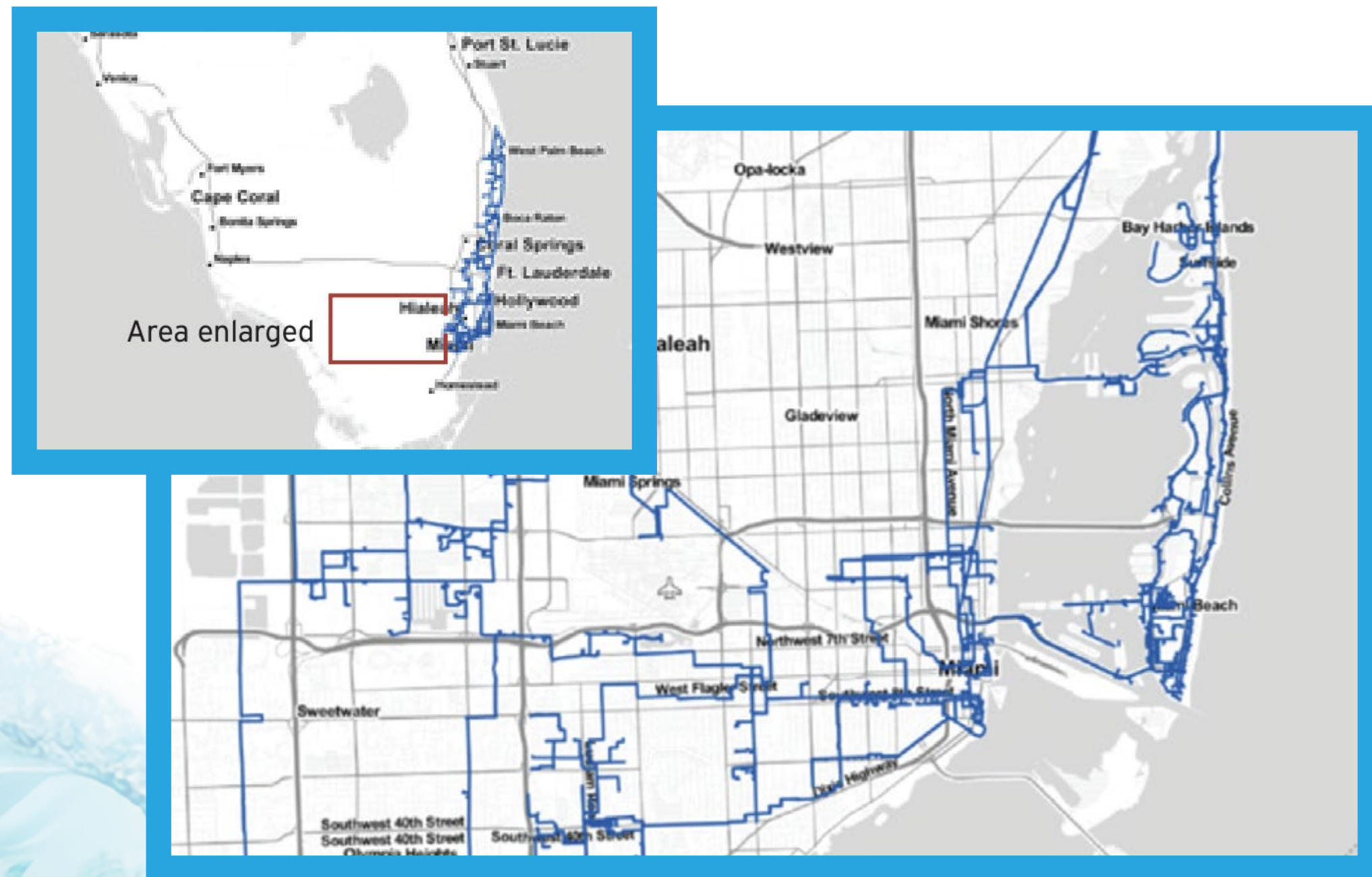
South Beach Group
Beachside Apartments
Catalina Hotel
Hotel Chelsea
Lincoln Arms & Suites
Seaside Apartments
Setai Miami Beach, The
Hotel Shelley
Hotel Croydon
Metropole South Beach
Tradewinds, Apartments and Hotel
Styles Hotel, The
Trump
Victor Hotel, The
Villa Bagatelle
Winter Haven Hotel
Whitelaw Hotel
"W" South Beach
Ventro 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

DISTRIBUTION

BREEZELINE CARRIER NETWORK



****This map represents the areas that Breezeline currently services**

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)

1/2 PAGE PACKAGE (\$12,000)

- 1/2 Page in *VISIT MIAMI BEACH*
- (28) :30 Second commercial spots per week on Breezeline (1,546 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)

1/4 PAGE PACKAGE (\$8,000)

- 1/4 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 spot 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 spot 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 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)

**SPECIAL POSITION
RATE PACKAGES:**

CONTINUED



CLOSING DATES

AD RESERVATION October 15, 2024
AD MATERIAL DUE November 15, 2024
PUBLICATION DATE January 2024

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 x Height

Full page (non-bleed)	8" x 10 3/8"
Full page (+bleed)	9 1/4" x 11 1/8"
Half page (horizontal)	8" x 4 5/8"
1/4 Page	4" x 4 5/8"

TRIM SIZE

For reference only (not and ad size): 9" x 10 7/8"

SALES

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

Carly Diane, The Beach Channel.....305.859.2000
Carly@thebeachchannel.tv

PAYMENT TERMS

25% upon contract; balance upon publication

MAKE CHECKS PAYABLE TO

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





THE BEACH CHANNEL

Fashion | Lifestyle | Dining | What's New



@thebeachchannel

LIFESTYLE

DINING

FASHION

#trending #soflo #miamibeach

TOTAL FOLLOWERS

88,300

The Beach Channel offers premier TV shows and videos from the sexiest city in the world. Start watching the best in fashion, dining, lifestyle, and what's trending in Miami and South Florida. From staying current on the latest cocktail creations to the fashion trends emerging on the South Beach scene, we keep you updated on the best of the best.



49 K



29 K



4 K



6.3 K