

# 2026

MEDIA KIT  
BRICKELL<sup>MAGAZINE</sup> KEY BISCAYNE<sup>MAGAZINE</sup>





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 Coral Gables, Coconut Grove, Miami Beach, Midtown, Edgewater and the Miami Design District who are always in search of fashion, entertainment, design and real estate trends. For 18 years, *Brickell Magazine* has been at the forefront of Miami’s evolution. 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 22 years, our award-winning coverage has regularly spotlighted the island’s notable personalities, key players, philanthropic endeavors and social scene. 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*

Insights to help take your investment to the next level — inside, outside and everywhere in between, one great real estate deal at a time. **Editorial Spotlight:** Miami's Top Realtors **Closing Date:** 12/12/25

## FEBRUARY | *The Collectors Issue*

A tribute to those who find beauty in life's finer things — from luxurious objects of intrigue to rare keepsakes and one-of-a-kind masterpieces. **Editorial Spotlight:** Power Couples **Special Section:** Collector's Corner **Special Section:** Yacht Showcase **Closing Date:** 01/12/26

## MARCH | *Spring Home & Décor*

Created the home of your dreams with a fresh new perspective and insider tips from leading designers and architects. **Editorial Spotlight:** The Go-Getters. **Special Section:** Design Minds **Closing Date:** 02/12/26

## APRIL | *Rescues & Philanthropy*

When it comes to giving back, there's no shortage of charities, volunteer opportunities and galas in town — plus, nothing augments life in the urban core more than a rescued furry friend by your side! **Editorial Spotlight:** Rescues & The People Who Love Them **Editorial Spotlight:** Angels Among Us **Closing Date:** 03/12/26

## MAY/JUNE | *The Success Issue*

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 **Closing Date:** 04/10/26

## JULY/AUGUST | *Wellness & Travel*

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 **Special Section:** Top Destinations **Closing Date:** 06/12/26

## SEPTEMBER | *The Fashion Issue*

As the social season launches, make sure you arrive to the party on trend and ready to WOW! **Editorial Spotlight:** Miami's Most Stylish **Special Section:** Private Schools **Closing Date:** 08/12/26

## OCTOBER | *The Visionaries Issue*

Miami's business scene is hot! hot! hot! with ideas, concepts, services and products that put innovation, people and community first. **Editorial Spotlight:** Outstanding Visionaries of Miami **Closing Date:** 09/10/26

## NOVEMBER | *Fall Home & Design*

From your front door to the office, and every space in between, let top designers and architects guide your living and work spaces in the right direction. **Special Section:** Design Minds **Closing Date:** 10/12/26

## DECEMBER | *Art & Luxury*

Museums, art happenings, galleries, investments — as Art Basel and Miami Art Week descend on our shores, let us prepare you for the creative influx. **Editorial Spotlight:** Art Week Survival Guide **Special Section:** Luxury Splurges **Closing Date:** 11/11/26

## JANUARY | *Real Estate & Investments*

Discover the most luxurious offerings on 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:** 12/12/25

## FEBRUARY | *Key Couples & Yachting*

As we celebrate 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 **Special Section:** Yacht Showcase **Closing Date:** 01/12/26

## MARCH | *Spring Home & Décor*

Transform your living space with innovative style and creative vision from top design professionals. **Special Section:** Design Minds **Closing Date:** 02/12/26

## APRIL | *Rescues & Philanthropy*

Generosity and Key Biscayne go hand-in-hand: Find out ways locals are making a difference in the world, one good deed at a time. **Editorial Spotlight:** Rescues & The People Who Love Them **Editorial Spotlight:** Angels Among Us **Closing Date:** 03/12/26

## 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 **Closing Date:** 04/10/26

## JULY/AUG | *Wellness & Travel*

Aligning your mind, body and soul is essential to any life filled with health, happiness and success. We guide you towards becoming the best version of yourself. **Editorial Spotlight:** FIT-Biscayners: Key Biscayne's sports-minded residents **Special Section:** Health, Beauty & Fitness Experts of Miami **Special Section:** Top Destinations **Closing Date:** 06/12/26

## SEPT/OCT | *The Visionaries Issue*

From putting your best foot forward, to making your first impression a lasting one — we introduce you to some of the island's most dynamic movers and shakers. **Editorial Spotlight:** Outstanding Visionaries of Key Biscayne **Special Section:** Private Schools. **Closing Date:** 08/12/26

## NOVEMBER | *Fall Home & Design*

Take your interior and exterior spaces to the next level with the guidance of design and architecture experts who can help transform your house into a home. **Special Section:** Design Minds **Closing Date:** 10/12/26

## DECEMBER | *Art & Luxury*

Unforgettable experiences come into focus as Art Basel and Miami Art Week's satellite festivals once again inspire us to think outside the box. **Editorial Spotlight:** Art Week Survival Guide **Special Section:** Luxury Splurges **Closing Date:** 11/11/26

*\*Editorial Calendar subject to change without notice*



### DISTRIBUTION AREAS:

Downtown Miami • Brickell • Coral Gables • Coconut Grove •  
 South Miami • Midtown • Edgewater • Wynwood • Design District •  
 Miami Beach • Aventura • Sunny Isles • Key Biscayne

## BRICKELL

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

## KEY BISCAYNE

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

40%

Over 1,200 Business  
 Offices & Lobbies

30%

Targeted Retailers,  
 Restaurants &  
 Luxury Services

45%

Mailed Directly to Every  
 Residential Household  
 on the Island of Key  
 Biscayne

25%

All Key Biscayne  
 Retailers,  
 Restaurants  
 & Luxury Services

20%

Condo Delivery  
 To More Than 100  
 Residential Buildings

10%

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

15%

Retailers, Restaurants  
 & Luxury Services  
 Throughout Miami

15%

Special Events  
 Including Charity  
 Functions,  
 Fundraisers & Galas



## 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 & Print** to promote your company's event



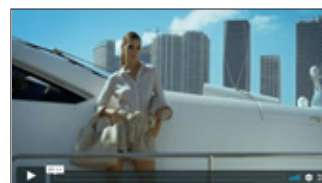
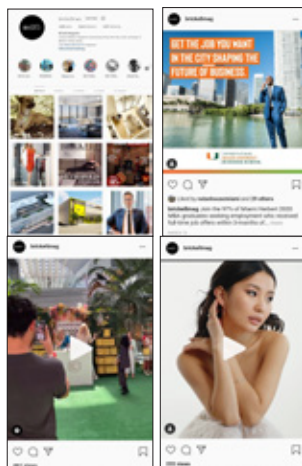
## DIGITAL IMPRINT

- **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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