

# Are You in **the Lead**?



## The New **Voice** and **Vision** of Miami Beach

The mission of **The Lead** is to stay on the cutting edge of the political, social and artistic movements that encompass our community. The paramount visual element of **The Lead** focuses on bridging the divide between images and the written word. While putting a premium on local art and photography, we become the canvas of the community.

# It's your community, so take **the Lead**

Our community is the foundation of American life, the cornerstone of what it means to be part of something larger than oneself — more than the sum of parts. It is to fulfill the greatest promise of our human existence, that together we can make a difference; together we can overcome any trial or any tribulation. Together we will not follow, but lead.



## It's also all Online

*The Lead* is poised to embrace the online world with a fully-interactive mobile-friendly Web presence including forums, iPhone applications, blogs, Facebook and MySpace content, exclusive online features and special opportunities for our advertising partners to get their message across.



THELEADMAMIIBEACH.COM

## Journalistic Integrity

*The Lead* is about what is up, what's going down and who is pressing the buttons to make it all happen.

Miami Beach deserves to have a publication that is committed to making sure that the tale of this great city, its great people, and how we build it all together be documented accurately.

We vow to take on the responsibility of becoming the paper of record for Miami Beach. We will always make our No. 1 priority the search for and presentation of the truth to the residents and visitors of this community.

## The Team

Our editorial staff has extensive experience in putting Miami Beach life into print, having covered the city for *The Miami Herald*, *Wire* and *The SunPost*. Our creative director was the design force behind such notable Beach publications as *Night Weekly* and *Home+Living Real Estate Monthly*.

## Leading Facts

More than **40,000** people visit **Art Basel Miami Beach**, the most important art show in the United States.

Roughly **50,000** fans from dozens of nations attend Ultra during **Winter Music Conference**.

**Millions of dollars** to date in campaign contributions for the November Miami Beach **general election**.

On average, **41** people **per minute** fly into **Miami International Airport**.

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## Leading Coverage

Sections: News. Politics. Culture. Reviews. Film. Art. Books. Music. Maps. Happy Hour. Nightlife. Snaps.

Specials: Art Basel and Election specials; the New Year's Eve party guide, Feature Collector Issues, and so much more!



## Advertisers are our **sponsoring partners.**

We keep the prices of our advertising opportunities low, because we know that in the current economic climate, every penny counts. Our goal is that your business and ours rise together to the challenges of this economy and grow into the future as successful Miami Beach neighbors.

Rest assured, our voice is always honest. We will respect our neighbors and always offer the very highest of ethical standards in our reporting, our business practices and our relationships with customers, employees, and vendors.

## If it's worth reading, **it's in The Lead.**

We have a precisely targeted distribution of **10,000 weekly copies** that go to condo and apartment buildings, office lobbies, hotels and select businesses on Miami Beach, such as restaurants, stores and clubs.

Our representative reader is the sophisticated urban Miami Beach resident or visitor who wants to know what is going on in the city.

Roughly twice the national average, more than **40 percent of Miami residents are college educated**, according to the most recent Census Bureau data [2007]. **The median family income is more than \$50,000** per year. Sixty-eight percent of residents are between the ages of 18 and 65.

*The Lead* target reader is upwardly mobile, college educated, interested in politics as well as nightlife, and earns a higher than average income.

## Stay **Ahead of the Pack**

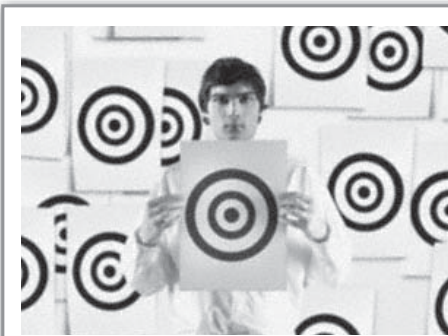
According to *The Economist* magazine, it doesn't make sense to cut advertising budgets in a bad economy because "marketing is a part of the solution, not the problem."

"Brands that increase advertising during a recession, when competitors are cutting back, can improve market share and return on investment at lower cost during good economic times..." said Professor John Quelch of Harvard Business School.

There's never a better time to steal market share than in a recession. During the Great Depression, W. K. Kellogg continued marketing his cereals while his rivals were cutting back; in doing so, he pulled ahead of Post cereals in sales, a change that has never been reversed.

### **Online Ads, a complement to Print**

"New media are less effective at brand building. To feel and be absorbed in a brand, you need to look, touch, feel it. In *Vogue* or *Tatler*, it is an environment you are putting the advertisements in," said Neil Sussman, Marketing Director, Da Beers Diamond Jewellers.



"By talking when everyone else is silent. By targeting the right people in the right way at the right time, you can gain an edge over your competition."

- *The Economist*



# the Lead

## MIAMI BEACH

POLITICS // ARTS // NEWS // REVIEWS



## Take off with us **and Save!**

### LAUNCH SPECIAL

Not only will our initial advertising partners join us in becoming the most exciting new publication to hit Miami Beach and have the opportunity to play a major role in our launch week events and parties, but they will also have the chance to capitalize on that partnership by making significant savings on advertising budgets.

So, as a sincere thank you to advertisers that are willing to commit to signing up with us for our first four weeks of publication we are giving a very special introductory rate that we will continue to honor for as long as you keep advertising with us.



FOR ADVERTISING INFORMATION PLEASE CONTACT  
SALES DIRECTOR PATTI FANUCCI AT **570-840-7620** OR EMAIL **PATTI@THELEADMIAMI BEACH.COM**



Shouldn't you be in **the Lead**?



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