

the bluff

MEDIA KIT 2022



PALMETTO BLUFF



OVERVIEW

PALMETTO BLUFF

Discover the one place that's like no place else. A world of unbound beauty, timeless charm and incomparable experiences.

Bordered by rivers and set amidst ancient maritime forests, Palmetto Bluff is the essence of the Lowcountry. Our 20,000 pristine acres attract affluent audiences from near and far to paddleboard our waters, explore our vast landscape, relax at our world-renowned spa and gather around glowing fire pits as the sun slips beneath the horizon.

A luxurious home. An award-winning resort. A playground where memories are made and stories are born. This is the heart and soul of the Lowcountry. This is Palmetto Bluff.

THE BLUFF MAGAZINE

The Bluff brings the magic and majesty of the Lowcountry to life. A high-quality, perfect-bound periodical printed on heavy stock, *The Bluff* features carefully curated stories about the people, places, and events that define the South Carolina Lowcountry experience and life at Palmetto Bluff.

The Bluff is a biannual publication distributed to Palmetto Bluff guests and residents, our hearty subscription list, and all those who have expressed an interest in Palmetto Bluff and the Lowcountry. More coffee table book than magazine, *The Bluff* is an elegantly designed piece that recipients eagerly await and treasure for months to come.





COMMUNITY CORNERSTONES

Palmetto Bluff's Community Cornerstones anchor the vision of the place and guide our experiences on property, strategic partnerships, and storytelling.

NATURE & CONSERVATION

Retain and sustain the best qualities of the land—its diverse beauty, its agricultural roots and its natural resources—and teach appreciation of what being in the wild means.

LOWCOUNTRY CULTURE

Design signature residential offerings and community programming that stay true to the character of the land, the history and the local culture.

OUTDOOR PURSUITS

Cultivate lifelong opportunities to pursue health and wellness, recreation, relaxation and entertainment both on land and on the waterways.

COMMUNITY & CONNECTION

Create authentic Lowcountry experiences that connect like-minded owners with each other, with guests and with the local community to foster opportunities for sincere interactions between people.





AUDIENCE & DISTRIBUTION

The Bluff reaches a sophisticated and prosperous audience across the U.S. Recipients are interested in travel, leisure and homes of exceptional quality, as well as soft adventures, including water sports, horseback riding, golf, bicycling, hiking, sporting clays, and conservation education and activities. *The Bluff* is distributed via post and placed in Montage Palmetto Bluff hotel rooms and vacation homes.

TOTAL DISTRIBUTION: 60,000 (17,000 print/43,000 digital)

AVERAGE AGE: 58

AVERAGE HHI: \$850,000

AVERAGE NET WORTH: \$5 Million

The Bluff won a gold award (Best of Print & Judges Choice) in the category of “Magazine Design” in the 2020 Addy Awards, Charlotte Chapter and won a silver award in the same category for the Regional Chapter (NC, SC, Virginia). In 2019, *The Bluff* won a silver Addy Award for “Magazine Design,” Charlotte Chapter.





Palmetto Bluff represents the unique blend of raw and refined, affluence and adventure. Visual stories are told with depth and dimension, showing the beauty of the Lowcountry and rich texture found in unexpected layers. Through this juxtaposition of details, we capture and appreciate the personality of the place and its unique traits.

Using a mix of long-form articles and shorter spotlight stories that engages readers and allows for deeper connections, the Palmetto Bluff brand, target audience, and four cornerstones are thoughtfully integrated into each article.

In every issue of *The Bluff*, you'll find stories that spark curiosity and encourage exploration including:

ARTS & CULTURE

SPORTING LIFE

WATERWAYS

ARCHITECTURE & DESIGN

FOOD & WINE

CONSERVATION



ADVERTISING AGREEMENT, THE BLUFF 2022

RATES & POSITIONS

Size	One issue	Both issues
4-color full page	\$6,000	\$10,000
4-color spread	\$10,000	\$17,000

Includes a hyperlink to your website in the digital issue.

PREFERRED PLACEMENT (4 available per issue)

Guaranteed for first third of book (specific page not guaranteed), or cover positions pending Publisher's approval of ad creative.

An additional fifteen percent (15%) of ad rate applies.

Size	One issue	Both issues
Full page	\$900	\$1500
Spread	\$1500	\$2550

PRODUCTION COSTS

Ad rates do not include production. Advertisers are to supply digital files that meet *The Bluff* submission requirements.

AD MATERIALS DUE: **DECEMBER 29, 2021 (SPRING/SUMMER) | JUNE 15, 2022 (FALL/WINTER)**

The following is a binding legal contract: The following advertiser ("Advertiser") agrees to advertise in the 2022 Spring/Summer Issue and/or the 2022 Fall/Winter Issue of *The Bluff* for the foregoing advertising rates. Palmetto Bluff/*The Bluff* ("Publisher") may not raise the advertising rates for the Advertiser, and Advertiser may not cancel this agreement, during the agreed upon contract period. Signing of this contract will bind the parties. Publisher will invoice Advertiser in January 2022.

	FULL PAGE	SPREAD	PREFERRED PLACEMENT*	CONTRACT TOTAL
SPRING/SUMMER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____
FALL/WINTER	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	_____

*Preferred placement will be confirmed on a first come, first served basis.

AD MATERIALS CONTACT

ADVERTISER

ADDRESS

CITY/STATE/ZIP

TELEPHONE

EMAIL

BILLING CONTACT

ADVERTISER NAME

BILLING NAME

BILLING ADDRESS

CITY/STATE/ZIP

ADVERTISER CONTACT NAME (PLEASE PRINT)

TELEPHONE/FAX

EMAIL

General information and the contract terms and conditions are listed on the next page. Advertiser's signature signifies its acceptance of such terms and conditions.

ADVERTISER

DATE

THE BLUFF SALESPERSON

DATE



TERMS AND CONDITIONS

1. Sending an order to Publisher shall constitute acceptance of all the rates and conditions under which advertising is being sold at the time of the order sent.
2. **Invoices for advertising space must be paid in full by press date.**
3. All advertising space rates are based on receipt of an exact-size digital file. Advertising space rates shall apply from the most recent effective advertising rate card.
4. Publisher shall not be responsible for the production of advertising materials that are not supplied as an exact-size digital file.
5. Publisher will not pay advertising commissions to third parties or outside agencies. Such commissions are a matter between Advertiser and its agency, if applicable.
6. In the event of an error caused by Publisher in any advertisement, Publisher shall not be responsible for any refund in excess of the cost of the advertisement in which the error appears.
7. Publisher shall not be liable for failure to print, publish, or distribute all or any portion of an issue in which an advertisement accepted by the Publisher is to appear if such failure is caused by circumstances beyond the control of the Publisher including, without limitation, acts of God, fires, war, strikes, lockouts, accidents, terrorism, posted delays, forces majeure, inability to obtain paper stock, and acts of government.
8. Publisher shall have absolute discretion to position an advertisement, except where Advertiser makes a written request for a specific preferred position and such position is paid for in advance by Advertiser and is acknowledged in writing by Publisher.
9. Orders containing incorrect rates will be published and charged to Advertiser at the then-current rate.
10. All advertisement content is subject to Publisher's approval in Publisher's absolute discretion. Publisher reserves the right to reject or cancel any advertisement or insertion order at any time.
11. No cancellations for advertising spaces, ad changes or downgrading of color or ad size will be accepted (either in writing or verbally) after Publisher's space closing date.
12. If an additional run of an issue is printed, Advertiser's failure to fully pay for an advertisement will result, in Publisher's discretion, in deletion of such delinquent advertisement.
13. All advertisements shall be accepted and published by Publisher on the representation that Advertiser (and/or, to the extent applicable, Advertiser's Advertising Agency) is properly authorized to publish the entire contents and subject matter thereof. When advertisements containing names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be the representation of Advertiser (and/or, to the extent applicable, Advertiser's Advertising Agency) that Advertiser has obtained advance written consent to us in such advertisement the name, picture and/or testimonial of any living person that is contained therein. Advertiser agrees to and does assume responsibility for its respective acts or omissions which may give rise to any claim arising out of the Agreement, subject to the limitations set forth in Section 33-56-180 and/or Section 15-78-120 of the South Carolina Code. All copy, text and illustrations are subject to Publisher's approval before execution of an order, and all of Publisher's rights are reserved to reject or exclude copy that is deemed by Publisher, in its sole discretion, to be unethical, misleading, extravagant, challenging, questionable in character, in bad taste, detrimental to public health or interest, otherwise inappropriate or incompatible with the character of the publication, illegal, unlawful or that does not meet with the approval of the Federal Trade Commission, whether or not the same has been accepted and/or published previously by Publisher. In the event of such cancellation or rejection by Publisher, the advertisement already run shall be paid for or billed at the rate provided for in Advertiser's order.
14. Publisher reserves the right to levy an additional charge for an advertisement containing difficult composition.
15. Publisher assumes no liability hereunder except for refund of amounts paid for any reason it becomes necessary to omit an advertisement.
16. Advertiser warrants and represents that there are no, and will not be any, competing claims to the content contained in the advertisements, including without limitation, any copyrights, trademarks or other intellectual property owned by any third party. Advertiser agrees to indemnify and hold harmless Publisher for any claims arising out of the advertisements including, without limitation, any claims of infringement involving any of the content contained in the advertisements.
17. Should any action be brought to enforce the provisions of this contract, the prevailing party shall be entitled to the collection of court costs and attorneys' fees.
18. Publisher shall hold all ad materials for three (3) months from the date of publication, then will destroy them unless prior return to Advertiser is specified in writing.
19. Advertisers shall be presumed to have (a) read and understood this contract and (b) agreed to its conditions.
20. Unless requested in writing by Advertiser, proofs are required to be sent to Publisher prior to publication.

SHIPPING INSTRUCTIONS

Send all advertising agreements and ad materials via email to magazine@palmettbluff.com. Questions? Call 843.305.4056

The Bluff
c/o Palmetto Bluff
19 Village Park Square
Bluffton, SC 29910
843.305.4056
magazine@palmettbluff.com



the bluff

MECHANICAL REQUIREMENTS

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19 Village Park Square
Bluffton, SC 29910
843.305.4056
magazine@palmettobluff.com

SIZE OF MATERIAL, NON-BLEED

Full page	8" x 9.875"
Full page spread	17" x 9.875"

SIZE OF MATERIAL, BLEED

Full page	9.25" x 11.125"
Full page spread	18.25" x 11.125"

Trim size	9" x 10.875"
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Keep live material .5" from trim on all sides. Bleeds should be at least .125" on all edges.

PRODUCTION CHARGES

Advertiser must supply digital files that meet *The Bluff* digital submission requirements or be charged for alterations by the Publisher's designated vendor for producing the art.

COLOR

Advertiser is responsible for the color quality of its ad. *The Bluff* is not responsible for ensuring color accuracy.

PRODUCTION NOTES

COLOR SPACES

Check that all colors in illustration programs are set to CMYK (spot colors are NOT supported).

IMAGES

Images must be 300 dpi. Bitmap images must be between 600 – 1200 dpi.

FOUR COLOR ADS

The Bluff is printed Direct to Plate (DPT) format. We require that you provide us with a PDF/X-1a.

SUBMISSION PROCEDURES

FROM INDESIGN:

- File > Export > From the pull down menu, choose Adobe PDF (Print).
- Under Adobe PDF Preset pull down menu, choose PDF/X-1a:2001. Set the color profile to Coated GRACoL 2006.
- Under Marks and Bleed, select the boxes for Crop Marks, Page Information, and Use Document Bleed Settings.
- Set Offset to 0.125 inches
- Click the Export button to save your PDF

SUBMITTING ADS FOR PRINT

1. Submit file(s) via email to magazine@palmettobluff.com. Files too large for email can be sent to magazine@palmettobluff.com for free via Wetransfer.com.

If you have questions please email magazine@palmettobluff.com or call 843.305.4056.

