

2023

# MEDIA KIT



## PROFILEmiami

Your Guide To South Florida

# PROFILEmiami

Your Guide To South Florida

## ABOUT

**The real estate and business mogul's guide to South Florida.**

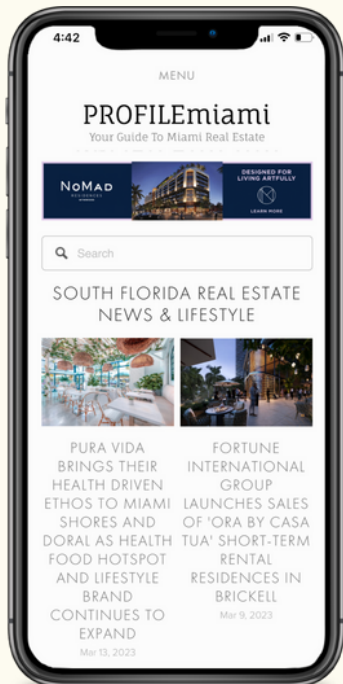
PROFILEmiami is a leader in South Florida real estate news, content and lifestyle. PROFILEmiami provides highly-curated coverage of the most luxurious new developments and biggest real estate deals to Miami's hottest new restaurants, events and entertainment.

## PLATFORMS

**300K+ Unique Cross-Platform Monthly Reach**

**Digital:** PROFILEmiami is active across multiple platforms including online ([www.profilemiamire.com](http://www.profilemiamire.com)), Instagram (@profilemiami), Email Newsletter and Podcasts.

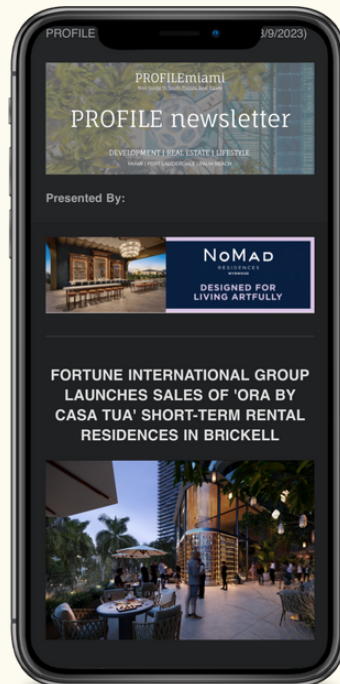
**Events:** PROFILEmiami hosts events including the popular PROFILEconnect networking soirée series, Power Dinner Council invitation-only industry dinners, Educational Panels and partners on real estate and luxury events.



ONLINE



INSTAGRAM



EMAIL NEWSLETTER



EVENTS

\*ONLINE & EMAIL BANNER ADS SHOW NOMAD RESIDENCES WYNWOOD



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## TESTIMONIALS

"I enjoy reading PROFILEmiami because it engages the design side of South Florida's real estate industry. PROFILEmiami provides a great platform to keep up with the fast paced development in South Florida and reach the movers and shakers within the industry."

**- Kobi Karp, Kobi Karp Architecture & Interior Design**

"I keep PROFILEmiami on the homepage of my phone as one of my daily must check real estate news sources. PROFILE captures the development, investment and hospitality sides of South Florida's real estate industry which is essential for me in the hotel ownership business."

**- Ronny Finvarb, CEO, Finvarb Group**

"In my business it's critical to know what's happening in the local Real Estate markets. I sure can't know all I need to, but PROFILE is a great resource for me. They seem to be everywhere I can't be and know everything that's happening. I depend on PROFILE to keep me informed. A great resource."

**- Allen Morris, Chairman, The Allen Morris Company**



PROFILEmiami with Ronny Finvarb at PROFILE Dinner Council: Design & Development

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## AUDIENCE & DEMOGRAPHICS

**PROFILEmiami is the real estate and business mogul's guide to South Florida.**

PROFILEmiami is actively followed by many of South Florida's top developers, investors, brokers, architects, designers, financiers, restaurateurs, c-suite executives, business owners, celebrities and professional athletes.

PROFILEmiami is an essential platform for real estate and luxury brand partners to advertise with because we are actively followed by, and partner with, high-net worth and affluent individuals who are active in the Miami and business communities.

PROFILEmiami has worked with international brands such as Airbnb, Tesla, Hublot and Kobi Karp as well as regional/ local brands such as Pura Vida, E11EVEN and Miami Design District.

PROFILEmiami actively participates with the University of Miami and other educational institutions.

**\$230K+** AVG. AUDIENCE ANNUAL INCOME

**\$10 BILLION+**

COMBINED DOLLAR VALUE UNDER DEVELOPMENT BY AUDIENCE (9/23)

**\$500K+** AVG. AUDIENCE NET WORTH

**\$10 BILLION+**

COMBINED DOLLAR VALUE REAL ESTATE SOLD BY AUDIENCE (SINCE '21)

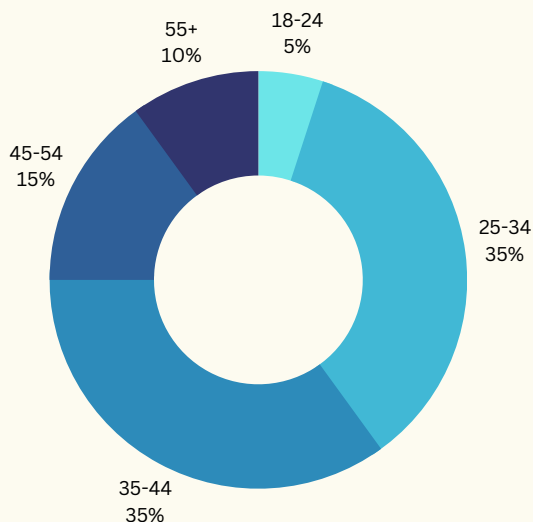
**60%+** OF AUDIENCE WORKS IN REAL ESTATE INDUSTRY

**\$200+ BILLION+**

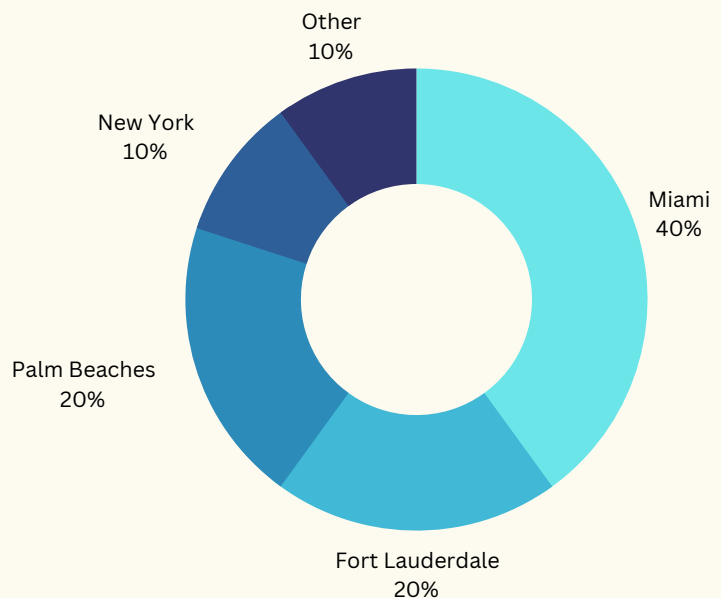
COMBINED ASSETS UNDER MANAGEMENT BY AUDIENCE (9/23)

**60% MEN | 40% WOMEN**

**AUDIENCE BY AGE**



**AUDIENCE BY CITY**





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## MEDIA REACH

**300K+** UNIQUE CROSS-PLATFORM MONTHLY REACH



**INSTAGRAM** @profilemiami

**21K+** INSTAGRAM FOLLOWERS

**70K+** MONTHLY ACCOUNTS REACHED

**35%+** ENGAGEMENT RATE \*

**100%** ORGANIC FOLLOWER BASE (0 PURCHASED FOLLOWERS)

\*ACCORDING TO SOCIAL MEDIA MANAGEMENT PLATFORM HOOTSUITE, THE AVERAGE ENGAGEMENT RATE FOR INSTAGRAM ACCOUNTS WITH THE SAME NUMBER OF FOLLOWERS IS 1.7%



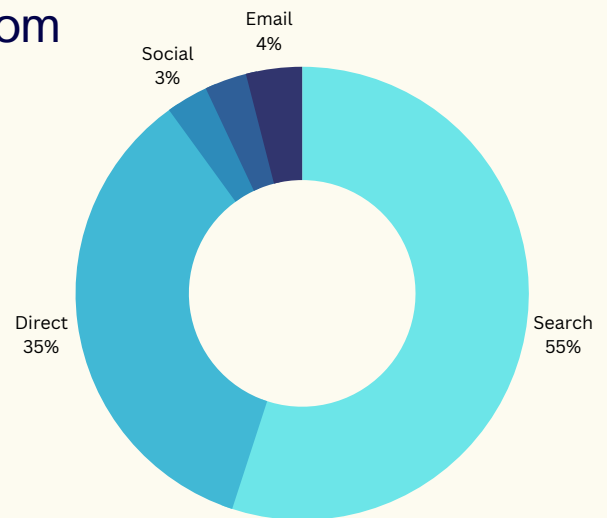
**ONLINE** [www.profilemiamire.com](http://www.profilemiamire.com)

**1MM+** TOTAL ONLINE READERS (SINCE 2016)

**30K+** AVERAGE MONTHLY READERS

**3 MINUTES+** AVERAGE VISITOR TIME SPENT PER ARTICLE / PAGE

### TRAFFIC SOURCES



## WEEKLY EMAIL NEWSLETTER

**12K+** OPT-IN EMAIL NEWSLETTER SUBSCRIBERS

**3%+** AVERAGE EMAIL NEWSLETTER CLICK RATE

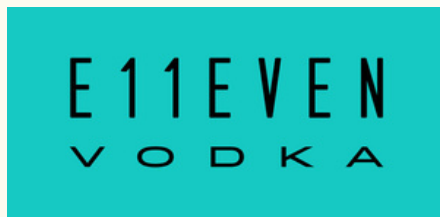
**30%+** AVERAGE EMAIL NEWSLETTER OPEN RATE

**100%** ACTIVE OPT-IN SUBSCRIBER BASE (0 PURCHASED CONTACT LISTS)

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## FEATURED PAST CLIENTS, PARTNERS & BRANDS WE WORK WITH



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## DIGITAL MEDIA

### Digital Advertising

Drive your company's exposure to our 300K+ Unique Monthly Reach

#### **PROFILE Takeover Package - \$6,000**

- 1 Month Banner Ads Takeover (Leaderboard, In-Fold Leaderboard & Sidebar)
- 1 Custom/ Sponsored Editorial (with links)
- 1 Sponsored Instagram
- Email Banner Ads (1 Month - 4 Email Blasts)

#### **Custom/ Sponsored Email Blast - \$3,500 /email**

#### **Banner Ads (Leaderboard, In-Fold Leaderboard & Sidebar)**

- Monthly Buyout / Takeover: \$4,000 /mo.
- Rotating (minimum 20K views): \$1,250 /mo.

#### **Weekly Email Newsletter Banner Ads Sponsor - \$500 /email**

#### **Custom / Sponsored Editorial - \$1,500**

- \$1,750 Rush (24 hours)
- \$2,250 Content Production

#### **Featured Listing / Closed Deal - \$800 [\$1,100 Rushed (24 Hours)]**

#### **Instagram Post - \$1,000 | Instagram Story - Custom Inquiry**



PROFILEmiami exclusive interview with David Martin of Terra Group at Eighty Seven Park



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## EVENT COVERAGE

### Instagram Showcase Live Coverage

Showcase your event or project to our 21K+ real & high-net worth Instagram Followers

### **Live Event Coverage IG Showcase: \$1,000**

PROFILE attends client's event and showcases live on Instagram Story & additionally provides Instagram Post recap. 4 IG Story Minimum + Tags & Links

### **Live Tour IG Showcase (Sales Center / Listing / Building, etc.): \$1,000**

PROFILE tours clients business initiative (sales center, listing, building, showroom, property, hotel, etc.) and showcases live on Instagram Story & additionally provides Instagram Post recap. 4 Post Minimum with Tags + Links



PROFILEmiami with Carlos Rosso of Rosso Development at the launch of The Standard Residences, Midtown Miami

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## INFLUENCER MARKETING

### **Influencer Marketing**

Showcase your event, restaurant, property, hotel or brand to our 21K+ real & high-net worth Instagram Followers

### **Media Dine IG Showcase: \$1,000 + Dining Budget**

PROFILE experiences restaurant and showcases live on Instagram Story & additionally provides Instagram Post recap. 4 IG Story Minimum + Tags & Links. Includes a review on Google and Yelp with photos.

### **Lifestyle Brand Custom Opportunities & Sponsorship: Inquire**

PROFILEmiami works with global, national and local lifestyle brands. We can curate a custom opportunity to best showcase your brand to our network.

### **Industries**

Restaurants & Dining

Private Planes & Helicopters

Luxury Cars

Yachts & Luxury Boats

Luxury Goods, Art & Fashion

Watches / Horology

Hotels & Travel

Luxury Entertainment & Nightlife

### **Brands Worked With**

CARBONE

Hublot

HeliFlite

E11EVEN



PROFILEmiami attends influencer lunch at One Thousand Museum by Zaha Hadid



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## INSTAGRAM REELS

### Instagram Reels

Showcase your event, restaurant, property, hotel or brand to our 21K+ real & high -net worth Instagram Followers

### **Custom IG Reel Production: \$2,000 + Cost**

PROFILE creates a custom reel based on the client and showcases on Instagram as a Reel, also posted to the Instagram Story. PROFILE works directly with the client to create the custom reel in order to provide best targeted value for client to reach PROFILE network.

### Industries

Restaurants & Dining

Private Planes & Helicopters

Luxury Cars

Yachts & Luxury Boats

Luxury Goods, Art & Fashion

Watches / Horology

Hotels & Travel

Luxury Entertainment & Nightlife

### Brands Worked With

Queen Miami Beach

HeliFlite

University of Miami

E11EVEN



PROFILE Select Reels (L-R): Queen Omakase Miami Beach, HeliFlite, Apocalypse 6X6



# PROFILEmiami

Real Estate & Lifestyle

## Custom Event Production X PROFILEmiami

### **PROFILEmiami Custom Event Production**

Expose your brand to our core network of affluent real estate and business professionals with a targeted custom event curated to elevate & connect your brand.

### **Custom Event Production & Coverage: \$4,500 + Event Cost**

PROFILEmiami will work with your brand to produce a fully custom event to showcase your brand to a targeted network.

- Full Event Production
- Invite List, Cumunication & Follow-Ups
- Pre-Event Marketing (or communication with attendees of private events)
- Live Event Coverage (Instagram Story)
- Post-Event Coverage on PROFILEmiami



PROFILEmiami X Hublot host Watches & Wonders at The Ritz-Carlton Bal Harbour

# PROFILEmiami

Real Estate & Lifestyle

## PROFILEmiami EVENT SPONSORSHIP

### PROFILEmiami Event Sponsorship

Expose your brand to our core network of local real estate professionals at PROFILEmiami's highly-regarded real estate & lifestyle events.

### **Presented By Sponsor: \$10,000 (Naming Rights)**

- Everything in Partner Sponsorship (+)
- Name added to end of "Event Name Presented by XX Your Company XX" Name
- Logo added to bottom of "Event Name Presented by XX Your Company XX" Logo

### **Partner: \$5,000**

- Everything in Platinum Sponsorship (+)
- Logo on Event Step & Repeat
- Logo on Main Event Flyer

### **Platinum Sponsor: \$3,000**

- Everything included in Gold Sponsorship (+)
- On-Site Pop-Up, Lounge, Photo Booth or Activation (costs of activation to be paid by sponsor)
- 10 Tickets to event

### **Gold Sponsor: \$1,500**

- Logo & link on event website & eventbrite as a Sponsor
- Logo on Printed On-Site Signage as a Sponsor
- 5 Tickets to event
- 1 Sponsored Article on PROFILEmiamire.com & Posted to Instagram





# PROFILEmiami

Real Estate & Lifestyle

## PROFILEmiami EVENTS



Jay Phillip Parker, CEO of Douglas Elliman FL speaks at 'PROFILEconnect: State of the Market Miami 2023 Presented by The Lighting Studio'



Daniel de la Vega, President of ONE Sotheby's Intl. speaks at 'PROFILEconnect: State of the Market Miami 2023 Presented by The Lighting Studio'



Scott Wadler of Berkadia speaks at 'An Exploration into Capital Markets Coral Gables Presented by PROFILEmiami X MG Developer'



The Residential Panel at 'PROFILEconnect: State of the Market Miami 2023 Presented by The Lighting Studio'



Katya Demina & Mike Comras take in 'PROFILEconnect: The Evolution of Wynwood From Vibrant Arts District Into Global Tech Hub'



Demetri Demascus, Kobi Karp, Gil Dezer & Ronny Finvarb attend 'PROFILEconnect: Rooftop Cocktails & Bespoke Networking at Kimpton Palomar South Beach'



# PROFILEmiami

Real Estate & Lifestyle

## Team

PROFILEmiami was founded by real estate professionals, for real estate professionals, and our principals have over 40 years of experience collectively in the brokerage and real estate development industries. Our advantage stems from our deep industry knowledge and established networks, allowing us to produce content that resonates with our target audience and giving us a unique understanding of our partners marketing and advertising needs.

### **Demetri Demascus, Co-Founder & CEO**

IG: @demetri17

Demetri Demascus is a co-founder and Publisher of PROFILEmiami; which he founded in 2016. Demetri is a seasoned veteran in real estate and lifestyle media and oversees the day-to-day operations of PROFILEmiami. He is a staple on the Miami real estate and lifestyle scenes with over 2,000 followers.

Demetri is also the co-founder and Managing Broker of Altara Properties which as overseen \$60+ million of sales since 2022, and recently developed the Casa Azzura Coconut Grove townhome project. Demetri has been licensed in real estate in Florida since 2015 and has overseen over \$200+ million in transactions. Demetri graduated University of Miami with an MBA in 2020.



### **Katya Demina, Co-Founder & Business Development**

IG: @katyademina

Katya Demina is a co-founder of PROFILEmiami and is responsible for product development, partnerships, and event production. With over 3,900 followers, Katya is extremely active in the Miami real estate community and serves on the Hospitality Product Council of the Urban Land Institute. She has been nominated as a "Rising Star" at Bisnow's Women Leading Real Estate awards.

Katya is also a Development Associate at Royal Palm Companies, where she has worked on over \$2B of projects. She is responsible for acquisitions, pre-development, strategic partnerships and asset management. Katya is a co-founder of Altara Properties and holds real estate licenses in Florida and New York. Katya graduated from the University of Miami with a Bachelor's in Business Management.





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