

2024

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.

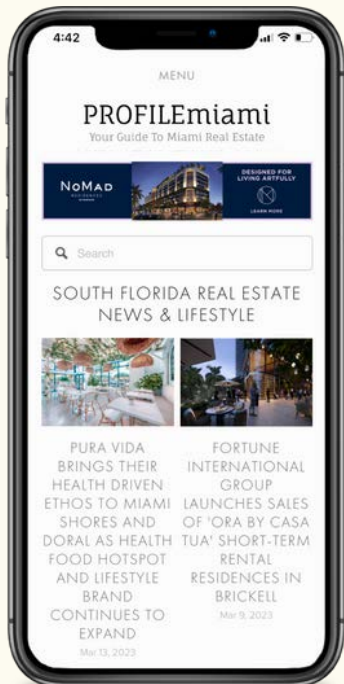
PROFILEmiami is a leader in South Florida real estate and lifestyle news, content and events. PROFILEmiami provides curated coverage of the most luxurious new developments and biggest real estate deals to Miami's hottest new restaurants, events and entertainment.

PLATFORMS

400K+ Unique Cross-Platform Monthly Reach

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

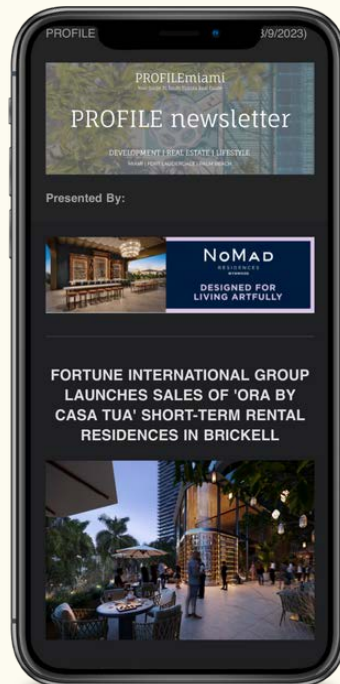
Events: PROFILEmiami hosts events including the popular PROFILEconnect networking series, Power Dinner Council invitation-only industry dinners, and partners with other brands on custom real estate and luxury lifestyle events.



ONLINE



INSTAGRAM



EMAIL NEWSLETTER



EVENTS

*ONLINE & EMAIL BANNER ADS SHOW NOMAD RESIDENCES WYNWOOD

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Your Guide To South Florida

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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Your Guide To South Florida

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.

\$250K+ AVG. AUDIENCE ANNUAL INCOME

\$10 BILLION+

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

\$1M+ AVG. AUDIENCE NET WORTH

\$10 BILLION+

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

60%+ OF AUDIENCE WORKS IN REAL ESTATE INDUSTRY

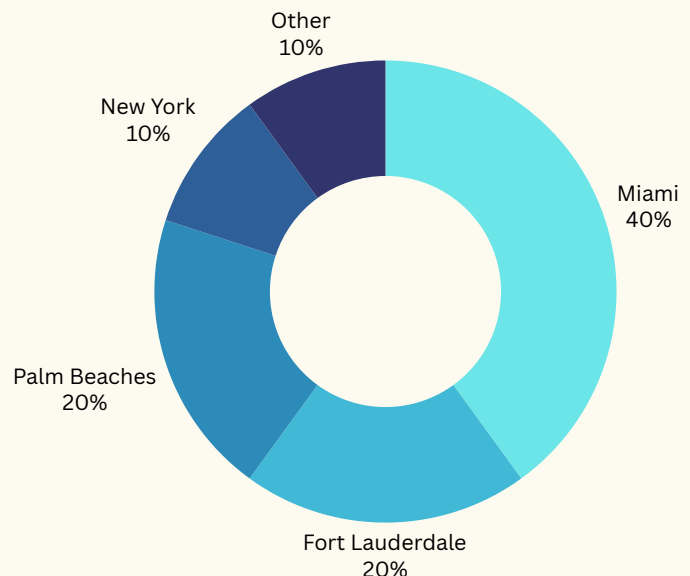
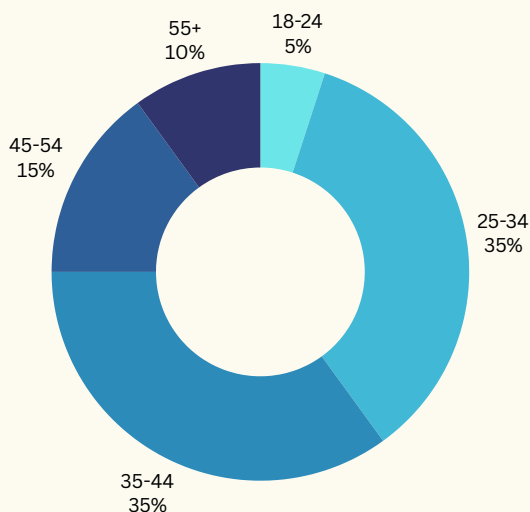
\$200+ BILLION+

COMBINED ASSETS UNDER MANAGEMENT BY AUDIENCE (9/23)

60% MEN | 40% WOMEN

AUDIENCE BY CITY

AUDIENCE BY AGE



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MEDIA REACH

400K+ UNIQUE CROSS-PLATFORM MONTHLY REACH



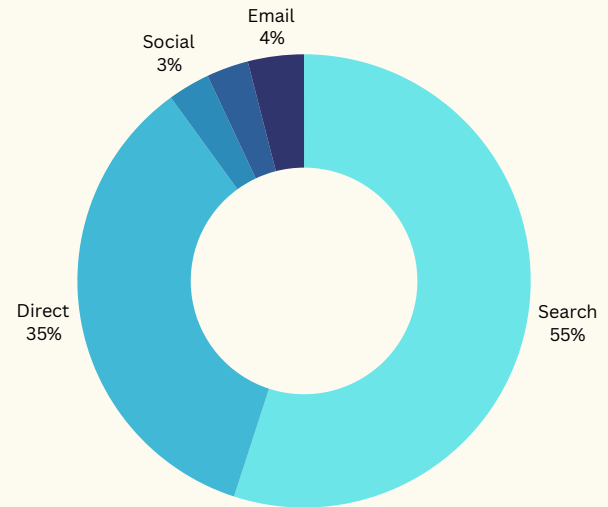
ONLINE www.profilemiamire.com

2 MILLION+ 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)

PROFILEmiami

Your Guide To South Florida

MEDIA REACH

400K+ UNIQUE CROSS-PLATFORM MONTHLY REACH



@profilemiami
INSTAGRAM

2 MILLION + REEL VIEWS

30K+ INSTAGRAM FOLLOWERS

103K + MONTHLY ACCOUNTS REACHED

7%+ 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%

500+ REEL HOURS WATCHED

Publication	PROFILE	Top 3 Real Estate Media Competitors
Followers	30K	242K
Average Reel Views	83K	19K
Average Likes	1,765	222
Average Comments	70	7
Average Shares	2,232	65

THE AVERAGE PERSON SPENDS 33 MINUTES PER DAY BROWSING INSTAGRAM MAKING IT THE NUMBER ONE PLACE FOR PEOPLE GET THEIR NEWS UPDATES AND STAY CONNECTED .

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Your Guide To South Florida

FEATURED PAST CLIENTS, PARTNERS & BRANDS WE WORK WITH



artefacto



Restaurant Partners:

Queen Miami Beach, Shingo Omakase, Contessa, Giselle, Erba, Le Jardinier, Dirty French, HaSalon, Avra Estiatorio, Sabelle's, Motek, Kaori and many others

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FEATURED PAST ATTENDEES



DAN KODSI
Royal Palm Companies



GIL DEZER
Dezer Development



LOUIS BIRDMAN
1000 Group



RYAN SHEAR
Royal Palm Companies



VALERIO MORABITO
Morabito Properties



JAY PARKER
Douglas Elliman



DANIEL DE LA VEGA
One Sotheby's



MICHAEL COMRAS
Comras Companies



KOBI KARP
Kobi Karp Architecture



WILL MEYER
Meyer Davis



BRETT DAVID
Prestige Imports



PEGGY OLIN
One World Properties



MICHAEL SAYLOR
MicroStrategy



ALIRIO TORREALBA
MG Developer



EDGARDO DEFORTUNA
Fortune Development



MICHAEL SIMKINS
Lion Development/11

PROFILEmiami

Your Guide To South Florida

DIGITAL MEDIA (ADVERTISING)

Digital Advertising

Drive your company's exposure to our 400K+ Unique Monthly Reach

PROFILE Takeover Package - \$6,000

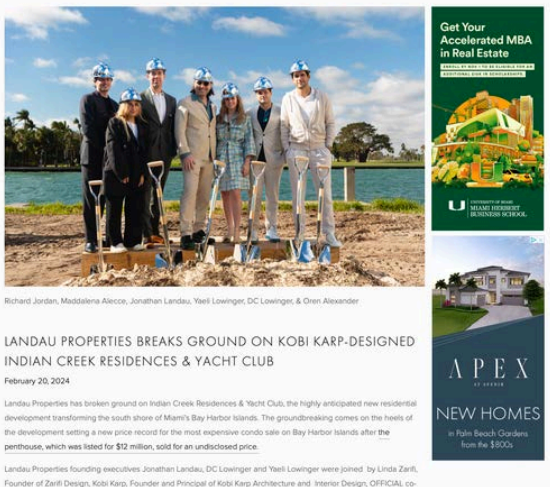
- 1 Custom/ Sponsored Editorial Article (with links)
- 1 Month Banner Ads Takeover (Leaderboard, In-Fold Leaderboard & Sidebar)
- 1 Sponsored Instagram Post
- Email Banner Ads (1 Month - 4 Email Blasts)

Sponsored Email Blast - \$3,500 /email

Website 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



University of Miami Banner Ads on Website



SKY PENTHOUSE AT ASTON MARTIN RESIDENCES SELLS COMPLETE WITH ASTON MARTIN MIAMI RIVERWALK EDITION DBX



The Condo Store Banner Ads on Email Newsletter



Ella Sponsored Email Blast

PROFILEmiami

Your Guide To South Florida

DIGITAL MEDIA (CONTENT MARKETING)

Content Marketing

Drive your company's exposure to our 400K+ Unique Monthly Reach

Custom Email Blast - \$3,500 /email

Custom / Sponsored Editorial - \$1,500

- Custom Content Production - **\$2,250**
- Posted to Website, Instagram and sent in Email Newsletter

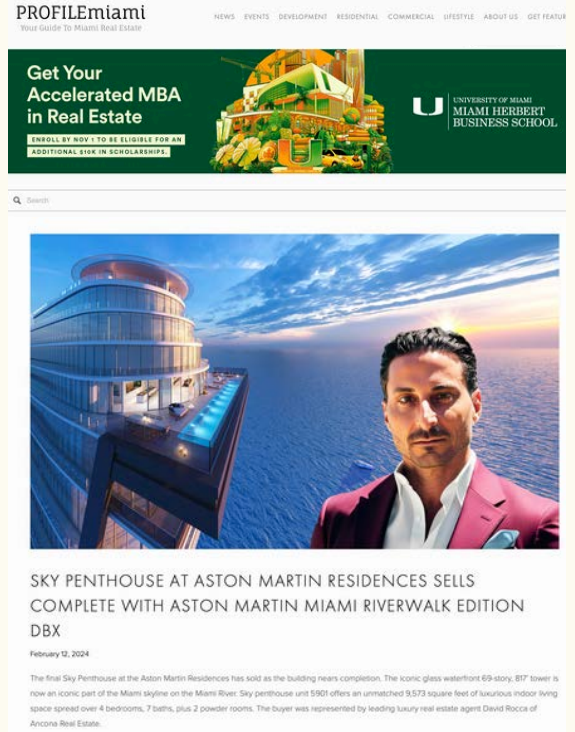
Featured Listing / Closed Deal - \$1,250

Samples:

[12 Questions Interview with Mathiue Massa](#)

[Key Biscayne Home on Mashta Island Sells for \\$7.3M Setting Record PPSF](#)

[12 Questions Interview with Simon Mass](#)



The screenshot shows the PROFILEmiami website interface. At the top, there is a navigation menu with links for NEWS, EVENTS, DEVELOPMENT, RESIDENTIAL, COMMERCIAL, LIFESTYLE, ABOUT US, and GET FEATURED. Below the navigation is a green banner with the text "Get Your Accelerated MBA in Real Estate" and a call to action: "ENROLL BY NOW - TO BE ELIGIBLE FOR AN ADDITIONAL \$10K IN SCHOLARSHIPS". To the right of the banner is the University of Miami Miami Herbert Business School logo. Below the banner is a search bar. The main content area features a large image of a man in a red suit standing next to a modern building. Below the image is the headline: "SKY PENTHOUSE AT ASTON MARTIN RESIDENCES SELLS COMPLETE WITH ASTON MARTIN MIAMI RIVERWALK EDITION DBX". The date "February 12, 2024" is displayed below the headline. A short paragraph of text follows, describing the sale of the penthouse.

Featured Closed Deal



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

PROFILEmiami

Your Guide To South Florida

INFLUENCER MARKETING

7%+ Engagement Rate

Influencer Marketing

Showcase your event, restaurant, property, hotel or brand to our 30K+ real & high-net worth Instagram Followers

- Create brand awareness
- Reach a hyperlocal, high-net worth audience
- Highlight standout features

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

PROFILEmiami

Your Guide To South Florida

INSTAGRAM REELS

2 MILLION + REEL VIEWS

Instagram Reels

Showcase your event, restaurant, property, hotel, brand or even yourself to our 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): HeliFlite, PROFILE Exclusive w/ Miki Naftali, PROFILE Exclusive w/ Gil Dezer

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Your Guide To South Florida

LIVE EVENT COVERAGE

Instagram Showcase Live Coverage

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

PROFILE Custom Instagram Coverage: \$1,500

PROFILE showcases Client on Instagram, providing a custom Instagram Reel or static Post, 4 Story Minimum + Tags & Links

- Can be a client's live event like a groundbreaking, sales center or listing tour, showroom, property, etc., get creative!

Samples:

[Bentley Sales Gallery Tour with Gil Dezer](#)

[E11EVEN Residences Groundbreaking with PMG](#)

[Casa Bella Residences Groundbreaking with Related Group](#)



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

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: \$8,500 + Event Cost

PROFILEmiami will work with your brand or company to produce a fully custom event to that progresses your marketing and business development goals.

- Full Event Production Management
- Curated Invite List, Communication Management & Follow-Ups
- Pre-Event Marketing (or attendees correspondence for 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 high net-worth individuals, luxury connoisseurs and local real estate & design professionals at PROFILEmiami's highly-regarded real estate & lifestyle events.

All logos all distributed on event flyer which is prominently displayed on the website for weeks leading up to event (30K monthly readers), posted to Instagram and stories (29K followers), distributed in the email newsletter 2x/week (12K subscribers) and posted to LinkedIn with people and companies tagged - **over 150K views total.**

Gold Sponsor: \$3,500

- Logo & link on event website & eventbrite as a Sponsor
- Logo on Printed On-Site Signage and Flyer as a Sponsor
- 4 Tickets to event (\$660 average value)
- 2 Sponsored Article on Website & Posted to Instagram (\$1,250 value)

Platinum Sponsor: \$6,000

- Everything included in Gold Sponsorship (+)
- Shout out onstage from Emcee with one sentence about what your brand does or recent deal closed (get creative when introducing yourself!)
- Booth Onsite, or other Activation
 - Photo Booth with your logo prominently displayed on every photo
 - Bar Takeover with your company's signage, and branded cups & napkins
 - Panelist Gift Bag with a gift of your choice, plus a personal thank you note to each C-suite panelist
 - Get Creative! We've had sponsors cut jamon iberico onsite and are open to your ideas
- 7 Tickets to event (\$1,200 value)
- 2 Sponsored Article on Website & Posted to Instagram (\$1,250 value)

Title Sponsor: \$10,000

- Everything in Platinum and Gold Sponsorships (+)
- Logo on Main Event Step & Repeat
- Logo on Main Event Flyer
- 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

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 & Co-CEO

IG: @demetri17

Demetri Demascus is a Co-Founder and Publisher of PROFILEmiami, which was founded in 2016, where he oversees the day-to-day operations. Demetri is a seasoned veteran in real estate and has overseen over \$200+ million in transactions. He is a staple on the Miami real estate and lifestyle scenes with over 2,700 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 he graduated from University of Miami with an MBA in 2020.



Katya Demina, Co-Founder & Co-CEO

IG: @katyademina

Katya Demina is a Co-Founder of PROFILEmiami and is responsible for product development, partnerships, and event production. With over 4,400 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 Power Women 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, marketing, strategic partnerships and asset management. Katya is a co-founder of Altara Properties and holds real estate licenses in Florida and New York. She graduated from the University of Miami with a Bachelor's degree in Business Management.





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