



December 2009

Dear Original Miami Beach Antique Show Exhibitor:

It is my pleasure to share with you our 2010 marketing, media, advertising and public relations campaign we implemented for the upcoming show. After creating this plan which included increased budgets across all categories, we are sure that our efforts will increase attendance at this year's show. We're also proud of the new mediums we've embraced to promote the show. Social media, text messaging and cable TV have been added to this year's mix of promotional efforts.

MARKETING PARTNERSHIPS

As we know that our attendees share an interest in the arts with many local organizations we have reached out and negotiated cross promotional campaigns so that The Original Miami Beach Antique Show is well marketed and top-of-mind to those with interest in antiques. These organizations have substantial membership bases and have agreed to promote the show via email and other promotional outlets, to their members.

Art Center/ South Florida
The Wolfsonian Museum, FIU
The Jewish Museum of Florida
Miami Art Museum
Historical Museum of Southern Florida
Lowe Art Museum
Miami Design Preservation League
GableStage at the Biltmore
Broward Center for The Performing Arts
The Bass Museum
Miramar Cultural Arts Center

We are also working closely with the Greater Miami and Florida tourism officials to increase awareness of the show and utilizing their many promotional outlets such as email campaigns, website advertisements and business to business discounts.

Visit Florida
Miami Beach Chamber of Commerce
Greater Miami Convention and Visitors Bureau
Miami/Dade Gay/Lesbian Chamber of Commerce

dmg world media
123330 E. Tamiami Trail, Ste 102
Naples, FL 34113
239.732.6642
www.dmgantiqueshows.com



MIAMI IN CARD

We have partnered with the Miami Beach Chamber of Commerce and will be promoted through their email blasts as part of the Miami In Card program. Residents and visitors who currently have or obtain the Miami In Card will receive a discount to attend the show.

Again this year we have partnered with the Miami Herald. We've increased our on line presence with them and will be included in two email blasts to their readers. We again have also purchased 100,000 of the newspaper Post Its which will advertise the show on a bright post it on the front page for papers delivered in our targeted, demographic areas.

Visibility in antiques, art and trade publications is essential for a successful show. We have a vast and varied list of these publications which list the show in the critical months before the show as well as in January.

Adornment, The Newsletter of Jewelry and Related Arts

AmericanStyle

Antique & Collecting Monthly Newsmagazine

Antique Review

Antiques & Auction News

Antiques & The Arts Weekly--Calendar Listings

Antique Shoppe, FL

Antique Trader

Antiques and the Arts Online

Art & Antiques

Art & Auction

ArtNexus

Association of Jewelry Historians

Canadian Jewellery

Collector Magazine & Price Guide

Collectors Journal

Collectors News

Colored Stone

Diamonds.net/ Rappaport Diamond Report

Europa Star

Info4collectors.com

InSync

International Watch

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Horological Times
Hr: WatchesInSync
JCK
JCK Fair Guide
Jewellery Business--On Line Edition
Jewelry Historian Update
Jewelry News Asia
Journal of Antiques Calendar Booklet
Journal of Antiques & Collectibles
JQ International Jewelry Quorum
Lapidary Journal--Jewelry Artist
Lustre Magazine
Maine Antique Digest
Mid-America Jewelry News
Modern Jeweler
Modern Silver Magazine (on-line only)
National Jeweler
News-Antiques
Ornament
Polygon
Silver Magazine
Southeastern Antiquing
Southern Jewelry News & Mid America Jewelry News
The Diamond Registry Bulletin
The Magazine Antiques
The New England Antiques Journal
The New York Antique Almanac
The New York-Pennsylvania Collector
Tuscon Show Guide
Watch & Jewelry Review
Watch Enthusiast



ADVERTISING

We are proud of our extensive advertising campaign. Below is a listing of publications featuring ads in the months prior to the show.

Art & Antiques Magazine
The New England Journal Antiques
Florida International Magazine
Rapaport Diamond Report
Naples Daily News
Travel Host
Clubhouse Living
Oceanfront Magazine
Journal of Antiques & Collectibles
Miami Herald
El Nuevo Herald
MiamiHerald.com
Miami Herald Weekend Planner
Around Town Magazine

Antiques Trade Gazette
Art & Antiques Around FL
JCK
JCK Fair Guide
Boca Raton News
Maine Antique Digest
Southeastern Antiquing
Tuscon Show Guide
Sun Sentinel
Social Affairs
WHERE Miami
Palm Beach Life Magazine
Antique Week
Southern Jewelry News

LOOK UP!

Our light post banners were extremely successful last year according to our attendee survey results. We increased our number of banners from 30 last year to 125 this year!

INTERNET BASED ADVERTISING

No advertising campaign would be complete without a strong presence on the World Wide Web.

OutTraveler.com
SocialMiami.com
SocailAffairs.com
ArtNet.com
Arts & Antiques around Florida Two email blasts to entire list of publication subscribers
Greater Miami Convention & Visitor's Bureau
VisitFlorida.com
Miami Herald Weekend Planner
Around Town Magazine
Art & Antiques Magazine



RADIO AND TELEVISION

Our 30 second commercial will air on 1,005 times the following cable TV stations:

The Food Network
Home and Garden Television (HGTV)
MSNBC
Discovery

WPBT Channel 2—56 spots to air between January 20th – 25th, all spots will be scheduled before or after a prime time show. Several of the spots will run before and after the Antiques Roadshow. We also have web and email promotions through this station

WXEL

We will also have 10, 15, 30 and 60 second commercials on the following radio stations:

WLYF-FM—on site coverage of show.

WMXJ-FM—One pair of tickets to be given away to a listener each day.

TEXT MESSAGING

As the newspapers and other traditional forms of media continue to struggle, we are constantly researching new ways to reach our audience. This year we are offering a text messaging promotion through our TV, radio and newspaper ads. Those who text the words “Miami” “Art” or “Show” to a given number will take advantage of our buy one get one free offer to attend the show.

SOCIAL MEDIA

The Original Miami Beach Antique Show now has a Fan page on Facebook! We currently have more than 300 fans that enjoy our posts highlighting pieces our dealers will be exhibiting, tips on caring for antiques as well as news and information regarding the upcoming show. In addition, we also have a Twitter account where we have more than 1,300 followers. Our presence in social media has been a perfect platform for our contest, “How Much Is It Worth?”, where we have displayed an antique on our website and asked our Fans, Followers and members of our mailing list to guess the value of the antique.



CALENDAR LISTINGS

Calendar listings are an invaluable marketing tool. Consumers and collectors often review local publications to stay informed on local events. While we have always had a strong calendar presence, this year our reach broadened dramatically. Whenever possible the show is listed in the print publication as well as the on line version.

944

AAA Auto Club--Going Places
Absolutely Florida
AND Magazine/www.andpersandmag.com -Miami Bch
Anna Maria Island Sun Newspaper
Around Town
Art Newspaper
Art & Culture
Art & Living
Associated Press
Atlantic Ave Magazine (Delray Beach FL)
Aventura Magazine
Basta Pinoy News (Asian Community Boca Raton)
Beach Beacon (covers south Pinellas County beach towns), Belleair Bee, Largo Leader,
Clearwater Citizen, Pinellas Park Beacon, and Seminole Beacon newspapers.
Beach Talk Magazine (Clearwater)
Beachside Resident (Port Canaveral To Sebastian)
Biscayne Times
Boca Beacon
Boca Raton Magazine (www.bocamag.com)
Miami, Boca and Palm Beach Design and Architectural Review (Gulf Stream Media)
Bonita Daily News
Bradenton Herald
Broward Informer
Business in Broward
Cape Coral Barometer (Arts and Culture News)
Cape Coral Daily Breeze
Charlotte Sun (Charlotte Harbor, FL)
City & Shore
Citysmart Magazine
Confabb--the conference community
Coral Gables Gazette
Coral Living (South FL Life & Leisure)
Cosmopolitan En Español



Deco Drive
Deland Beacon
Desoto Sun (Arcadia FL)
Diario Las Americas
DUO Magazine (South Florida)
East County Observer YourObserver.com (Sarasota)
eBella Magazine (Naples)
El Especial
El Heraldo de Broward
El Noticiero
El Nuevo Herald
El Popular
Englewood Sun
Entertainment News & Views
Eventful
Events Magazine (St. Augustine)
Fiere Nel Mondo
Fifth Avenue Magazine (Naples)
Florida Design
Florida Estates (Gulf Stream Media): Broward Luxury Homes, Boca Luxury Homes,
Palm Beach-Jupiter Luxury Homes, Stuart Luxury Homes and Vero Luxury Homes
Florida Horizons
Florida InsideOut
Florida International Magazine
Florida Keys Keynoter (Marathon)
Florida Monthly
Florida Weekly (Ft. Myers)
Florida Today (Central Florida)
Florida Travel & Life
Florida Trend
Floridays Magazine
Florida Sun Magazine (For German Speaking residents)
Ft. Lauderdale Magazine (Gulf Stream Media)
Ft. Myers News Press
Fort Pierce News
Free Press (Lower, Upper & Middle Keys)
Gazette (Gay & Lesbian Tampa)
Gaysofl.com (G&L online newspaper)
Glamour En Espanol
Go Gay Miami
Gold Coast Magazine (Gulf Stream Media)
Greater Miami CVB
Greentree Gazette (W. Palm Beach)



Gulf & Main
Gulfshore Life
Gulfcoastinglive.com
Hollywood Gazette
HOME Miami/HOME Ft. Lauderdale
Home & Design Magazine (Florida)
Instore
Indian River Magazine (Ft. Pierce)
Jacksonville Luxury Living
Jupiter Courier
Jupiter Magazine (Gulf Stream Media Inc.)
Key West Citizen
Key West, The Newspaper
L'Attitudes (Arts & Entertainment FL Keys)
La Campana (Spanish Only)
La Gaceta (Spanish, English, Italian Serving Tampa Area)
La Guia (Sarasota Hispanic Magazine)
Lake Mary Life Magazine
Lakeland Magazine
Las Naciones News (Naples)
Ledger (Lakeland)
Luxe Magazine
Luxury Homes & Estates Magazine (Orlando)
Marco Island Eagle
Marco Island Sun Times
Miami Beach Chamber of Commerce
Miami Living Magazine
Miami Monthly
Miami New Times
Miamiprovocateur.com
Miami Today
Miami Hurricane Online (Univ. of Miami)
Miami's Community Newspapers
Miami Beach 411.com
Mature Lifestyles & Senior Connection (SE FL & SW FL Publications)
N, The Naples Magazine
Naples Daily News Online
Naples Illustrated, Neapolitan, Palm Beach Illustrated, Tampa Bay Illustrated, The Jewel
of Palm Beach
New Times Broward/Palm Beach
North Port Sun (North Port FL)
Nuevos Ecos (SW FL-Spanish)
Ocean Drive Magazine



Ocean Reef Press (for the Ocean Reef Club)
Okeechobee Times
OnePaper (Juno Beach Online)
Osceola News Gazette
Our Town 50 (Sarasota, Bradenton, Venice)
Our Town News (Boca, Coconut Creek, Coral Springs)
Palatka Daily News
Palm Beach Daily News
Palm Beach Life
Palm Beach Society Magazine
Palm Beacher (Gulf Stream Media)
Palm West Press (Royal Palm, Wellington, Lox)
Paradise (Key West Art & Entertainment)
PBG Lifestyle Magazine (Palm Beach Gardens)
Port St. Lucie News & Stuart News
RSS-Jewelry.com
Romantic Homes
Sarasota Herald Tribune
Sarasota Magazine
Sebastian Sun
Sebring News Sun
SEE South Florida
She Magazine
Six Degrees
Social Affairs
SocialMiami.com
Solares Hill (Key West)
South Beach Magazine
South Dade News Leader
South Florida Business Journal
South Florida Entertainment News & Views
Sun & Weekly Herald (Port Charlotte)
South Florida Sun Times
South Florida Sun-Sentinel
southflorida.metromix.com (City Link)
SRQ Magazine (Sarasota)
Simply the Best Magazine
St. Petersburg Times
Sun Community Calendar --Sun Dial
Tampa Bay Business Journal
Tampa Bay Magazine
Tampa Tribune
The Beacon (FIU Campus Paper)



The Broward Times
The Business Journal--South Florida
The Eagle (Florida Gulf Coast University)
The FAMUan (Florida A&M University)
The Florida Catholic (Venice)
The Islander News (Key Biscayne)
The Miami Herald
The Miami Herald Business Notes
The Miami Herald Calendar
The Miami Herald Neighbors-Beaches
The Miami Herald Tropical Life
The News Journal (Flagler & Volusia Counties)
The Miami Times
The Palm Beach Post
The Sunpost
The Villages Daily Sun
The Voyager (Univ. West FL)
Time Out Miami
Times of the Islands (Sanibel)
Town Crier (Wellington)
Travel Host (Broward)
Travel Host (Miami Dade)
Travel Host (Palm Beach)
Treasure Coast News
TSNN.com
USF Oracle (Univ. S. FL)
Venice Gondolier Sun
Vero Beach Press Journal
Visitflorida.com
VIVE Magazine
Water's Edge Reflections
West Orange Times (Winter Garden)
Westside Gazette
WHERE Miami
Winter Haven News Chief
Yelp.com