

SECURITIES AND EXCHANGE COMMISSION

FORM 13F-HR

Initial quarterly Form 13F holdings report filed by institutional managers

Filing Date: **2013-01-11** | Period of Report: **2012-12-31**  
SEC Accession No. [0001288917-13-000002](#)

([HTML Version](#) on [secdatabase.com](#))

FILER

**Steinberg Global Asset Management**

CIK: [1288917](#) | IRS No.: [043173192](#) | State of Incorporation: **MA** | Fiscal Year End: **1231**  
Type: **13F-HR** | Act: **34** | File No.: [028-10874](#) | Film No.: [13524312](#)

Mailing Address  
*5100 TOWN CENTER  
CIRCLE  
TOWER II SUITE 150  
BOCA RATON FL 33486*

Business Address  
*5100 TOWN CENTER  
CIRCLE  
TOWER II SUITE 150  
BOCA RATON FL 33486  
561-750-0800*

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 13F

FORM 13F COVER PAGE

Report for the Calendar Year or Quarter Ended: 12/31/2012

Check here if Amendment  
; Amendment Number 2 This Amendment

(Check Only one.):  is a restatement  
 adds new holdings entries.

Institutional Investment Manager Filing this Report:  
Name: Steinberg Global Asset Management, Ltd.  
Address: 5100 Town Center Circle Tower II Suite 150  
Boca Raton FL 33486  
Form 13F File Number: 28-7494

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables are considered integral parts of this form.

Person Signing this report on behalf of reporting manager:  
Name: Richard D. Steinberg  
Title: President  
Phone: (561) 750-0800

Signature, Place, and date of Signing: 01/11/13

Report Type (Check only one):

13F Holdings Report  
 13F Notice  
 13F Combination Report

List of other Managers Reporting for this Manager:

I AM SIGNING THIS REPORT AS REQUIRED BY THE SECURITIES EXCHANGE ACT OF 1934.

FORM 13F SUMMARY PAGE

Report Summary:  
Number of Other Included Managers:  
Form 13F Information Table Entry Total: 211  
Form 13F Information Table Value Total: 380503  
List of Other Included Managers:  
<TABLE>

NAME OF ISSUER	TITLE OF CLASS	CUSIP	FORM 13F INFORMATION TABLE						VOTING AUTHORITY		
			VALUE (x\$1000)	SHARES/ PRN AMT	SH/ PRN CALL	PUT/ DISCRETN	INVSTMT	OTHER MANAGERS	SOLE	SHARED	NONE
<S>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>	<C>
3M Company	COM	88579Y101	347	3732	SH		SOLE		3732		
AT&T Inc.	COM	00206R102	1138	33766	SH		SOLE		33766		
Abbott Labs	COM	002824100	3111	47497	SH		SOLE		47497		
Accenture PLC	COM	G1151C101	985	14815	SH		SOLE		14815		
Altria Group Inc.	COM	02209S103	2744	87273	SH		SOLE		87273		
Amazon.Com	COM	023135106	574	2290	SH		SOLE		2290		
American Int'l Group	COM	026874784	6741	190955	SH		SOLE		190955		
Amgen Inc.	COM	031162100	923	10710	SH		SOLE		10710		
Annaly Mortgage Management	COM	035710409	1859	132393	SH		SOLE		132393		
Apple Computer Inc.	COM	037833100	1487	2793	SH		SOLE		2793		
BP PLC ADR	COM	055622104	494	11863	SH		SOLE		11863		
Bank Of America	COM	060505104	294	25317	SH		SOLE		24985		
Bar Harbor Bankshares	COM	066849100	257	7650	SH		SOLE		7650		
Barrick Gold Corp.	COM	067901108	470	13417	SH		SOLE		13417		
Berkshire Hathaway Cl A (100 S	COM	084670108	804	600	SH		SOLE		600		
Berkshire Hathaway Cl B	COM	084670702	3341	37251	SH		SOLE		37251		
Biglari Holdings Inc.	COM	08986R101	834	2138	SH		SOLE		2138		
Boeing	COM	097023105	546	7249	SH		SOLE		7249		
Bristol Myers Squibb	COM	110122108	2238	68669	SH		SOLE		68669		
Brookfield Asset Mgmt. Inc.	COM	112585104	967	26380	SH		SOLE		26380		
Brookline Bank	COM	11373M107	546	64200	SH		SOLE		64200		
Bryn Mawr Bank Corp	COM	117665109	227	10200	SH		SOLE		10200		
CME Group	COM	12572Q105	207	4085	SH		SOLE		4085		
Canadian National Railway Co.	COM	136375102	6499	71415	SH		SOLE		71415		
Canadian Oil Sands LTD	COM	13643E105	1261	61999	SH		SOLE		61999		
Carmax Inc.	COM	143130102	1275	33954	SH		SOLE		33954		

Cerus Corp.	COM	157085101	282	89200	SH	SOLE	89200
Chesapeake Energy Corp.	COM	165167107	6288	378356	SH	SOLE	378356
Chevron Corp	COM	166764100	3860	35692	SH	SOLE	35592
Chimera Investment Corp	COM	16934Q109	210	80575	SH	SOLE	80575
Cisco Systems	COM	17275R102	479	24394	SH	SOLE	24394
Citigroup Inc.	COM	172967424	388	9804	SH	SOLE	9784
Coca Cola	COM	191216100	2374	65482	SH	SOLE	65482
Cognizant Technology Solutions	COM	192446102	281	3805	SH	SOLE	3805
Colgate Palmolive	COM	194162103	470	4499	SH	SOLE	4499
Companhia De Bebidas Das Ameri	COM	20441W203	1069	25465	SH	SOLE	25465
Conocophillips	COM	20825C104	2491	42960	SH	SOLE	42960
Consolidated Edison Hldgs.	COM	209115104	305	5485	SH	SOLE	5485
Copano Energy LLC	COM	217202100	648	20485	SH	SOLE	20485
Costco Wholesale Corp.	COM	22160K105	423	4288	SH	SOLE	4288
Cyclacel Pharmaceuticals Inc	COM	23254L108	263	43418	SH	SOLE	43418
DB Commodity Index Tracking Fd	COM	73935S105	318	11446	SH	SOLE	11446
Diageo PLC	COM	25243Q205	1210	10375	SH	SOLE	10375
Direct TV	COM	25490A309	392	7808	SH	SOLE	7808
Discover Financial Services	COM	254709108	7018	182060	SH	SOLE	182060
Dominion Resources	COM	25746U109	1943	37517	SH	SOLE	37517
Dow Jones Select Dividend Trus	COM	464287168	4338	75780	SH	SOLE	75780
DryShips Inc	COM	Y2109Q101	156	97500	SH	SOLE	97500
Duke Energy	COM	26441C204	2443	38286	SH	SOLE	38133
Eaton Corporation	COM	278058102	2420	44673	SH	SOLE	44673
Ebay Inc.	COM	278642103	283	5557	SH	SOLE	5557
Ecopetrol SA ADR	COM	279158109	1081	18115	SH	SOLE	18115
Energy Transfer Equity LP	COM	29273V100	395	8680	SH	SOLE	8680
Enterprise Products Partners L	COM	293792107	509	10171	SH	SOLE	10171
Exxon Mobil Corp	COM	30231G102	2260	26113	SH	SOLE	26113
Facebook Inc.	COM	30303M102	614	23050	SH	SOLE	23050
Fairfax Financial Holdings Ltd	COM	303901102	2304	6382	SH	SOLE	6382
Fedex Corporation	COM	31428X106	584	6368	SH	SOLE	6368
First Long Island Corp.	COM	320734106	722	25512	SH	SOLE	25512
First National Cmnty Bancorp D	COM	32110M101	167	55000	SH	SOLE	55000
Ford Motor Company	COM	345370860	758	58557	SH	SOLE	58557
GT Advanced Technologies Inc.	COM	36191U106	48	16000	SH	SOLE	16000
General Electric	COM	369604103	1445	68847	SH	SOLE	68847
General Mills	COM	370334104	367	9085	SH	SOLE	9085
Genesee & Wyoming Cl A	COM	371559105	692	9095	SH	SOLE	9095
Goldcorp Inc. New	COM	380956409	235	6392	SH	SOLE	6392
Greenlight Capital Re Ltd.	COM	G4095J109	423	18340	SH	SOLE	18340
Halliburton Co.	COM	406216101	422	12157	SH	SOLE	12157
Hershey Foods Corp	COM	427866108	282	3900	SH	SOLE	3900
Hollyfrontier Corp.	COM	436106108	249	5355	SH	SOLE	5355
Home Depot	COM	437076102	882	14267	SH	SOLE	14267
Honeywell Inc.	COM	438516106	537	8457	SH	SOLE	8457
I Shares S&P 500 Growth Index	COM	464287309	12608	166468	SH	SOLE	166468
I Shares S&P 500 Value Index	COM	464287408	8071	121570	SH	SOLE	121570
IBM	COM	459200101	3621	18904	SH	SOLE	18904
IDenta Ltd.	COM	451671101	5	5000000	SH	SOLE	5000000
INTL FCStone Inc.	COM	46116V105	5814	333965	SH	SOLE	333965
IShares Kld Select Social Inde	COM	464288802	204	3435	SH	SOLE	3435
IShares MSCI Hong Kong Index F	COM	464286871	601	30950	SH	SOLE	30950
IShares MSCI South Korea Fund	COM	464286772	492	7770	SH	SOLE	7770
IShares Tst Indx Fd FTSE Xiniu	COM	464287184	3045	75285	SH	SOLE	75285
Intel Corp.	COM	458140100	3160	153260	SH	SOLE	153260
Iparty Corporation	COM	46261R107	2	14500	SH	SOLE	14500
Itron Inc.	COM	465741106	298	6687	SH	SOLE	6687
J.P. Morgan Chase & Co.	COM	46625H100	256	5832	SH	SOLE	5832
JP Morgan Alerian MLP Index	COM	46625H365	2836	73741	SH	SOLE	73741
Johnson & Johnson	COM	478160104	3614	51558	SH	SOLE	51558
Kimberly Clark	COM	494368103	2113	25032	SH	SOLE	25032
Kinder Morgan Energy LP	COM	494550106	207	2600	SH	SOLE	2600
Kinder Morgan Management, LLC.	COM	49455U100	797	10568	SH	SOLE	10568
Kraft Foods Group	COM	50076Q106	2123	46689	SH	SOLE	46689
Lockheed Martin	COM	539830109	1918	20777	SH	SOLE	20777
Lowe's Companies	COM	548661107	419	11798	SH	SOLE	11798
Lukoil Oil Co. Spon ADR	COM	677862104	278	4120	SH	SOLE	4120
MSCI Emerging Mkt Index Fund I	COM	464287234	783	17645	SH	SOLE	17645
Magellan Midstream Partners LP	COM	559080106	520	12040	SH	SOLE	12040
Marathon Petroleum Company	COM	56585A102	1741	27630	SH	SOLE	27630
Markel Corp.	COM	570535104	2512	5796	SH	SOLE	5796
Mastercard Inc Cl A	COM	57636Q104	1019	2075	SH	SOLE	2075
Mcdonalds	COM	580135101	342	3883	SH	SOLE	3883
Merck & Co Inc.	COM	58933Y105	2982	72831	SH	SOLE	72431
Microsoft Corp	COM	594918104	2580	96589	SH	SOLE	96589
Mondelez International Inc	COM	609207105	637	25014	SH	SOLE	25014
NYSE Euronext	COM	629491101	1228	38950	SH	SOLE	38950
Navios Maritime Holdings Inc	COM	Y62196103	187	55550	SH	SOLE	55550
Nestle ADR	COM	641069406	262	4020	SH	SOLE	4020
Norfolk Southern	COM	655844108	241	3900	SH	SOLE	3900
Novartis ADR	COM	66987V109	2646	41806	SH	SOLE	41806
Paychex Inc.	COM	704326107	1846	59343	SH	SOLE	59343
Pepsico Inc.	COM	713448108	3791	55402	SH	SOLE	55402
Permian Basin Royalty Trust	COM	714236106	132	10729	SH	SOLE	10729

Pfizer Inc	COM	717081103	347	13851	SH	SOLE	13851
Philip Morris Intl.	COM	718172109	1736	20754	SH	SOLE	20754
Phillips 66	COM	718546104	634	11945	SH	SOLE	11945
Plains All America Pipeline	COM	726503105	830	18350	SH	SOLE	18350
Plum Creek Timber Co REIT	COM	729251108	494	11130	SH	SOLE	11130
Procter Gamble	COM	742718109	1777	26176	SH	SOLE	26176
Qualcomm Inc.	COM	747525103	210	3400	SH	SOLE	3400
Realty Income Corp	COM	756109104	689	17140	SH	SOLE	17140
Reynolds American Inc	COM	761713106	1865	45013	SH	SOLE	45013
Royal Dutch Shell A ADRF	COM	780259206	2955	42854	SH	SOLE	42854
S&P 400 Mid Cap Index Fd IShar	COM	464287507	8570	84269	SH	SOLE	84269
S&P 600 Small Cap Index Fd ISh	COM	464287804	8628	110479	SH	SOLE	110479
SPDR Gold Trust ETF	COM	78463V107	2182	13469	SH	SOLE	13469
SPDR S&P 500	COM	78462F103	648	4553	SH	SOLE	4553
SPDR S&P Dividend ETF	COM	78464A763	11001	189151	SH	SOLE	189151
Schwab International Equity ET	COM	808524805	258	9512	SH	SOLE	9512
Schwab US Broad Market ETF	COM	808524102	622	18089	SH	SOLE	18089
Schwab US Dividend Equity ETF	COM	808524797	371	13084	SH	SOLE	13084
Seaspan Corp.	COM	Y75638109	171	10660	SH	SOLE	10660
Short Dow 30 Proshares	COM	74347R701	1053	30600	SH	SOLE	30600
Short S&P 500 Proshares	COM	74347R503	15363	451459	SH	SOLE	451459
Southern Company	COM	842587107	2100	49047	SH	SOLE	48947
Suncor Energy Inc. New	COM	867224107	306	9280	SH	SOLE	9280
Swisher Hygiene Inc.	COM	870808102	294	167999	SH	SOLE	167999
TJX Companies Inc.	COM	872540109	687	16190	SH	SOLE	16190
Teekay LNG Partners LP	COM	Y8564M105	353	9338	SH	SOLE	9338
Telus Corp. Non Vtg	COM	87971M202	1998	30665	SH	SOLE	30665
Teva Pharm Inds Ltd ADRF 1	COM	881624209	441	11813	SH	SOLE	11813
Thermo Fisher Scientific	COM	883556102	321	5030	SH	SOLE	5030
Tim Hortons, Inc.	COM	88706M103	333	6771	SH	SOLE	6771
Unilever NV	COM	904784709	249	6500	SH	SOLE	6500
United Parcel Service	COM	911312106	685	9285	SH	SOLE	9285
United Technologies Corp.	COM	913017109	954	11630	SH	SOLE	11630
Vanquard Emerging Markets	COM	922042858	3591	80653	SH	SOLE	80653
Verizon Communications	COM	92343V104	2710	62627	SH	SOLE	62027
Walgreen Company	COM	931422109	695	18768	SH	SOLE	18768
Walmart Stores	COM	931142103	242	3553	SH	SOLE	3553
Walt Disney Corp.	COM	254687106	210	4225	SH	SOLE	4225
Washington Reit	COM	939653101	921	35223	SH	SOLE	35223
Wellpoint Health Networks Inc.	COM	94973V107	244	4002	SH	SOLE	4002
Wells Fargo & Co.	COM	949746101	942	27557	SH	SOLE	27557
Willamette Valley Vineyards, I	COM	969136100	41	11000	SH	SOLE	11000
Yum Brands Inc.	COM	988498101	638	9613	SH	SOLE	9613
iShares Dow Jones Intl Select	COM	464288448	8698	258326	SH	SOLE	258326
Fairfax Financial Holdings Ltd	CANADA	303901102	5822	16110	SH	SOLE	16110
Poseidon Concepts Corp.	CANADA	73731R103	18	12450	SH	SOLE	12450
The Brick Ltd.	CANADA	B68H2P3	80	14900	SH	SOLE	14900
AP Moeller-Maersk A/S-B	DANISH	4253048	5424	720	SH	SOLE	720
Alpine Global Premier Properti	EQTYFDS	02083A103	73	10000	SH	SOLE	10000
CREF Growth	EQTYFDS	CREFGrow8	238	2843	SH	SOLE	2843
Harbor Int'l Fd	EQTYFDS	411511306	269	4328	SH	SOLE	4328
Blackrock Enhanced Div. Achiev	INCOME FUNDS	09251A104	151	21038	SH	SOLE	21038
Blackrock Global Opportunity E	INCOME FUNDS	092501105	200	15124	SH	SOLE	15124
DWS GNMA Fund Cl S	INCOME FUNDS	23337P209	157	10186	SH	SOLE	10186
Eaton Vance Senior Floating Ra	INCOME FUNDS	27828Q105	421	26383	SH	SOLE	26383
Ishares Barclays Short Treasur	INCOME FUNDS	464288679	408	3704	SH	SOLE	3704
Nuveen Floating Rate Income Op	INCOME FUNDS	6706en100	512	41811	SH	SOLE	41811
Pimco 1-5yr US TIPS Index Fund	INCOME FUNDS	72201R205	8865	163991	SH	SOLE	163991
SPDR Barclays Capital High Yie	INCOME FUNDS	78464A417	12818	314859	SH	SOLE	314659
Schwab GNMA Fund Sel Shrs	INCOME FUNDS	808517882	437	41706	SH	SOLE	41706
Schwab US Aggregate Bond ETF	INCOME FUNDS	808524839	217	4140	SH	SOLE	4140
Strong Short Term Muni Bond Fu	INCOME FUNDS	86335R105	1005	100503	SH	SOLE	100503
Vanguard FL Long-Term T/E Fund	INCOME FUNDS	922033204	303	24808	SH	SOLE	24808
Vanguard Intermediate Corp Bon	INCOME FUNDS	92206C870	20346	232107	SH	SOLE	232107
Vanguard S/T Corp Bond ETF	INCOME FUNDS	92206C409	20419	254218	SH	SOLE	254218
iShares Barclays 1-3 Year Cred	INCOME FUNDS	464288646	8477	80369	SH	SOLE	80369
iShares Barclays TIPS Bond Fun	INCOME FUNDS	464287176	1181	9731	SH	SOLE	9731
iShares S&P NY AMT-Free Muni B	INCOME FUNDS	464288323	351	3150	SH	SOLE	3150
iShares iBoxx High Yield Corp.	INCOME FUNDS	464288513	217	2321	SH	SOLE	2321
Bank Of America Corp 8.625% Pf	PF	060505559	235	9200	SH	SOLE	9200
Bank Of America Corp Qtr Lib +	PF	060505625	568	31000	SH	SOLE	31000
Bank Of America Corp Qtr Lib +	PF	060505633	455	24550	SH	SOLE	24550
Citigroup Capital XVII 6.35%	PF	17311H209	526	21000	SH	SOLE	21000
Comcast Corp. 5% Pfd.	PF	20030N606	639	24400	SH	SOLE	24400
DTE Energy Co.	PF	233331602	1641	60150	SH	SOLE	60150
Dominion Resources Inc. 8.375%	PF	25746U604	843	31300	SH	SOLE	31300
Entergy Arkansas 5.75% Pfd.	PF	29364D779	1744	65284	SH	SOLE	65284
Entergy Miss Inc Mtg Bd 6% Pfd	PF	29364N876	1321	51925	SH	SOLE	51925
FPC Capital I 7.1% Pfd	PF	302552203	757	29600	SH	SOLE	29600
FPL Group Cap Trust I 5.875 %	PF	30257V207	1948	76266	SH	SOLE	76266
GE Capital Senior Notes 5.875%	PF	369622493	296	11400	SH	SOLE	11400
Gabelli Div & Income Pfd	PF	36242H203	229	8900	SH	SOLE	8400
General Electric 6% Pfd.	PF	369622451	335	12850	SH	SOLE	12850
General Electric Cap. 6.05% Pf	PF	369622469	524	19950	SH	SOLE	19950
Goldman Sachs Grp 6.2% Pfd B	PF	38144X500	201	8000	SH	SOLE	8000

Goldman Sachs Grp Libor +75bp	PFD	38143Y665	416	20125	SH	SOLE	20125
Goldman Sachs Ser 2004-6 Pfd	PFD	804111201	394	16100	SH	SOLE	16100
ING Group NV 7.05% Pfd.	PFD	456837202	313	12500	SH	SOLE	12300
IShares S&P Preferred Stock In	PFD	464288687	13251	334446	SH	SOLE	334246
Lehman Brothers Holdings 7.95%	PFD	52520W317	0	35500	SH	SOLE	35500
Metlife Inc Sr Notes	PFD	59156R405	351	13800	SH	SOLE	13800
Metlife Inc. Libor Adjusted Pf	PFD	59156R504	264	10500	SH	SOLE	10500
Morgan Stanley Cap Gtd	PFD	617466206	771	31276	SH	SOLE	31076
Nextera Energy Capital 5.7% Pf	PFD	65339K605	1282	49167	SH	SOLE	49167
RBS Capital Fund Trust V 5.9%	PFD	74928K208	238	11700	SH	SOLE	11700
Raymond James Financial 6.9% P	PFD	754730208	426	15633	SH	SOLE	15633
SCE Trust I 5.625% Pfd	PFD	78406T201	1487	57617	SH	SOLE	57617
Stanley Black & Decker 5.75% P	PFD	854502705	454	17500	SH	SOLE	17000
Wells Fargo & Co 8% Pfd.	PFD	949746879	589	20059	SH	SOLE	20059
Wells Fargo & Co. Exp. 10/28/1	WARRT	949746119	105	10500	SH	SOLE	10500

</TABLE>