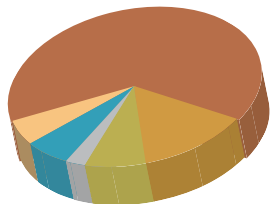


# Gulfshore Business's quality distribution delivers your advertising message into the right hands.



- 5,500 SUBSCRIBERS
  - 1,500 TARGETED DISTRIBUTION
  - 500 NEWSSTANDS
  - 300 EVENTS
  - 700 CHAMBERS
  - 500 LOCAL
- 
- 9,000 PRINTED PER ISSUE (AVERAGE)

## DISTRIBUTION AND CIRCULATION

**Subscribers** As a USPS-audited periodical, you are guaranteed that every subscriber to *Gulfshore Business* has specifically requested to receive the magazine.

**Targeted Distribution** Mailed to professionals and businesses that are specially selected to meet our target demographic, including attorneys, physicians, finance professionals, real estate investors and brokers, government officials, insurance executives and more. Sample copies are mailed with a free subscription offer attached, so many of those on our target mail lists become new subscribers to *Gulfshore Business*.

**Newsstands** *Gulfshore Business* is available on newsstands throughout Southwest Florida, and in additional Florida markets. Look for us on newsstands at Barnes & Noble, Borders, Costco, CVS, Publix, Walgreens and more.

**Events** In addition to several high-profile signature events, *Gulfshore Business*, and its sister publication, *Gulfshore Life*, are proud to support the community through sponsorships of business, charitable and arts events. Copies of the magazine are given to attendees of these events, included in gift bags and used to decorate event venues.

**Gulfshore Business** is distributed at local chamber visitors' centers; sent through the mail in response to inquiries for information on the local business climate, and provided to attendees at numerous chamber trade shows and events held throughout the year.

**Local Placement** Every issue of *Gulfshore Business* is placed in high-traffic, local businesses, chosen for their location, visibility and clientele. These include busy real estate offices, banks, physician's office waiting rooms and lobbies of executive office buildings.



Each issue of **Gulfshore Business** is read by an average of three people, with **31,940** readers!

Source: Media Audit 2011

# Readership

gulfshore  
**BUSINESS**

A GULFSHORE MEDIA PUBLICATION 3560 Kraft Road, Suite 301, Naples, FL 34105  
P (239) 449-4111 | F (239) 449-4163 | [GulfshoreBusiness.com](http://GulfshoreBusiness.com)

# Gulfshore Business offers complete regional coverage of Southwest Florida and its readers are at the peak of their careers.



**Gulfshore Business readers influence the purchase of goods and services during the course of their business activities.**

## READER PROFILE

Male/Female	55%/45%
Average Age	51
Lee County	47%
Collier County	46%
Charlotte County/Other Florida/National	7%

## THEY ARE INVOLVED

Number of years as a reader (average)	3
Time each issue saved	2 months
Read ads as well as stories	89%

## THEY ARE SUCCESSFUL

Average household net worth	\$1.7 million
Average yearly salary	\$220,000
Own their own homes	87%
Have investments such as IRAs, 401(k)s, stocks, mutual funds, money market and brokerage accounts	90%
Have at least a four-year college degree	71%

## THEY INFLUENCE THE PURCHASING DECISIONS OF THE FOLLOWING PRODUCTS & SERVICES

Insurance (commercial and life/health)	68%
Office equipment	57%
Office furniture and fixtures	56%
Personal computers	47%
Banking/trust services	47%
Banquet, catering, convention and meeting services	47%
Computer software	46%
Telephone/communications systems	44%
Accounting services	41%
Personnel and temporary services	37%
Legal services	37%
Financial services	34%
Vehicles	22%

Source: Lewis & Clark May 2007 Readership Study

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