

# GULFSHORE LIFE™

THE PEOPLE, PLACES AND PIECES OF PARADISE





Since 1970,  
**GULFSHORE LIFE™**  
has celebrated the  
Southwest Florida  
lifestyle by offering  
sophisticated content  
to an affluent audience  
of residents and  
visitors.



# GULFSHORE LIFE™

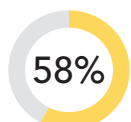
## READER HIGHLIGHTS

### AFFLUENT, LOYAL AND VERIFIED

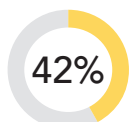
**172,437**  
TOTAL MONTHLY  
READERSHIP

**13,600,000+**  
TOTAL INCOME

**49**  
AVERAGE AGE



FEMALE

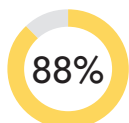


MALE

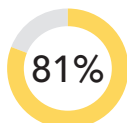
**\$3,026,000**  
AVERAGE NET WORTH

**68%**  
MARRIED

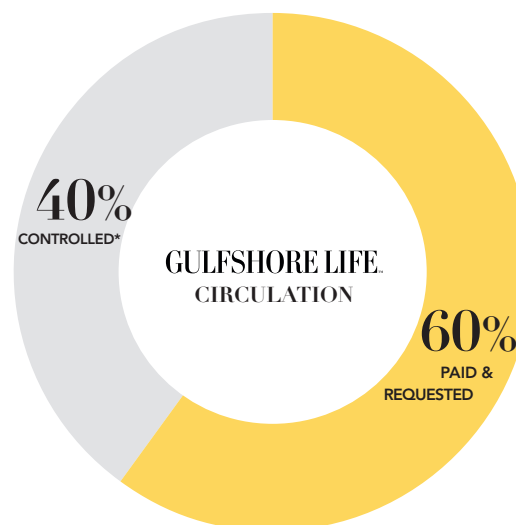
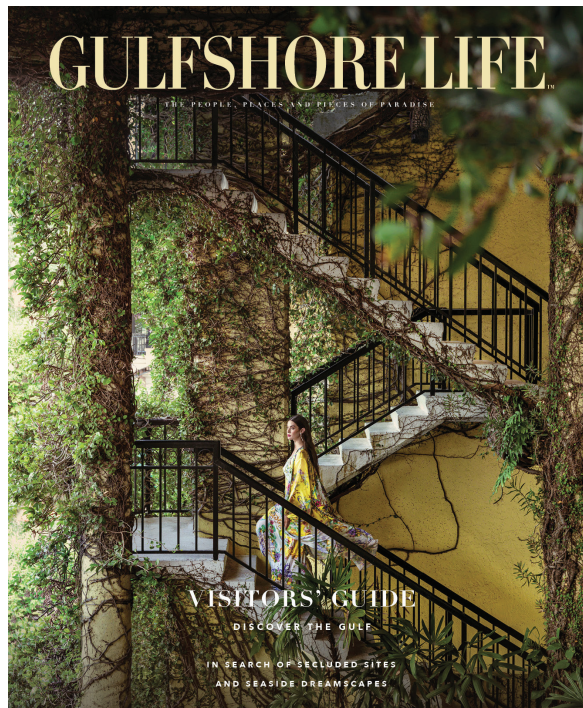
**2X**  
MORE LIKELY TO HAVE  
AN ANNUAL INCOME OVER  
**\$500,000**



of our readers  
frequently purchase products  
seen in *Gulfshore Life*



of our readers  
have read the last four  
*Gulfshore Life* issues



\*newsstands, hotels, events and a curated list of businesses



**87%**

have purchased clothing  
in the last 4 weeks

**66,029**

have purchased jewelry  
in the last 4 weeks

**34,596**

have dined out 4 or more  
times in the last 2 weeks

**88%**

dine and entertain  
out of their home

**68%**

have consumed spirits in  
the past week

**44%**

plan on buying or selling a  
home in the next 2 years

**55%**

own homes worth  
\$1 million or more

**76%**

are homeowners

**39%**

plan to buy a new vehicle  
in the next 12 months

**34,412**

plan to buy furniture in the  
next 12 months

**79%**

plan to travel for vacation in the  
next 12 months

**72%**

attended live theater in  
the past 12 months

The Media Audit 2021/2022

GULFSHORE LIFE. can help you capture the visitor market unlike any other affluent regional publication.

**6.1+**  
**Million**

annual visitors

**\$5.9**  
**Billion**

in direct visitor spending

**9+**  
**Million**

nights of hotel stays

**83%**

visiting on vacation or  
for a weekend getaway

**93%**

U.S. residents

**350,000+**

non-U.S. residents

MONTHLY EDITIONS AND/OR ANNUAL VISITORS' GUIDE  
MAY BE FOUND AT THE FOLLOWING LOCATIONS:

In rooms at over 30 regional hotel/resorts

Placed in lobbies and spas in 20 additional regional hotel/  
resorts

On newsstands at RSW International Airport and Punta Gorda  
Airport and placed at Naples Municipal Airport

2022 Lee County & Collier County VCB

WHAT % OF U.S. ADULTS SAY THEY  
READ MAGAZINES IN THE LAST 6 MONTHS?

# 91%

This includes 95% of those under 35 and under 25.  
(MRI-Simmons, Fall 2019)



THE PRINT MAGAZINE INDUSTRY  
IS GROWING

139 new print magazine brands with a frequency of quarterly  
or greater were introduced in 2019.  
(Samir "Mr. Magazine"™ Husani Monitor 2020)

HOW MANY ADULTS AGES 18+  
READ MAGAZINES?

# 228.7 Million

That's an increase of 18 million since 2012.  
(MRI-Simmons, Fall 2012-2019)

WHEN ADVERTISERS WERE ASKED WHICH  
MEDIUM OFFERS THE HIGHEST ROAS, WHICH  
WAS THE HIGHEST OVERALL?

# MAGAZINES

(NCSolutions 2005-Q12019)

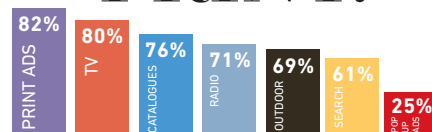


MAGAZINES REACH PREMIUM AUDIENCES  
IN HIGH-INCOME HOUSEHOLDS\*

At a greater rate than newspapers, internet, radio or TV  
\* Household income \$250K+  
(MRI-Simmons, Fall 2019)

OF ALL MEDIA, WHICH DO U.S. INTERNET  
USERS SAY THEY TRUST THE MOST?

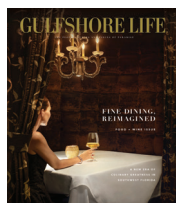
# PRINT.



(Marketing Sherpa, 2017)

### ISSUE

### SPECIAL SECTIONS / DEADLINES



#### JANUARY / FOOD + WINE ISSUE



#### Who's Who in Health Who's in the Kitchen

AD CLOSE: 11/13  
CAMERA-READY: 11/23



#### FEBRUARY / THE ART + DESIGN ISSUE

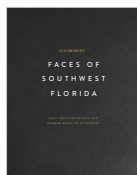


#### Meet The Experts

AD CLOSE: 12/11  
CAMERA-READY: 12/21

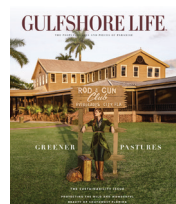


#### MARCH / STYLE ISSUE



#### Faces of Southwest Florida

FACES DEADLINE: 12/15  
AD CLOSE: 1/15  
CAMERA-READY: 1/25



#### APRIL / SUSTAINABILITY ISSUE



#### Top Producers Who's Who in Health

AD CLOSE: 2/12  
CAMERA-READY: 2/22



#### MAY / BEST OF THE GULFSHORE ISSUE



#### Best of the Gulfshore

AD CLOSE: 3/11  
CAMERA-READY: 3/21



#### JUNE / WATER ISSUE



#### Summer Fun

AD CLOSE: 4/12  
CAMERA-READY: 4/22



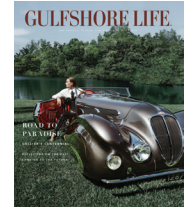
### SPECIAL SECTIONS / DEADLINES

### ISSUE

#### Who's Who in Financial Advising

AD CLOSE: 5/13  
CAMERA-READY: 5/23

#### JULY / COLOR ISSUE



#### Women Visionaries

AD CLOSE: 6/17  
CAMERA-READY: 6/27

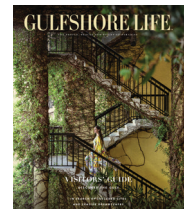
#### AUGUST / FUTUREMAKERS ISSUE



#### Restaurant & Menu Guide Retirement Resources

AD CLOSE: 7/15  
CAMERA-READY: 7/25

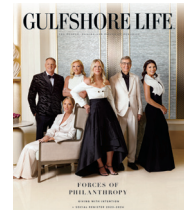
#### SEPTEMBER / ANNUAL VISITORS' GUIDE ISSUE



#### Social Register/Nonprofit Profiles

AD CLOSE: 8/12  
CAMERA-READY: 8/22

#### OCTOBER / FORCES OF PHILANTHROPY ISSUE



#### SWFL Guide to the Arts Who's Who in Health

AD CLOSE: 9/16  
CAMERA-READY: 9/26

#### NOVEMBER / MEN + WOMEN OF THE YEAR ISSUE



#### Holiday Wish List

AD CLOSE: 10/14  
CAMERA-READY: 10/24

#### DECEMBER / HOLIDAY ISSUE



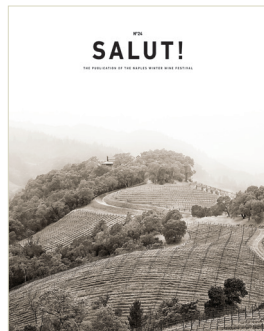


## HOME

The diary of the well-designed life

AD CLOSE: 11/14

CAMERA-READY: 11/14



## SALUT!

The exclusive magazine of the

Naples Winter Wine Festival

AD CLOSE: 11/20

CAMERA-READY: 11/30



## HEALTHY LIFE

Living beautiful and healthy in

Southwest Florida

AD CLOSE: 5/6

CAMERA-READY: 5/16



## CELEBRATE

Inspiration for all of life's

special occasions

AD CLOSE: 8/15

CAMERA-READY: 8/15

## MINI

The parenting magazine created specifically for the modern SWFL parent with discerning style and taste

AD CLOSE: 7/8

CAMERA-READY: 7/18

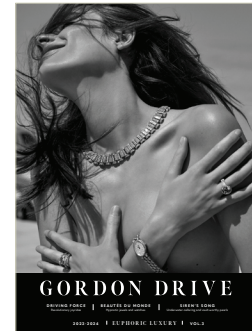


## GORDON DRIVE

Euphoric luxury

AD CLOSE: 9/23

CAMERA-READY: 9/23



## NAPLES PRESS

News for Neapolitans

AD CLOSE: Weekly

[naplespress.com](http://naplespress.com)

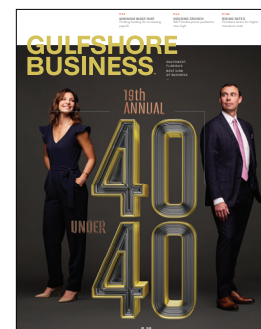


## GULFSHORE BUSINESS

Important business news and analysis from all over Southwest Florida

AD CLOSE MONTHLY

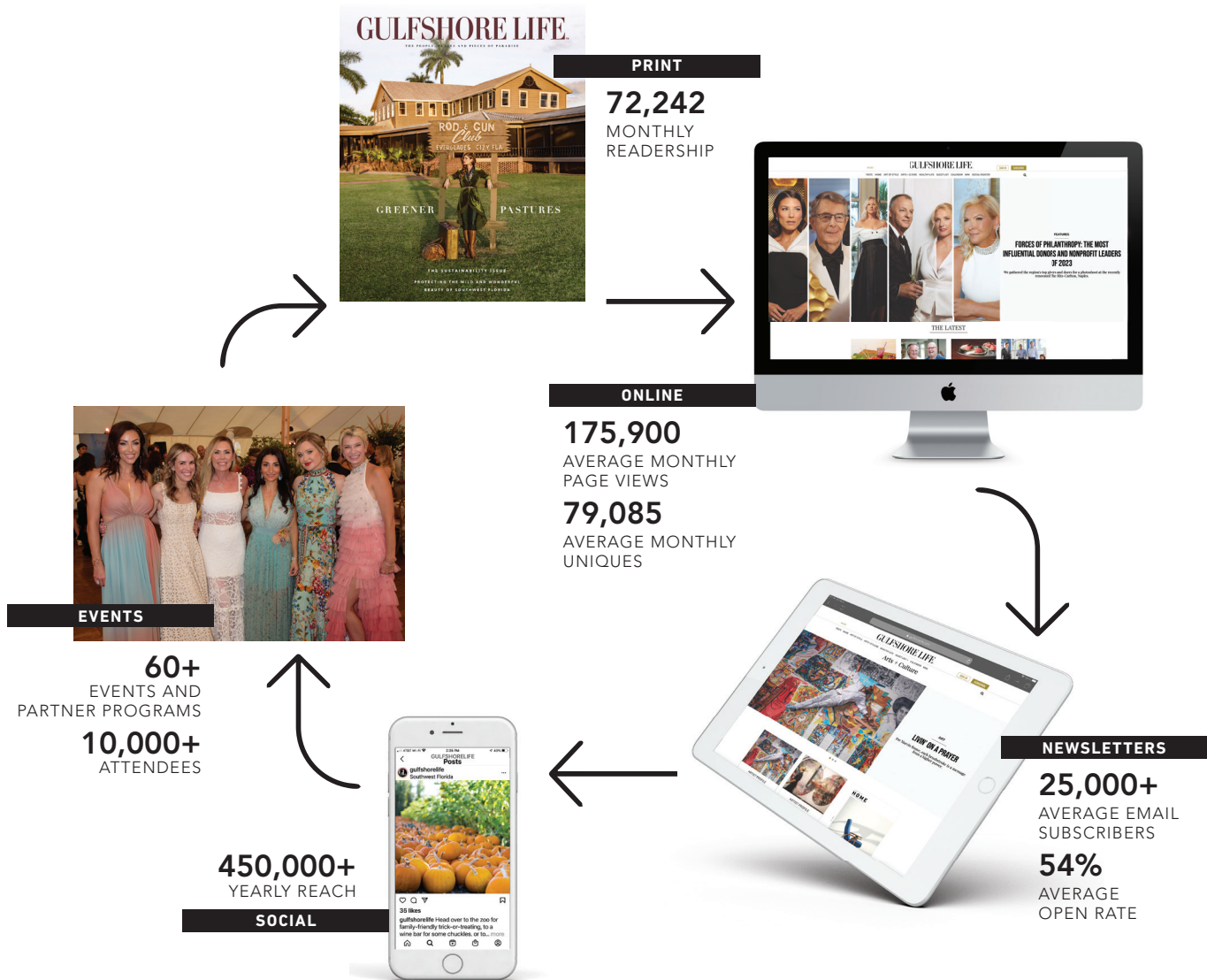
[gulfshorebusiness.com](http://gulfshorebusiness.com)



# GULFSHORE LIFE™

SPHERE OF INFLUENCE

## OUR BRAND FOOTPRINT



## AFFILIATED BRANDS



## COMMUNITY PARTNER EVENTS

- The Alliance for Florida National Parks
- American Cancer Society
- American Heart Association
- Artis—Naples
- Better Together
- Cancer Alliance Network
- Canterbury School
- CME LPGA Group Tour Championship
- Community Foundation of Collier County
- Community School of Naples
- Conservancy of Southwest Florida
- David Lawrence Centers for Behavioral Health
- The Everglades Foundation
- Florida Repertory Theatre
- Fort Myers Film Festival
- Golisano Children’s Museum of Naples
- Grant Thorton Invitational
- Guadalupe Center
- Gulfshore Opera
- Gulfshore Playhouse
- Humane Society Naples
- The Immokalee Foundation
- JDRF
- Kids’ Minds Matter
- NAMI Collier
- Naples Art Institute
- Naples Botanical Garden
- Naples Cancer Advisers
- Naples Children & Education Foundation
- The Naples Players
- Naples Baker Senior Center
- Naples Therapeutic Riding Center
- Naples Zoo at Caribbean Gardens
- Neighborhood Health Clinic
- NCH Healthcare Systems
- Opera Naples
- Pace Center for Girls, Collier at Immokalee
- Pace Center for Girls, Lee
- Pathways Early Education Center
- Ronald McDonald House Charities of SWFL
- Royal Palm Academy
- Saint Ann School Foundation
- The Shelter for Abused Women & Children
- St. Matthew’s House
- STARability Foundation
- SWFL Children’s Charities
- The Village School
- United Arts Council
- Valerie’s House
- Women’s Foundation of Collier County
- Youth Haven



## GULFSHORE LIFE. SIGNATURE EVENTS

**MARCH | Faces Of Southwest Florida**  
Private networking and happy hour event to toast our Faces of Southwest Florida.

**JULY | Healthy Life / Top Doctors**  
*Gulfshore Life's* Healthy Life partners with Castle Connolly to bring readers the annual Top Doctors. They are celebrated at a private cocktail reception.

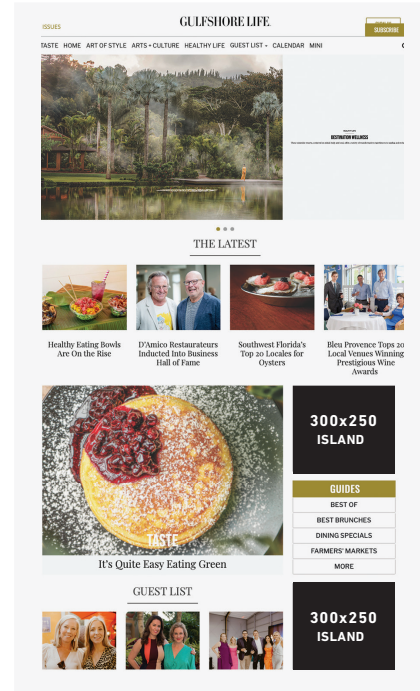
**OCTOBER | Social Register / Season Kick-Off**  
Celebrate *Gulfshore Life's* October issue and the start of season at this invite-only cocktail party.

**NOVEMBER | Men & Women of the Year**  
This signature event recognizes an incredible group of influential individuals from the region at an elegant evening soirée.

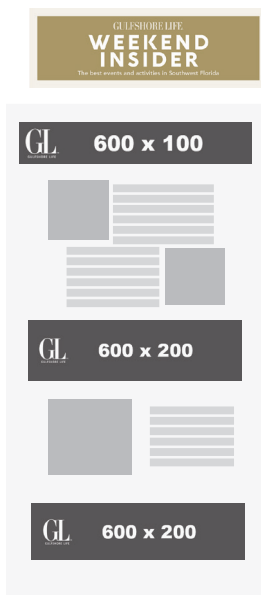
# GULFSHORE LIFE™

DIGITAL OPPORTUNITIES

GULFSHORELIFE.COM



## NEWSLETTERS



**WEEKEND INSIDER**  
The best events and activities in Southwest Florida

■ 25,000+ opted-in subscribers



**TASTE OF THE GULF**  
The latest in Southwest Florida dining

■ 25,000+ opted-in subscribers

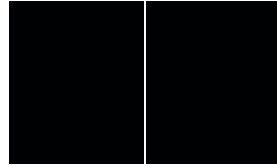


**SHORE THING**  
Exclusive events and offers from our partners

■ 25,000+ opted-in subscribers

## AD SIZES WITH BLEED AND NO BLEED OPTIONS

### FULL SPREAD



**BLEED:**  
18.25" x 11.125"  
**SAFETY:**  
17.5" x 10.375"  
**NO BLEED:**  
17.5" x 10.375"

### FULL PAGE



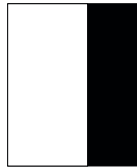
**BLEED:**  
9.25" x 11.125"  
**SAFETY:**  
8.5" x 10.375"  
**NO BLEED:**  
8.25" x 10.375"

### 1/2 PAGE



**BLEED:**  
9.25" x 5.5"  
**SAFETY:**  
8.5" x 4.75"  
**NO BLEED:**  
8.25" x 5"

### 2/3 PAGE VERTICAL



**BLEED:**  
5.5" x 11.125"  
**SAFETY:**  
4.75" x 10.375"  
**NO BLEED:**  
5" x 10.375"

### 1/3 PAGE SQUARE



**NO BLEED:**  
5" x 5"

## SUBMITTING PRINT MATERIALS

**FILE TYPES** We only accept PDF, TIF and high resolution JPG. PDFs should be at least PDF/X-1A. **RESOLUTION** Image files need to be at least 300 dpi at 100% print size. **COLOR** Files should be submitted as **CMYK**. Color matching has a 5% margin error without a suitable hard copy (paper) proof submitted. Ads with bleeds should include crop marks at the trim line.

Upload camera-ready ads and ad materials at  
[print.winkupload.com](http://print.winkupload.com).

## ADVERTISING INQUIRIES

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