

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™

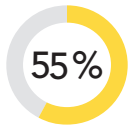
READER HIGHLIGHTS

AFFLUENT, LOYAL AND VERIFIED

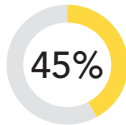
182,556
TOTAL MONTHLY
READERSHIP

13,600,000+
TOTAL INCOME

49
AVERAGE AGE



FEMALE

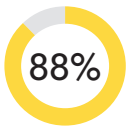


MALE

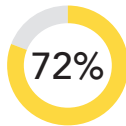
\$3,026,000
AVERAGE NET WORTH

67%
MARRIED

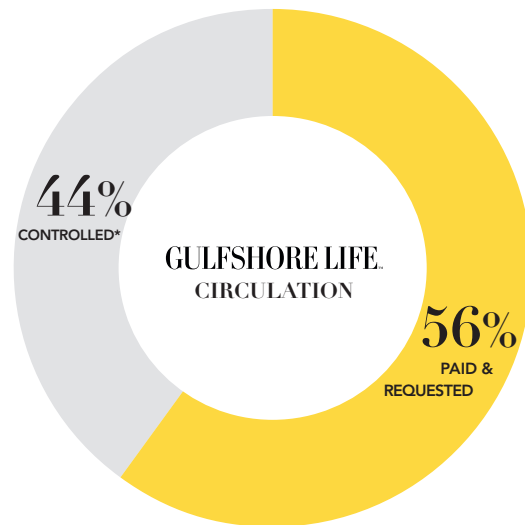
2X
MORE LIKELY TO HAVE
AN ANNUAL INCOME OVER
\$500,000



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



of our readers
keep issues of *Gulfshore Life*
for more than a month



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



78%

have purchased women's clothing in the last 4 weeks

82,065

have purchased jewelry in the last 12 weeks

30,487

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

88%

dine and entertain out of their home

67%

have consumed spirits in the past week

44%

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

376x

more likely to own homes worth \$1 million or more

82%

are homeowners

39%

plan to buy a new vehicle in the next 12 months

56%

are planning home improvement in next 12 months

81%

plan to travel for vacation in the next 12 months

132%

more likely to attend live theater in the next 12 months

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

5.6+
Million
annual visitors

\$5.4
Billion
in direct visitor spending

6.8+
Million
nights of hotel stays

94%
visiting on vacation or
for a weekend getaway

88%
U.S. residents

635,000+
non-U.S. residents

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

Placed in **20** regional hotel/resorts

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

2023 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)



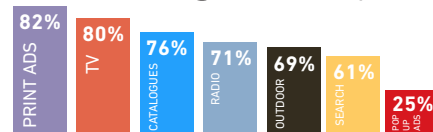
MAGAZINES REACH PREMIUM AUDIENCES IN HIGH-INCOME HOUSEHOLDS*

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?

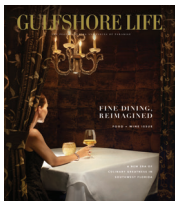
PRINT.



(Marketing Sherpa, 2017)

ISSUE

SPECIAL SECTIONS / DEADLINES



JANUARY / BEST NEW RESTAURANTS



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

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



FEBRUARY / THE ART + DESIGN ISSUE

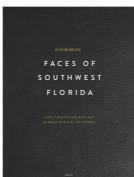


Meet The Experts

AD CLOSE: 12/16
CAMERA-READY: 12/27



MARCH / STYLE ISSUE



Faces of Southwest Florida

FACES DEADLINE: 12/13
AD CLOSE: 1/13
CAMERA-READY: 1/23



APRIL / SUSTAINABILITY ISSUE



Top Producers Who's Who in Health

AD CLOSE: 2/10
CAMERA-READY: 2/20



MAY / BEST OF THE GULFSHORE ISSUE



Best of the Gulfshore

AD CLOSE: 3/17
CAMERA-READY: 3/27



JUNE / THE ESCAPE ISSUE



Who's Who in Financial Consulting

AD CLOSE: 4/14
CAMERA-READY: 4/24

SPECIAL SECTIONS / DEADLINES

Top Dentists Top Doctors

AD CLOSE: 5/12
CAMERA-READY: 5/22

JULY / HEALTHY LIFE



ISSUE

Women Visionaries

AD CLOSE: 6/16
CAMERA-READY: 6/26

AUGUST / MADE IN SW FLORIDA



Restaurant & Menu Guide Retirement Resources

AD CLOSE: 7/14
CAMERA-READY: 7/24

SEPTEMBER / ANNUAL VISITORS' GUIDE ISSUE



Social Register/Nonprofit Profiles

AD CLOSE: 8/18
CAMERA-READY: 8/28

OCTOBER / FORCES OF PHILANTHROPY ISSUE



SWFL Guide to the Arts Who's Who in Health

AD CLOSE: 9/15
CAMERA-READY: 9/25

NOVEMBER / MEN + WOMEN OF THE YEAR ISSUE



Holiday Wish List

AD CLOSE: 10/13
CAMERA-READY: 10/23

DECEMBER / HOLIDAY ISSUE



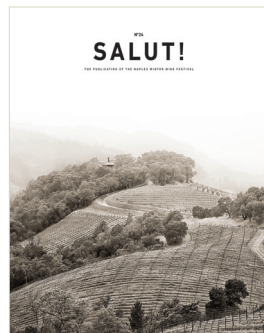


HOME

The diary of the well-designed life

AD CLOSE: 11/3

CAMERA-READY: 11/13



SALUT!

The exclusive magazine of the

Naples Winter Wine Festival

AD CLOSE: 11/4

CAMERA-READY: 11/14



MINI

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

AD CLOSE: 7/7

CAMERA-READY: 7/17



CELEBRATE

Inspiration for all of life's special occasions

AD CLOSE: 8/11

CAMERA-READY: 8/21

GORDON DRIVE

Euphoric luxury
AD CLOSE: 10/6
CAMERA-READY: 10/16



THE NAPLES PRESS

News for Neapolitans
AD CLOSE: Weekly
naplespress.com



GULFSHORE BUSINESS

Important business news and analysis from
all over Southwest Florida
AD CLOSE MONTHLY
gulfshorebusiness.com



OUR BRAND FOOTPRINT



AFFILIATED BRANDS



COMMUNITY PARTNER EVENTS

- The Alliance for Florida National Parks
- American Cancer Society
- American Heart Association
- Artis—Naples
- Better Together
- Breakthrough TDI
- Cancer Alliance Network
- 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
- Grace Place
- Guadalupe Center
- Gulfcoast Humane Society
- Gulfshore Opera
- Gulfshore Playhouse
- Humane Society Naples
- The Immokalee Foundation
- 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 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.

MAY | Best of the Gulfshore

The readers of Gulfshore Life have selected their favorite things about living in Paradise and you have made the list! Celebrate the winners at this exclusive event.

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.

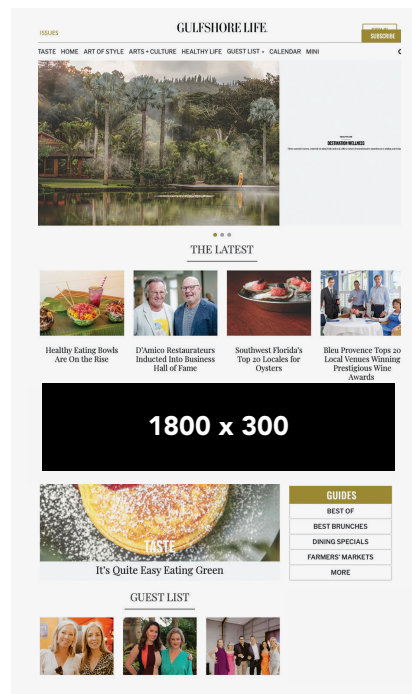
OCTOBER | Social Register / Season Kick-Off

Celebrate Gulfshore Life’s October issue and the start of season at this invite-only cocktail party.

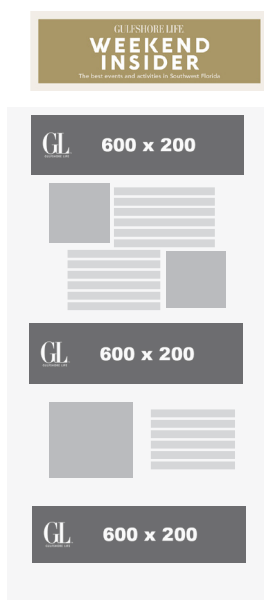
NOVEMBER | Men & Women of the Year

This signature event recognizes an incredible group of influential individuals from the region at an elegant evening soirée.

GULFSHORELIFE.COM



NEWSLETTERS



WEEKEND INSIDER
The best events and activities in Southwest Florida

■ 28,000+ opted-in subscribers



TASTE OF THE GULF
The latest in Southwest Florida dining

■ 28,000+ opted-in subscribers

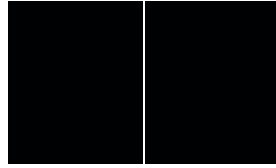


SHORE THING
Exclusive events and offers from our partners

■ 28,000+ 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



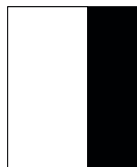
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8.5" x 10.375"
NO BLEED:
8.25" x 10.375"

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"

RATES

FREQUENCY	12X	6X	3X	OPEN
Spread	\$7,500	\$8,000	\$8,500	\$9,000
Full Page	\$4,500	\$5,000	\$5,500	\$6,000
2/3	\$3,400	\$3,800	\$4,200	\$4,600
1/2	\$2,900	\$3,200	\$3,500	\$3,800
1/3	\$2,100	\$2,400	\$2,700	\$3,000
All Covers*	By inquiry only	By inquiry only	By inquiry only	By inquiry only

* NO CANCELLATIONS AFTER SPACE CLOSE DATE
* NO CANCELLATIONS ON COVER POSITIONS WILL BE ACCEPTED AFTER 60 DAYS PRIOR TO ISSUE CLOSE DATE

* ALL COVERS MUST BE PART OF A MINIMUM 6X FREQUENCY BUY
* GATEFOLD OFF COVER ONE RATES AVAILABLE UPON REQUEST
* 15% PREMIUM POSITION GUARANTEE

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.

ADVERTISING INQUIRIES

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GULFSHORE LIFE™

