

# 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

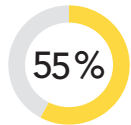
## READER HIGHLIGHTS

### AFFLUENT, LOYAL AND VERIFIED

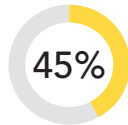
**182,556**  
TOTAL MONTHLY  
READERSHIP

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

**49**  
AVERAGE AGE



FEMALE



MALE

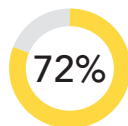
**\$3,026,000**  
AVERAGE NET WORTH

**67%**  
MARRIED

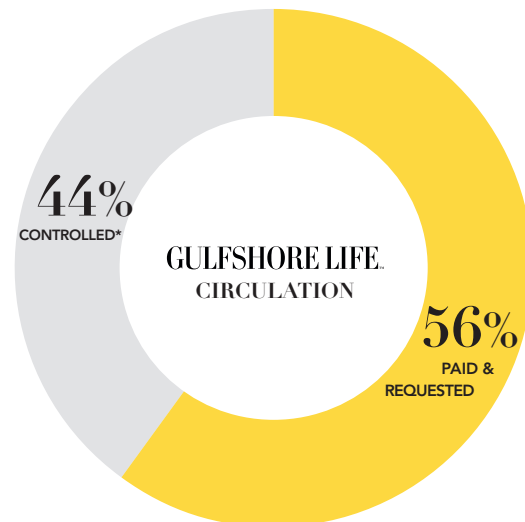
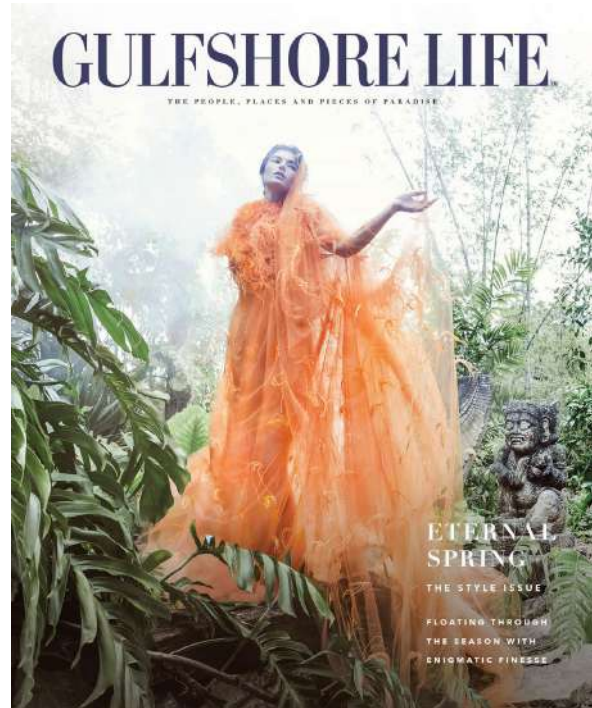
**2X**  
MORE LIKELY TO HAVE  
AN ANNUAL INCOME OVER  
\$500,000



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

The Media Audit 2022/2023

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)



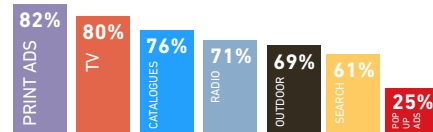
MAGAZINES REACH PREMIUM AUDIENCES IN HIGH-INCOME HOUSEHOLDS\*

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)

# GULFSHORE LIFE

## 2025 EDITORIAL CALENDAR

### ISSUE



### JANUARY / BEST NEW RESTAURANTS



### SPECIAL SECTIONS / DEADLINES

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

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



### FEBRUARY / THE ART + DESIGN ISSUE

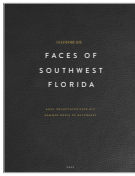


#### Meet The Experts

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

#### The Escape issue

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

SCHEDULE SUBJECT TO CHANGE. ADVERTORIALS CLOSE 15 DAYS PRIOR TO DEADLINE DATES



## SPECIAL SECTIONS / DEADLINES

### Who's Who in Financial Consulting

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

### JULY / LEGACY



### ISSUE

### Women Visionaries

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

### AUGUST / MADE IN SW FLORIDA



### Restaurant & Menu Guide Retirement Resources Who's Who in Child Enrichment

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

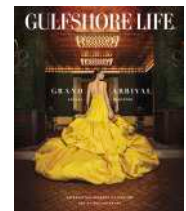
### SEPTEMBER / ANNUAL VISITORS' GUIDE ISSUE



### 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

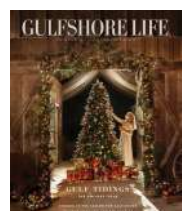
### NOVEMBER / MEN + WOMEN OF THE YEAR ISSUE



### Holiday Wish List

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

### DECEMBER / HOLIDAY ISSUE



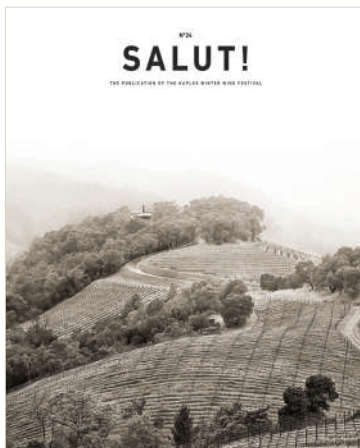


## HOME

The diary of the well-designed life

AD CLOSE: 11/3

CAMERA-READY: 11/13

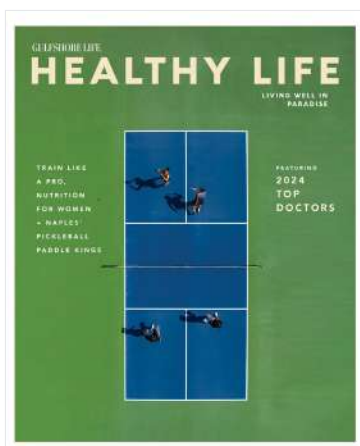


## SALUT!

The exclusive magazine of the  
Naples Winter Wine Festival

AD CLOSE: 11/4

CAMERA-READY: 11/14



## HEALTHY LIFE

Living Beautiful and Healthy  
In Southwest Florida

AD CLOSE: 5/5

CAMERA-READY: 5/15

SCHEDULE SUBJECT TO CHANGE.

## GORDON DRIVE

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



## THE 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)



SCHEDULE SUBJECT TO CHANGE.

# 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
- 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.

**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**

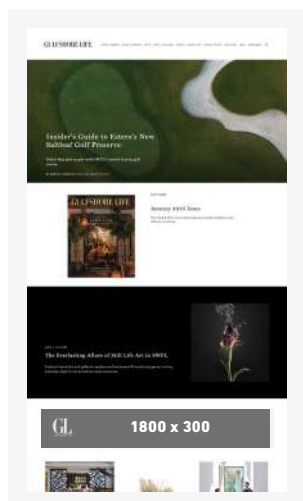
Celebrate *Gulfshore Life's* October issue and the start of season at this invite-only cocktail party.

**NOVEMBER | Men & Women of the Year**

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

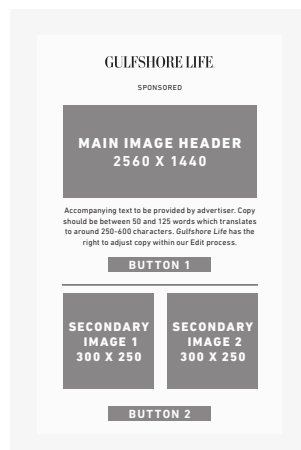
# GULFSHORE LIFE

## DIGITAL OPPORTUNITIES



**GULFSHORELIFE.COM**  
Up to date access to Southwest Florida's luxury lifestyle magazine

**STANDARD**  
1800 x 300 \$1,000 /month



**DEDICATED EMAIL**  
Deliver your message directly to the inbox of Gulfshore Life's affluent audience.

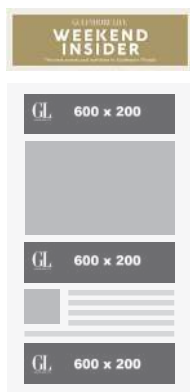
■ 24,000 opted-in subscribers  
■ \$2,500 /per email

**MAIN IMAGE HEADER**  
2560 x 1440

Accompanying text to be provided by advertiser. Copy should be between 50 and 125 words which translates to around 250-600 characters. Gulfshore Life has the right to adjust copy within our Edit process.

**TWO SECONDARY IMAGES**  
300 x 250

**UP TO TWO**  
**CLICK-THROUGH LINKS**

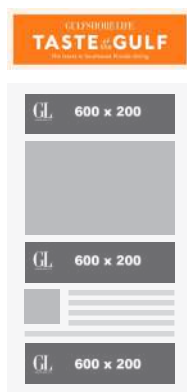


**WEEKEND INSIDER**  
The best events and activities in Southwest Florida

■ Sent every Thursday  
■ 25,000 opted-in subscribers

**HEADER**  
600 x 200 \$1,500 /month

**STANDARD**  
600 x 200 (animated) \$1200 /month  
600 x 200 \$1000 /month

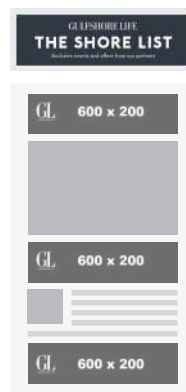


**TASTE OF THE GULF**  
The latest in Southwest Florida dining

■ Sent twice a month on Tuesdays  
■ 26,000 opted-in subscribers

**HEADER**  
600 x 200 \$1,250 /month

**STANDARD**  
600 x 200 (animated) \$1000 /month  
600 x 200 \$850 /month

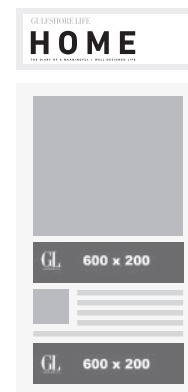


**SHORE LIST**  
Exclusive events and offers from our partners

■ Sent twice a month on Tuesdays  
■ 24,000 opted-in subscribers

**HEADER**  
600 x 200 \$1,000 /run

**STANDARD**  
600 x 200 (animated) \$800 /month  
600 x 200 \$700 /month



**HOME**  
The diary of a well-designed life

■ Sent monthly on Wednesdays  
■ 24,000 opted-in subscribers

**STANDARD**  
600 x 200 (animated) \$800 /month  
600 x 200 \$700 /month

## SUBMITTING DIGITAL MATERIALS

**FORMAT** Digital ads should be submitted as .PNG, .JPG or GIF. **COLOR MODE OR PROFILE** Web images should be saved with the RGB color format. **FILE SIZE** Digital ads for display on gulfshorelife.com should be exported at 72 dpi. Newsletter ads can be 72 dpi or 150 dpi.

### DEADLINE

7 days prior to date of posting

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

### FOR ADVERTISING INQUIRIES

Carin Keane  
Publisher  
(239) 498-8520  
[carin.keane@gulfshorelife.com](mailto:carin.keane@gulfshorelife.com)

## RATES

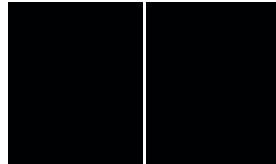
FREQUENCY	12X	6X	3X	OPEN
Spread	\$7,500	\$8,000	\$8,500	\$9,000
Full Page	\$4,500	\$5,000	\$5,500	\$6,000
2/3	\$3,400	\$3,800	\$4,200	\$4,600
1/2	\$2,900	\$3,200	\$3,500	\$3,800
1/3	\$2,100	\$2,400	\$2,700	\$3,000
All Covers*	By inquiry only	By inquiry only	By inquiry only	By inquiry only

\* 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

## 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



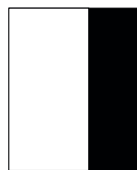
**BLEED:**  
9.25" x 11.125"  
**SAFETY:**  
8.5" x 10.375"  
**NO BLEED:**  
8.25" x 10.375"

### 1/2 PAGE



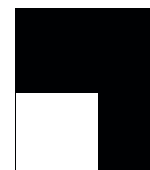
**BLEED:**  
9.25" x 5.5"  
**SAFETY:**  
8.5" x 4.75"  
**NO BLEED:**  
8.25" x 5"

### 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"  
**SAFETY:**  
N/A  
**NO BLEED:**  
N/A

## 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).

### FOR ADVERTISING INQUIRIES

Carin Keane  
 Publisher WWvz  
 (239) 498-8520  
[carin.keane@gulfshorelife.com](mailto:carin.keane@gulfshorelife.com)

# GULFSHORE LIFE®

