

GULFSHORE LIFE®

THE PEOPLE, PLACES AND PIECES OF PARADISE

2026 MEDIA KIT



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



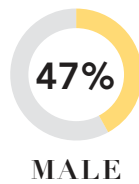
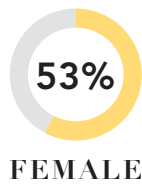
GULFSHORE LIFE

READER HIGHLIGHTS

AFFLUENT, LOYAL AND VERIFIED

182,556
TOTAL MONTHLY
READERSHIP

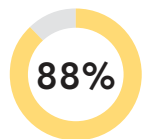
49
AVERAGE AGE



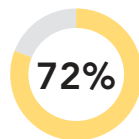
\$3,026,000
AVERAGE NET WORTH

67%
MARRIED

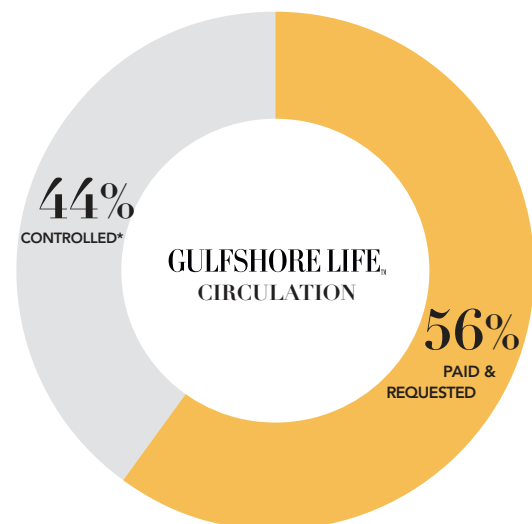
2X
MORE LIKELY TO HAVE
AN ANNUAL INCOME OVER
\$500,000



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

Source: The Media Audit

5.9+
Million

annual visitors

\$5.19
Billion

in direct visitor spending

6.8+
Million

nights of hotel stays

94%

visiting on vacation or for a
weekend getaway

89%

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 30+ regional hotel/resorts

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



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



HOW MANY ADULTS AGES 18+ READ MAGAZINES?

At a greater rate than newspapers, internet radio or TV
* Household income \$250K+

HOW MANY ADULTS AGES 18+ READ MAGAZINES?

228.7 Million

That's an increase of 18 million since 2012

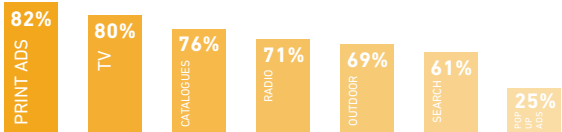
WHEN ADVERTISERS WERE ASKED WHICH MEDIUM OFFERS THE HIGHEST ROAS, WHICH WAS THE HIGHEST OVERALL?

MAGAZINES



THE PRINT MAGAZINE INDUSTRY IS GROWING

139 new print magazine brands with a frequency of quarterly or greater were introduced in 2019



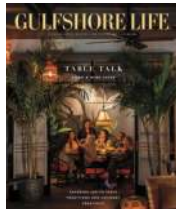
OF ALL MEDIA, WHICH DO U.S. INTERNET USERS SAY THEY TRUST THE MOST?

PRINT.

GULFSHORE LIFE

2026 EDITORIAL CALENDAR

ISSUE



JANUARY / FOOD + WINE



SPECIAL SECTIONS / DEADLINES

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

AD CLOSE: 11/10
CAMERA-READY: 11/20



FEBRUARY / ART + DESIGN



Meet The Experts

AD CLOSE: 12/15
CAMERA-READY: 12/26



MARCH / STYLE

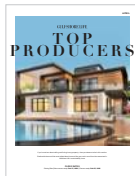


Faces of Southwest Florida

FACES DEADLINE: 12/12
AD CLOSE: 01/12
CAMERA-READY: 01/22



APRIL / SUSTAINABILITY



Top Producers Who's Who in Health

AD CLOSE: 02/16
CAMERA-READY: 02/26



MAY / BEST OF THE GULFSHORE



Best of the Gulfshore

AD CLOSE: 03/16
CAMERA-READY: 03/26



JUNE / SUMMER PREVIEW / SUMMER TRAVEL

Men Making Waves

AD CLOSE: 04/13
CAMERA-READY: 04/23

SCHEDULE SUBJECT TO CHANGE. SPECIAL SECTIONS CLOSE 15 DAYS PRIOR TO DEADLINE DATES

SPECIAL SECTIONS / DEADLINES

ISSUE

Who's Who in Financial Consulting

AD CLOSE: 05/18
CAMERA-READY: 05/28

JULY / LEGACIES



Women Visionaries

AD CLOSE: 06/15
CAMERA-READY: 06/25

AUGUST / MADE IN SOUTHWEST FLORIDA



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

AD CLOSE: 07/13
CAMERA-READY: 7/23

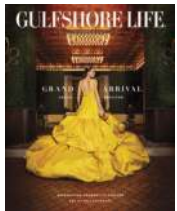
SEPTEMBER / ANNUAL VISITORS' GUIDE



Social Register/Nonprofit Profiles

AD CLOSE: 08/17
CAMERA-READY: 08/27

OCTOBER / FORCES OF PHILANTHROPY



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

AD CLOSE: 09/14
CAMERA-READY: 09/24

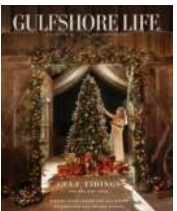
NOVEMBER / MEN + WOMEN OF THE YEAR



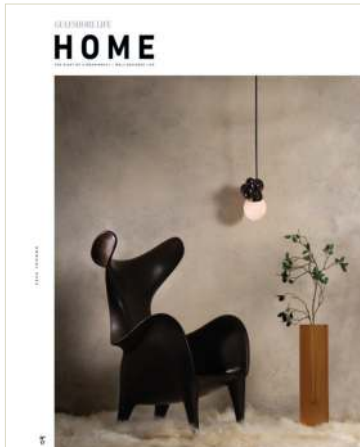
Holiday Wish List

AD CLOSE: 10/19
CAMERA-READY: 10/29

DECEMBER / HOLIDAY



SCHEDULE SUBJECT TO CHANGE. SPECIAL SECTIONS CLOSE 15 DAYS PRIOR TO DEADLINE DATES



GULFSHORE LIFE HOME

The Diary of Well-designed Life

AD CLOSE: 11/2
CAMERA-READY: 11/12



SALUT!

The Exclusive Magazine of the
Naples Winter Wine Festival

AD CLOSE: 11/16
CAMERA-READY: 11/24



HEALTHY LIFE

Living Beautiful and Healthy
In Southwest Florida

AD CLOSE: 5/11
CAMERA-READY: 5/21

SCHEDULE SUBJECT TO CHANGE.

GORDON DRIVE

Our most exclusive publication, Gordon Drive reaches the ultra-high-net-worth individuals who live, work, and play in the most affluent corners of Naples and beyond.

AD CLOSE: 10/12
CAMERA-READY: 10/22



THE NAPLES PRESS

News for Neapolitans

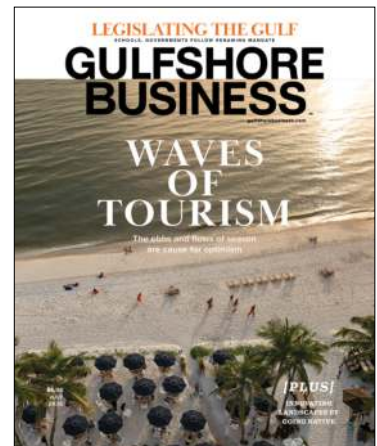
AD CLOSE: Weekly on Wednesdays
naplespress.com



GULFSHORE BUSINESS

Southwest Florida's premier print and digital business publication.

AD CLOSE: 10x/year
gulfshorebusiness.com



SCHEDULE SUBJECT TO CHANGE.

COMMUNITY PARTNERS AND EVENTS

- American Cancer Society
- American Heart Association
- Artis—Naples
- Better Together
- Big Brothers Big Sisters of the Suncoast
- Breakthrough T1D
- Cancer Alliance Network
- Cars on 5th
- CME LPGA Group Tour Championship
- Community Foundation of Collier County
- Conservancy of Southwest Florida
- David Lawrence Centers for Behavioral Health
- The Alliance for Florida National Parks
- The Everglades Foundation
- Florida Repertory Theatre
- Fort Myers Film Festival
- Golisano Children's Museum of Naples
- Grace Place
- Guadalupe Center
- Gulfcoast Humane Society
- Gulfshore Opera
- Gulfshore Playhouse
- Humane Society Naples
- The Immokalee Foundation
- Kids' Minds Matter
- Longest Table on the Beach
- NAMI Collier
- Naples Art Institute
- Naples Baker Senior Center
- Naples Botanical Garden
- Naples Cancer Advisors
- Naples Children & Education Foundation
- Naples Fashion Week
- Naples Picasso Events
- Naples Therapeutic Riding Center
- Naples Winter Wine Festival
- Naples Zoo at Caribbean Gardens
- NCH Healthcare Systems
- Neighborhood Health Clinic
- 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
- St. Matthew's House
- STARability Foundation
- SWFL Children's Charities
- The Naples Players
- The Shelter for Abused Women & Children
- The Village School
- United Arts Council
- Women's Foundation of Collier County
- Youth Haven

GULFSHORE LIFE SIGNATURE EVENTS

MARCH | Faces Of Southwest Florida Celebration

Private networking and happy hour event to toast our Faces of Southwest Florida.

JULY | Healthy Life / Top Doctors Celebration

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 Gala

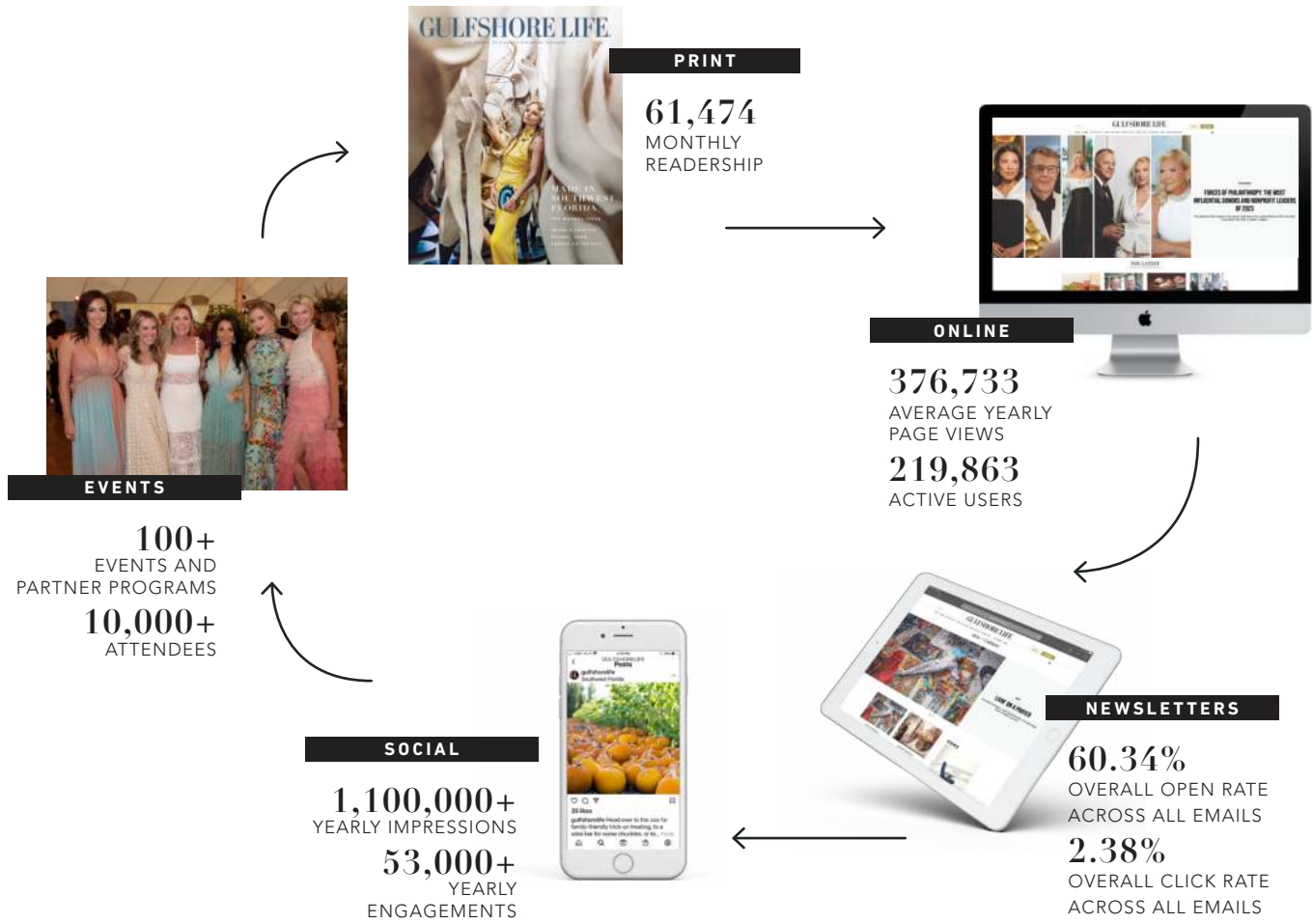
This signature event recognizes an incredible group of influential individuals from the region at an elegant evening soirée.

ONGOING | Custom Events

Ask your marketing consultant about co-hosting an event with us as part of your media strategy.



OUR BRAND FOOTPRINT

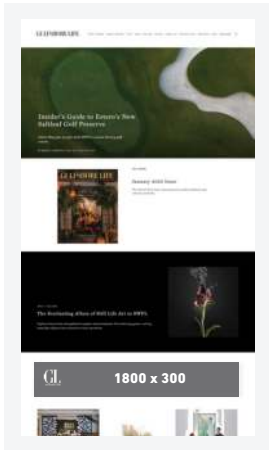


AFFILIATED BRANDS



GULFSHORE LIFE

DIGITAL OPPORTUNITIES

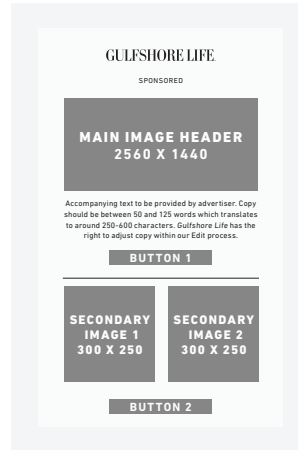


GULFSHORELIFE.COM
Up to date access to Southwest Florida's luxury lifestyle magazine

STANDARD
1800 x 300 \$1,000 /month

TAKEOVERS AND CUSTOM AD EXPERIENCES
By inquiry only

BRANDED CONTENT ARTICLES
Place your luxury content, photos, and videos alongside our premium editorial content
5,000 guaranteed page views and \$3,000 / article



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

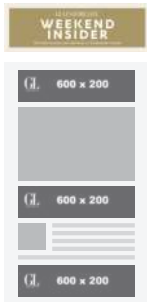
■ **24,000 opted-in subscribers**
■ **\$2,500 /per email**

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



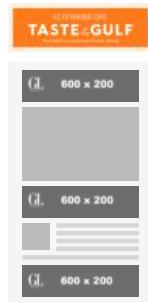
WEEKEND INSIDER
The best events and activities in Southwest Florida

■ 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

ADVERTORIAL
\$750/run (2-run minimum)
Content appears within the "From Your Partners" section **NEW**



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

ADVERTORIAL
\$750/run (2-run minimum)
Content appears within the "From Your Partners" section **NEW**



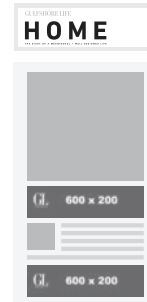
THE SHORE LIST
Exclusive events and offers from our partners

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

HEADER
600 x 200 \$1,000 /month

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

ADVERTORIAL
\$750/run (2-run minimum)
Content appears within the "From Your Partners" section **NEW**



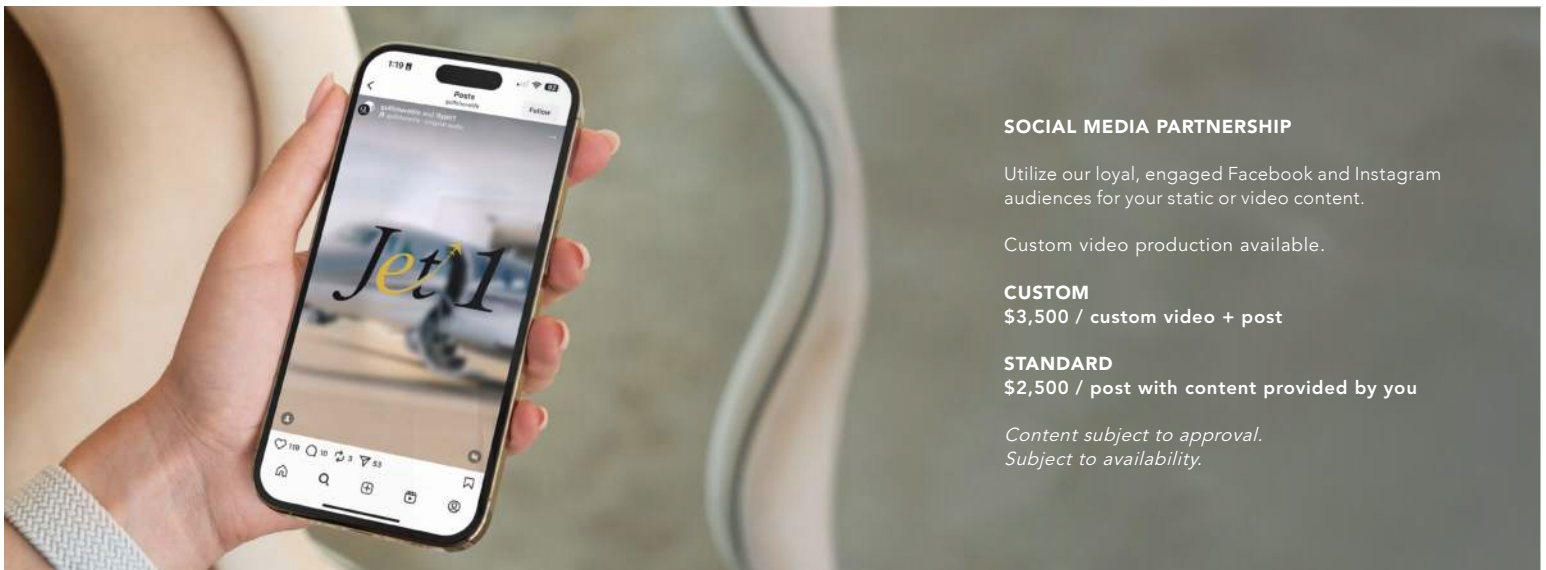
HOME
The diary of a well-designed life

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

HEADER
600 x 200 \$1,000 /month

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

ADVERTORIAL
\$750/run (2-run minimum)
Content appears within the "From Your Partners" section **NEW**



SOCIAL MEDIA PARTNERSHIP

Utilize our loyal, engaged Facebook and Instagram audiences for your static or video content.

Custom video production available.

CUSTOM
\$3,500 / custom video + post

STANDARD
\$2,500 / post with content provided by you

Content subject to approval.
Subject to availability.

RATES

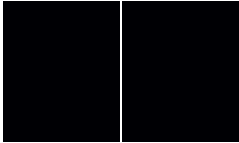
FREQUENCY	12X	6X	3X	OPEN
Spread	\$7,500	\$8,000	\$8,500	\$9,000
Full Page	\$4,500	\$5,000	\$5,500	\$6,000
2/3	\$3,400	\$3,800	\$4,200	\$4,600
1/2	\$2,900	\$3,200	\$3,500	\$3,800
1/3	\$2,100	\$2,400	\$2,700	\$3,000
All Covers*	By inquiry only	By inquiry only	By inquiry only	By inquiry only

* 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



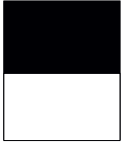
BLEED:
18.25" x 11.125"
SAFETY:
17.5" x 10.375"
NO BLEED:
17.5" x 10.375"

FULL PAGE



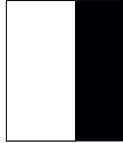
BLEED:
9.25" x 11.125"
SAFETY:
8.5" x 10.375"
NO BLEED:
8.25" x 10.375"

1/2 PAGE



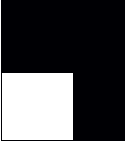
BLEED:
9.25" x 5.5"
SAFETY:
8.5" x 4.75"
NO BLEED:
8.25" x 5"

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.

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.

FOR ADVERTISING INQUIRIES

Contact Associate Publisher, **Tess Woods**, at tess.woods@gulfshorelife.com or (978) 501-5140 to reserve your spot today.

GULFSHORE LIFE®

THE PEOPLE, PLACES AND PIECES OF PARADISE

