



Gulfshore Life REALTOR ADVERTISING

APPEARING MONTHLY IN GULFSHORE LIFE



Jan - Waterfront
Feb - Golf
Mar - Luxury Condos
Apr - Luxury Homes

Gulfshore Life showcases Southwest Florida's most stunning properties for sale in our award winning, monthly issues. Leading luxury real estate specialists can now tap into our area's most qualified audience, the most direct sales and listing tool in Southwest Florida. In addition, we will focus on a specific area throughout the months of January – April such as Beachfront/Waterfront, Luxury Condos, Golf Communities, Luxury Homes, Resort Properties and more! When you advertise, your listing will be spotlighted on our website at www.gulfshorelife.com.

SPECIAL OFFER

Full page advertisers who run a minimum of six times per year receive six- one year gift subscriptions (12 issues) of *Gulfshore Life* to send to their preferred clients. We will send a gift card on your behalf and set up a custom label so that each month when they receive their magazine, they will remember it was you who sent it to them. It is a great way to stay in touch! This is an exclusive opportunity offered only to real estate professionals whose hard work helps bring more and more attention to our tropical paradise.



GULFSHORE LIFE REACHES

- Readers with an average household income of \$546,000
- Readers with an average net worth \$3.7 million - \$1.2 million average value of home
- Over one-third of all consumers planning to buy a home in the next 2 years.

*MMR Study, The Media Audit, April-May 2011

YOUR AD WILL GET QUALITY DISTRIBUTION

- Gulfshore Life is published 12 times a year with an average print run of 24,000 monthly copies printed. (readership 191,000)
- 11,000 paid subscribers throughout Southwest Florida, in all 50 states and 10 foreign countries.

Plus this Exclusive Bonus Circulation

You'll find *Gulfshore Life* on every major newsstand in Southwest Florida, in-room at major luxury resorts and hotels in the area, and direct mailed to recent buyers of homes valued at \$750,000 and above and sent to select high-end real estate prospects as part of our realtor subscription program.

Ask about our must-buy package for *Gulfshore Life At Home* that includes advertising and web opportunities that will get you in front of the affluent consumers who are ready to buy!

THE DEADLINE FOR THE NEXT ISSUE IS COMING UP SOON.
CALL YOUR ACCOUNT EXECUTIVE TODAY AT
(239) 449-4111.

Submit ad materials to Katie Marsh at
KatieM@GulfshoreLife.com

RATES & SIZES

TWO PAGE SPREAD



Two page profile with one main photo, 245 word bio, 3 Q&As with 40 words each, 6 home listings including 40 word description with price, square feet, bedrooms and bathrooms.

\$3,000 net



FULL PAGE

Full-page with one main photo, 135 words, and 3 home listings including a 40 word description with details on price, square feet, bedrooms and bathrooms.

\$1,700 net



HALF PAGE

Half-page horizontal with 100 words, one home listing with details on price, square feet, bedrooms and bathrooms.

\$900 net



QUARTER PAGE

Quarter page with one photo, 40 word bio, telephone, web-site and address.

\$500 net