

GULFSHORE LIFE™

LEADING COMPANIES



A Snapshot of *Gulfshore Life* Readers

READER PROFILE: AFFLUENT

• 54% Women • 60 Average Age • 46% Retired • 75% Married • 71% College-Educated • 41% have a HHI of \$200,000 • 47% Own Two or More Residences • 24% Own Homes Worth \$1 Million or More

SOURCE: IPSOS MEDIACT

READERSHIP & DISTRIBUTION

Gulfshore Life has a monthly distribution of 25,000 copies with an average of four readers per copy. That means that each month approximately 168,673 people read *Gulfshore Life* with 60% paid and requested distribution.

Media Audit 2018

You'll find *Gulfshore Life* on every major newsstand in Southwest Florida, in-room at major luxury resorts and hotels in the area, and mailed to a select group of the area's most affluent newcomers.

SPACE CLOSE: **MAY 15, 2019** • ADVERTORIAL MATERIALS DUE: **MAY 15, 2019** • CAMERA READY AD DUE: **MAY 24, 2019**
ISSUE DATE: **JULY, 2019**

Leading Companies

Leading Companies provides an opportunity for you to tell *Gulfshore Life's* readers why your company is a leader in its field. *Gulfshore Life's* readers are influencers and have direct decision making authority for:

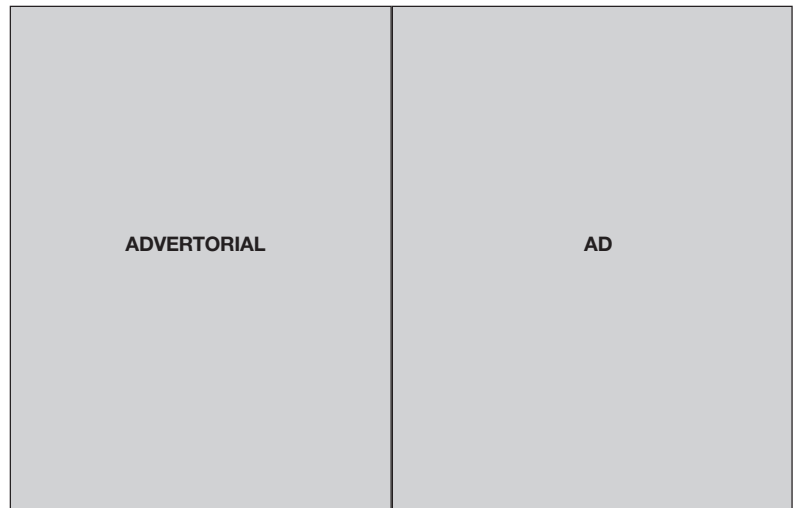
- Banking & Financial Services
- Wealth Management & Investments
- Meeting Services & Catering
- Legal Services
- Insurance
- Hospitality
- Commercial & Residential Real Estate
- Plus, a wide range of personal consumer purchases consistent with an affluent resident of Southwest Florida.

Key facts about *Gulfshore Life* readers:

- 76% have at least a 4-year college degree and 31% a graduate degree
- 60% are business owners
- 75% report increased business revenues over the past year

Advertise your business in the July issue's Leading Companies.

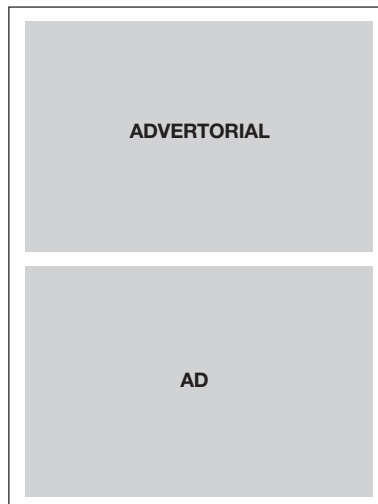
The advertising package will include a display ad: full page, half page, or quarter page placed in combination with an additional advertorial write-up that reads like a mini article to tell the full story about your business. Make our readers your customers by informing them and creating educated buyers that are often the most loyal.



TWO-PAGE SPREAD

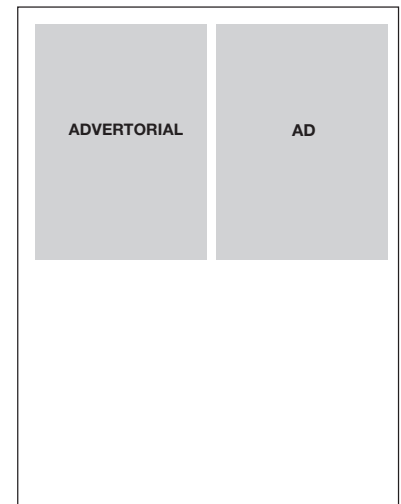
\$2,800 net:

Full page display plus full page advertorial, advertorial word count is 500 words max (supplied by client)



FULL PAGE

\$1,400 net: 1/2 page display plus 1/2 page advertorial, advertorial word count is 300 words max (supplied by client)



HALF PAGE

\$700 net: 1/4 page display plus 1/4 page advertorial, advertorial word count is 150 words max (supplied by client)

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