



GULFSHORE LIFE™

THE LEISURE LIFE

OCTOBER 2019 ISSUE

The Leisure Life will appear in *Gulfshore Life's* Sporting Life Issue, out this October. **The Leisure Life** will serve as an indispensable resource guide to sporting and leisure activities for the health conscious readers of *Gulfshore Life*. Over **168,000** Southwest Florida consumers will have access to this exciting new *Gulfshore Life* special advertising section.

CLOSE DATES

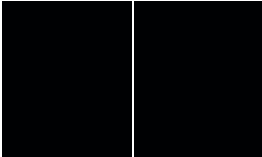



Space and Non Camera Ready: **Aug 15, 2019** | Camera Ready : **Aug 23, 2019**

GULFSHORE LIFE™

ADVERTISING SPECS

TRIM SIZE: 9" X 10.875"

AD SIZES WITH BOTH BLEED OPTIONS AND NO BLEED OPTIONS

FULL SPREAD \$3,200	FULL PAGE \$2,500	HALF PAGE No Bleed \$1,500	QUARTER PAGE No Bleed \$750
			
NON-BLEED: 14" x 9.25" BLEED: 14.75" x 9.25"	NON-BLEED: 6.5" x 8.5" BLEED: 7.5" x 9.25"	HORIZONTAL: 6.5" x 4.25" VERTICAL: 2.875" x 8.5"	2.875" x 4.125"

THE PERFECT AUDIENCE:

- *Gulfshore Life* readers are **368** times more likely to golf than the market average consumer
- *Gulfshore Life* readers are **114** times more likely to own a powerboat than the market average consumer
- *Gulfshore Life* readers are **292** times more likely to own a sailboat than the market average consumer
- *Gulfshore Life* readers are **147** times more likely to have gym membership than the market average consumer
- *Gulfshore Life* readers are **415** times more likely to ski and/or snowboard than the market average consumer
- *Gulfshore Life* readers are **205** times more likely to be an avid sports fan than the market average consumer

READERSHIP & DISTRIBUTION

The **168,673** monthly readers of *Gulfshore Life* are discriminating consumers of health and medical services. They have the need, the desire and the money to invest in the very best when it comes to their health. Actively involved in their health care decisions, they want to be fully informed about their options.

MEDIA AUDIT 2018

Included in *The Leisure Life* will be a detailed listing of leisure and sporting activities. All advertisers' listings will be expanded to include 50 words of copy and will be highlighted to stand apart from other businesses listed. This will ensure you are "endorsed" by *Gulfshore Life* and a leader in your field.

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.

Email our production department with camera-ready ads and ad materials to ankita.joshi@gulfshorelife.com.

FOR MORE INFORMATION PLEASE CONTACT YOUR SALES REPRESENTATIVE

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