

GULFSHORE LIFE™

WHO'S

WHO

IN

HEALTH

A SPECIAL ADVERTISING FEATURE IN *GULFSHORE LIFE'S* APRIL 2019 AND OCTOBER 2019

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.

CLOSE DATES

January 2020 Issue: Closing Date | Non camera ready: **Nov 15, 2019**

April 2020 Issue: Closing Date | Non camera ready: **Feb 14, 2020**

GULFSHORE LIFETM

ADVERTISING SPECS

FULL PAGE
\$5,000 (\$2,500 PER ISSUE)
200 WORDS, 1 OR 2
PHOTOS, CONTACT
INFORMATION AND LOGO
(ADVERTISER SUPPLIED)



1/2 PAGE
HORIZONTAL OR VERTICAL
\$3,000 (1,500 PER ISSUE)
130 WORDS, 1 PHOTO, CONTACT
INFORMATION AND LOGO (ADVERTISER
SUPPLIED)



1/4 PAGE
\$1,300 (\$650 PER ISSUE)
80 WORDS, 1 PHOTO,
CONTACT INFORMATION
AND LOGO (ADVERTISER
SUPPLIED)



23% say *Gulfshore Life's* Who's Who in Health and other health-related sections are the main sources of information for the names of doctors or other medical specialists and health care providers.

SOURCE: MMR

IN PAST 2 YEARS, OUR READERS VISITED:

- **112,261** general practitioners/internists
- **58,411** dermatologists
- **56,303** gynecologists
- **58,035** urgent care
- **41,725** ophthalmologists
- **40,401** cardiologists
- **18,404** chiropractors
- **37,858** orthopedists
- **29,335** physical therapists
- **4,376** oncologists

THE MEDIA AUDIT 2018

DISTRIBUTION – PRINT & DIGITAL

***Gulfshore Life* has a monthly distribution of 25,000 copies with a readership of 168,673 people.**

You'll find *Gulfshore Life* on every major newsstand in Southwest Florida; in-room at major area luxury resorts and hotels; in the hands of paid subscribers; at over 175 businesses—salons, doctors offices, chambers, bank lobbies, law offices and more; and in the mailboxes of a select group of the area's most affluent newcomers.

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
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