

GULFSHORE BUSINESS

MEDIA KIT 2021

MISSION STATEMENT

Our mission is to educate our readers—decision makers, executives, entrepreneurs—through our four pillars:

- to provide valuable how-to advice
- to explain issues and people of the day
- to tap into the aspirations that drive business-minded people
- to highlight best practices

**GULFSHORE
BUSINESS** is Southwest Florida's only regional business magazine and is an award-winning market leader for business journalism.





TESTIMONIALS

We love *Gulfshore Business* because it specifically targets the business leaders in our community. It's a publication people actually want to read because it focuses on our local businesses; because of that we have had great results!

JENNY GEZELLA

PRESIDENT,
NAPLES PRINCESS

Gulfshore Business gives me great content each month on local and trending topics in the business community, from feature articles on key business components and practices to information on companies and individuals influencing the Southwest Florida business scene. As an advertiser, I know the audience I want to reach is the audience this publication serves. It's the go-to local business magazine.

THEO ETZEL

CEO,
CONDITIONED AIR COMPANY

Henderson, Franklin, Starnes & Holt, P.A. has partnered with *Gulfshore Business* magazine for over a decade to help us reach Southwest Florida business owners and professionals. It is a publication we rely on to stay up to date on local industry news and enjoy stories on local industry leaders. There are very few publications I personally read cover to cover, but *Gulfshore Business* magazine is one of them!

GAIL LAMARCHE

DIRECTOR OF MARKETING,
HENDERSON, FRANKLIN, STARNES & HOLT, P.A.

We believe our sponsorship with "40 Under 40" represents an excellent opportunity to reach the vital demographic of rising business leaders in Southwest Florida. These young executives are proven "movers and shakers" within Lee and Collier counties, and are certain to continue their influence in the future.

STACEY T. MERCADO

MARKETING/SALES,
MCGRIFF INSURANCE SERVICES



PRODUCTS / BRAND REACH

Each month, *Gulfshore Business* products are able to reach business-minded consumers like you across a variety of platforms:

Gulfshore Business magazine print and digital edition

GulfshoreBusiness.com, your source for fresh content, archives, blogs business events calendar and other important local business resources

e-Newsletters, the ***Gulfshore Business Daily*** and ***This Week in Real Estate***

Social Media

Reaching a combined

263,000

people each month!



BUYING HABITS

Gulfshore Business was cited as the **direct** influence for the purchasing of:

20%

financial services

14%

insurance

20%

banking/trust services

10%

computer software

19%

banquet/catering/
meeting services

6%

office furniture and
equipment

15%

legal services

57%

vehicle within the
next two years

14%

personnel and
temporary services

SOURCE: MEDIA AUDIT 2020

DISTRIBUTION & DEMOGRAPHICS

47% Lee County, 46% Collier County, 7%
Charlotte County/other FL/National

8,500 - 9,000 print copies per issue
40,800 readers per issue
263,000 total reach per month

Average age 53 | Male 50% | Female 50%
60% are business owners, CEOs, directors or partners

AFFLUENT

33% report an annual household income above \$200,000
Average household net worth is \$2 million
81% own their own home
70% planning home improvements in the coming year

EDUCATED

87% have attended college
63% have earned at least a four-year degree
28% have a graduate degree

SOURCE: MEDIA AUDIT 2020



84%

read the ads in
Gulfshore Business

88%

read *Gulfshore
Business Daily*

69%

visit an advertiser's
website

70%

read *This Week In
Real Estate*

83%

rate the content
in *Gulfshore
Business* as either
above average or
excellent

FRONT OF MAGAZINE

SPACES

A look inside the architecture and design features of various local businesses



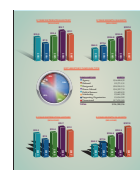
MAKERS

Spotlight on a small business making specialized products



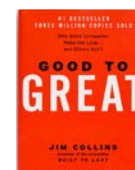
TRENDLINE

Infographic showing economic trends in SWFL



BOOKMARK

Great, new reads for the month



CREATIVES

Highlighting businesspeople who put their imaginations to work in bold and innovative ways



MOOD BOARD

Trending products to gift, keep or have on hand



B2B

Industry news articles and analysis ranging from aerospace and manufacturing to real estate and development



BACK OF MAGAZINE

UNWIND

Ways to decompress after a long day
or week



HORSEPOWER

A look inside high-powered vehicles
that are worth a test drive



FITNESS

New ways to keep the body healthy
and the mind agile



NEW & NOTEWORTHY

A review of a new product or gadget
that's worth giving a whirl



WEEKEND GETAWAY

Not-too-distant getaways to
reinvigorate the body and soul

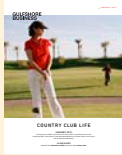


ADVERTISING CALENDAR

ISSUE

SPECIAL SECTIONS

JANUARY / THE BUSINESS OF SPORTS



Country Club Life
Reserve by: **11/30/20**
Materials due: **12/9/20**

FEBRUARY / TOP DEALS



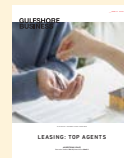
Who's Who in Law
Top Producers: Commercial & Residential Real Estate
Reserve by: **12/29/20**
Materials due: **1/13/21**

MARCH / BANKING & FINANCE



Estate Planning
Commercial Banking & Finance
Reserve by: **1/18/21**
Materials due: **1/25/21**

APRIL / CONSTRUCTION AND DEVELOPMENT



Who's Who in Commercial Contractors
Leasing: Top Agents
Reserve by: **2/22/21**
Materials due: **3/3/21**

MAY / TECH ISSUE



Leadership
Advertising & PR Firm Guide
Reserve by: **3/15/21**
Materials due: **3/26/21**

JUNE / TOURISM & HOSPITALITY



Meetings Away from Home
Lawyers of Distinction
Reserve by: **4/26/20**
Materials due: **5/3/20**

ISSUE

JULY / LEADERSHIP ISSUE



SPECIAL SECTIONS

Leadership
Milestone Anniversaries
Reserve by: **5/26/21**
Materials due: **6/4/21**

AUGUST / BEST OF BUSINESS ISSUE



Best of Business
Reserve by: **6/23/21**
Materials due: **7/2/21**

SEPTEMBER / 40 UNDER 40



Ask a Lawyer
Women in Business
Reserve by: **7/26/21**
Materials due: **8/6/21**

OCTOBER / MARKETING ISSUE



Faces of Business
Advertising and PR Part 2
Reserve by: **8/25/21**
Materials due: **9/3/21**

NOVEMBER / COMPANIES THAT CARE



Holiday Party Planning
Companies That Care
Reserve by: **9/22/21**
Materials due: **10/1/21**

DECEMBER / SWFL FAMILY OWNED & OPERATED BUSINESSES



**Southwest Florida Family Owned
& Operated Businesses**
Private School Handbook
Rising Stars in Law
Reserve by: **10/25/21**
Materials due: **11/5/21**

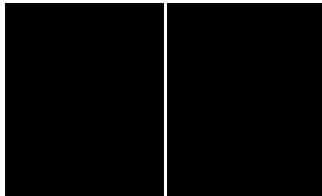
*all 2021 issue close dates are subject to change

SIZES

TRIM SIZE: 8.125" WIDE X 10.75" HIGH

AD SIZES WITH BOTH BLEED OPTIONS AND NO BLEED OPTIONS

2-PAGE SPREAD



BLEED:
16.5" x 11"
SAFETY:
15.875" x 10.375"
NO BLEED:
16.25" x 10.75"

FULL PAGE



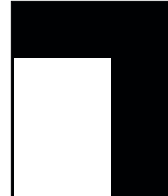
BLEED:
8.375" x 11"
SAFETY:
7.625" x 10.25"
NO BLEED:
8.125" x 10.75"

**1/2 PAGE
HORIZONTAL**



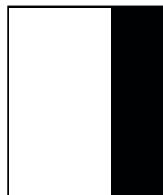
NO BLEED:
6.815" x 4.6875"

**1/2 PAGE
VERTICAL**



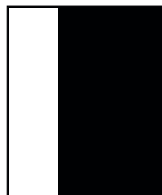
NO BLEED:
4.5" x 7.125"

**2/3 PAGE
VERTICAL**



NO BLEED:
4.5" x 9.5625"

**1/3 PAGE
VERTICAL**



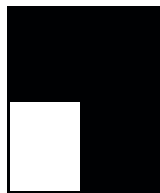
NO BLEED:
2.188" x 9.562"

**1/3 PAGE
SQUARE**



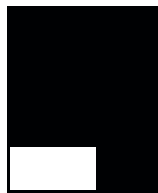
NO BLEED:
4.5" x 4.6875"

**1/4 PAGE
HORIZONTAL**



NO BLEED:
3.35" x 4.6875"

**1/6 PAGE
HORIZONTAL**



NO BLEED:
4.5" x 2.3125"

**1/6 PAGE
VERTICAL**

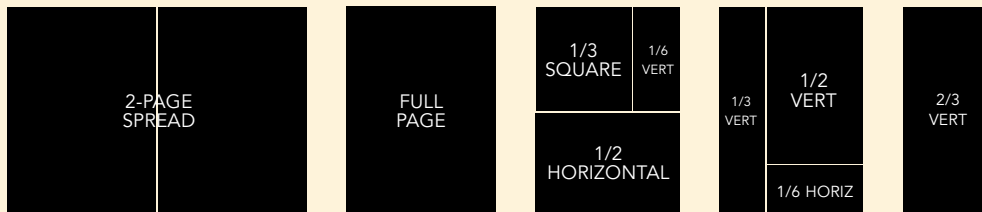


NO BLEED:
2.1875" x 4.687"

Keep live matter a minimum of .25" from head, foot and face trims.
Safety from center fold: Stay at least .25" out from center on both sides as well as .25" in from trim (16.25" x 10.75").
Full-page bleed ads must have live matter a minimum of .25" from head, foot and face trims.
Ads with Bleeds should include crop marks at the trim line.

RATES

SIZE	1x	3x	6x	9x	12x
2-Page Spread	4395	4195	4025	3844	3670
Full Page	2975	2825	2695	2574	2460
2/3 Page	2375	2225	2125	2030	1940
1/2 Page	1975	1850	1775	1695	1620
1/3 Page	1375	1285	1265	1210	1155
1/6 Page	795	735	710	680	650
Inside front cover	3195	3075	2945	2810	2680
Inside back cover	3195	3075	2945	2810	2680
Back cover	3350	3175	3070	2930	2810



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.

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

For Advertising Inquiries:
Chris Renstrom - Associate Publisher
239-498-8517
chris.renstrom@gulfshorebusiness.com

GULFSHORE BUSINESS

DIGITAL RATES & SIZES

GULFSHORE BUSINESS DAILY

WIDTH X HEIGHT	RATES
600 x 200	\$1,200 per month
600 x 100	\$1,100 per month
300 x 250	\$1,000 per month

THIS WEEK IN REAL ESTATE

WIDTH X HEIGHT	RATES
600 x 200	\$900 per month
600 x 100	\$825 per month
300 x 250	\$750 per month

GULFSHOREBUSINESS.COM

AD UNIT	WIDTH X HEIGHT	RATES
Leaderboard w/Mobile Leaderboard	728 x 90 and 320 x 50 (mobile)	\$900 per month
Island	300 x 250	\$900 per month
Half page vertical	300 x 600	\$1050 per month

SPECIFICATIONS

BANNER ADS: Positioned next to editorial content, banners are a visual way of reaching out to Gulfshore Business's readers and an opportunity for client logo exposure.

FILE REQUIREMENTS: File type JPEG, GIF, Animated GIF, Flash
Resolution 125 dpi (File size: 25KB or less) Color mode: RGB

LINK: Include the exact URL you want the ad to link to.

DEADLINE: Banners and links are due one week before the newsletter is scheduled to go out. Please submit materials to ads@gulfshorelife.com.

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