

# GULFSHORE BUSINESS™

SOUTHWEST FLORIDA'S BEST VIEW OF BUSINESS



**MEDIA KIT 2024**

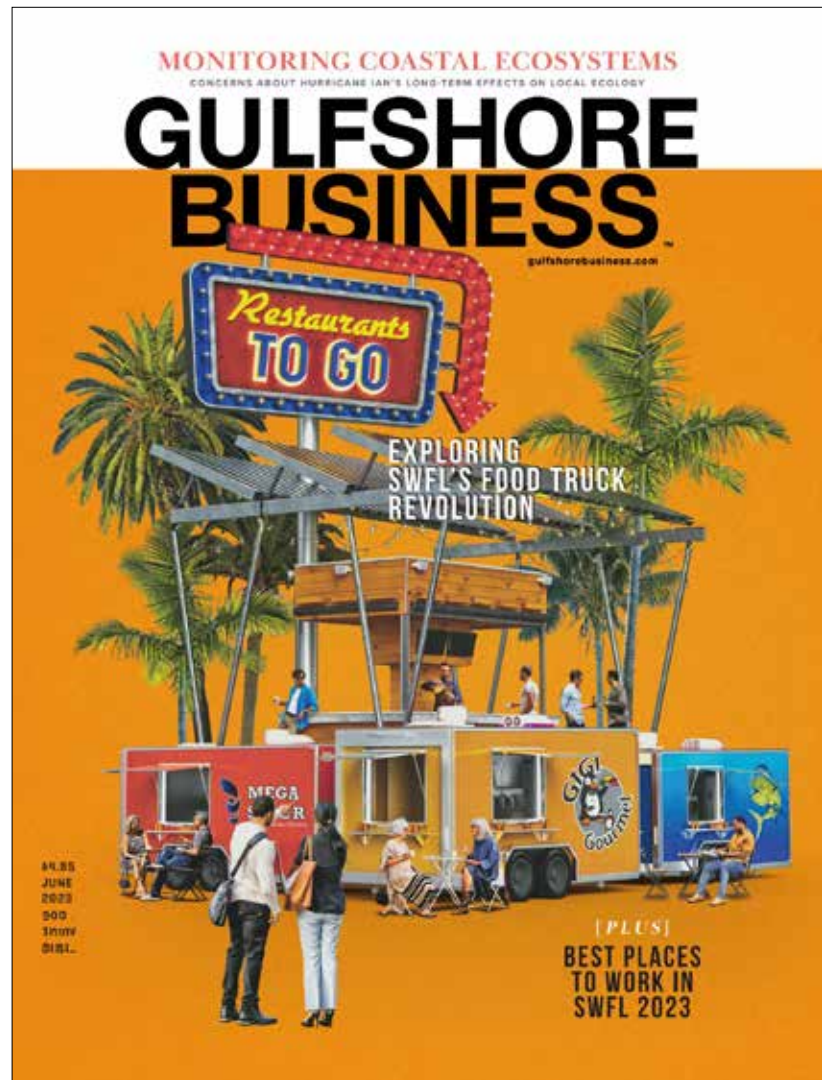


# GULFSHORE BUSINESS.

Since 1995

## GULFSHORE BUSINESS.

has provided Southwest Florida's Best View of Business as the region's premier business publication.



# ..... POWER OF PRINT

**WHAT % OF U.S. ADULTS SAY THEY  
READ MAGAZINES IN THE LAST 6 MONTHS?**

# 91%

This includes 95% of those under 35 and under 25.  
(MRI-Simmons, Fall 2019)



**THE PRINT MAGAZINE INDUSTRY  
IS GROWING**

139 new print magazine brands with a frequency of quarterly or greater were introduced in 2019. (Samir "Mr. Magazine" TM Husani Monitor 2020)

**HOW MANY ADULTS AGES 18+  
READ MAGAZINES?**

# 228.7 MILLION

That's an increase of 18 million since 2012. (MRI-Simmons, Fall 2012-2019)

**WHEN ADVERTISERS WERE ASKED WHICH  
MEDIUM OFFERS THE HIGHEST ROAS, WHICH  
WAS THE HIGHEST OVERALL?**

# MAGAZINES

This includes 95% of those under 35 and under 25.  
(MRI-Simmons, Fall 2019)



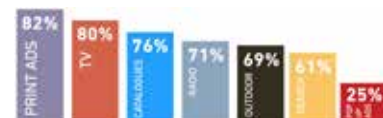
**MAGAZINES REACH PREMIUM AUDIENCES  
IN HIGH-INCOME HOUSEHOLDS\***

At a greater rate than newspapers, internet, radio or TV

\* Household income \$250K+  
(MRI-Simmons, Fall 2019)

**OF ALL MEDIA, WHICH DO U.S. INTERNET  
USERS SAY THEY TRUST THE MOST?**

# PRINT.



(Marketing Sherpa, 2017)

## ..... PRODUCTS / BRAND REACH

Each month, Gulfshore Business products reach business-minded professionals in Southwest Florida across a variety of platforms:

*Gulfshore Business*

**42,725** readers per issue

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

**222,600** monthly users

**365,570** monthly page views

e-Newsletters, *Gulfshore Business Daily* and *Gulfshore Business Today* Over 14,000 e-newsletter subscribers

**50%** open rate

**3.5%** CTR

*Gulfshore Business Awards*, 40 Under 40, Best of Business, Healthcare Heroes, Women in Business and Best places to work in Southwest Florida



Social Media



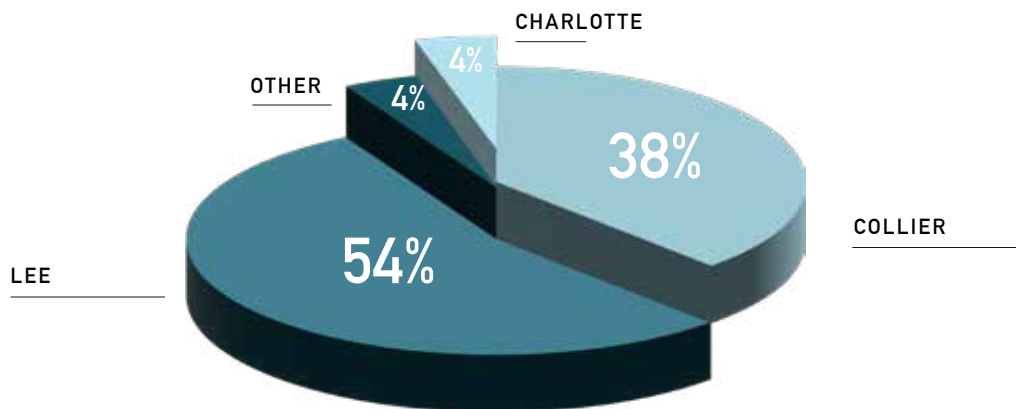
Reaching a combined

**289,000**

people per month.



## DISTRIBUTION & DEMOGRAPHICS



SOURCE: CIRCULATION VERIFICATION COUNCIL  
PUBLICATION AUDIT REPORT 2023

10,000 - 10,825 print copies per issue

42,725 readers per issue

Average age **54**

Male **54%** | Female **46%**

**86%** are Business Owners or Senior Executives (C-Suite, VP or Director level)

**72%** are college graduates or have completed a masters/professional/doctorate degree

Average annual household income is **\$227,584**

**81%** influence purchasing decisions in their companies

**54%** spend a half hour or more reading Gulfshore Business each month

**59%** contacted a Gulfshore Business advertiser

**59%** frequently purchase products or services from ads seen in Gulfshore Business



**FRONT OF BOOK: IN THE 239**

**NEWS BITES**

High notes in news from the SWFL region



**SPACES**

A look inside the architecture and design elements of local businesses



**MAKERS**

Spotlight on small businesses making a specialized mark on the retail landscape



**TRENDLINE**

Infographic showing economic trends in SWFL



**ECONOMIC COMMENTARY**

An economic outlook from Florida Gulf Coast University's Lutgert College of Business



**ENTREPRENEURSHIP**

Spotlighting creative business minds through profiles of local entrepreneurs



**FEATURES**

Long-form news stories that range in subjects from tourism and hospitality to construction and development, environmental concerns and trending issues our community faces



**NEWS**

Industry news articles and analysis ranging from human resources, technology and retail to commercial real estate and development



**BACK OF BOOK: AFTER HOURS**

**HORSEPOWER**

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



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**WELLNESS**

New ways to keep the body healthy and the mind agile



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**UNWIND**

Avenues to enjoy the relaxing offerings of SWFL



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**BACKSTORY**

A brief look back at the history of SWFL's businesses



**EDITORIAL CALENDAR**

**ISSUE**

**SPECIAL SECTIONS**

**JANUARY / LEADERSHIP**



**Leadership**  
**Meeting & Event Planning Guide**  
**Milestone Anniversaries**  
Reserve by: 11/27/23  
Materials due: 12/4/23

**FEBRUARY / COMMERCIAL REAL ESTATE**



**Guide to Accounting Firms**  
**Guide to Business & Commercial Banking**  
**Top Commercial Real Estate Agencies**  
Reserve by: 12/18/23  
Materials due: 12/21/23

**MARCH / MANUFACTURING**



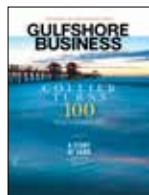
**Advertising & PR Firms**  
**Guide to Manufacturing Companies**  
**Who's Who in Law**  
Reserve by: 1/22/24  
Materials due: 1/26/24

**APRIL / HEALTH CARE**



**Guide to Wealth Management Firms**  
**Health & Wellness Resource Guide**  
Reserve by: 2/19/24  
Materials due: 2/23/24

**MAY / WOMEN IN BUSINESS**



**Guide to Employee Benefits Brokers**  
**Who's Who in Commercial Contractors**  
Reserve by: 3/25/24  
Materials due: 3/28/24

**JUNE / BEST PLACES TO WORK IN SOUTHWEST FLORIDA**



**Guide to Continuing & Graduate Education**  
**Lee County Business Profiles**  
Reserve by: 4/22/24  
Materials due: 4/26/24



## ISSUE

## SPECIAL SECTIONS

### JULY / TOURISM



**Collier County Business Profiles**  
**Guide to Country Clubs & Golf Communities**  
**SWFL Power 50**  
 Reserve by: 5/20/24  
 Materials due: 5/24/24

### AUGUST / BEST OF BUSINESS



**Guide to Business/Commercial Insurance Agencies**  
**Rising Stars in Law**  
 Reserve by: 6/17/24  
 Materials due: 6/20/24

### SEPTEMBER / 40 UNDER 40



**Guide to Executive Search Firms**  
**Guide to Wealth Management**  
 Reserve by: 7/22/24  
 Materials due: 7/26/24

### OCTOBER / CONSTRUCTION & DEVELOPMENT



**Builder & Developer Profiles**  
**Holiday Party Planning Guide**  
**Women Business Leaders**  
 Reserve by: 8/19/24  
 Materials due: 8/23/24

### NOVEMBER / NONPROFIT & PHILANTHROPY



**Giving Guide: Business Gives Back**  
**Lawyers of Distinction**  
 Reserve by: 9/16/24  
 Materials due: 9/20/24

### DECEMBER / FAMILY-OWNED BUSINESSES



**Family Owned & Operated Business**  
**Guide to Business & Commercial Banking**  
**Private School Handbook**  
 Reserve by: 10/21/24  
 Materials due: 10/25/24

# SIZES & RATES

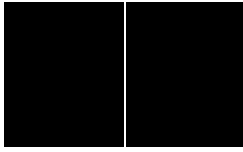


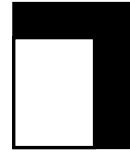

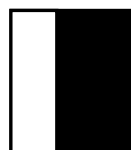




**TRIM SIZE: 8.125" WIDE X 10.75" HIGH**

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.

<p><b>2-PAGE SPREAD</b></p>  <p><b>BLEED:</b> 16.5" x 11" <b>SAFETY:</b> 15.875" x 10.375" <b>NO BLEED:</b> 16.25" x 10.75"</p>	<p><b>FULL PAGE</b></p>  <p><b>BLEED:</b> 8.375" x 11" <b>SAFETY:</b> 7.625" x 10.25" <b>NO BLEED:</b> 8.125" x 10.75"</p>	<p><b>1/2 PAGE HORIZONTAL</b></p>  <p><b>NO BLEED:</b> 6.815" x 4.6875"</p>	<p><b>1/2 PAGE VERTICAL</b></p>  <p><b>NO BLEED:</b> 4.5" x 9.5625"</p>	<p><b>2/3 PAGE VERTICAL</b></p>  <p><b>NO BLEED:</b> 4.5" x 9.5625"</p>
<p><b>1/3 PAGE VERTICAL</b></p>  <p><b>NO BLEED:</b> 2.188" x 9.562"</p>	<p><b>1/3 PAGE SQUARE</b></p>  <p><b>NO BLEED:</b> 4.5" x 4.6875"</p>	<p><b>1/4 PAGE HORIZONTAL</b></p>  <p><b>NO BLEED:</b> 3.35" x 4.6875"</p>	<p><b>1/6 PAGE HORIZONTAL</b></p>  <p><b>NO BLEED:</b> 4.5" x 2.3125"</p>	<p><b>1/6 PAGE VERTICAL</b></p>  <p><b>NO BLEED:</b> 2.1875" x 4.687"</p>

SIZE	1X	3X	6X	9X	12X
2-Page Spread	\$5,090	\$4,855	\$4,655	\$4,445	\$4,250
Full Page	\$3,445	\$3,270	\$3,120	\$2,980	\$2,850
2/3 Page	\$2,750	\$2,575	\$2,460	\$2,345	\$2,240
1/2 Page	\$2,290	\$2,140	\$2,060	\$1,965	\$1,875
1/3 Page	\$1,590	\$1,490	\$1,465	\$1,400	\$1,340
1/6 Page	\$920	\$855	\$825	\$790	\$755
Inside front cover	\$3,700	\$3,560	\$3,410	\$3,255	\$3,100
Inside back cover	\$3,700	\$3,560	\$3,410	\$3,255	\$3,100
Back cover	\$3,880	\$3,675	\$3,555	\$3,390	\$3,255

**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](mailto:ads@gulfshorebusiness.com).

**FOR ADVERTISING INQUIRIES:**

Chris Renstrom - Associate Publisher

239-498-8517 | [chris.renstrom@gulfshorebusiness.com](mailto:chris.renstrom@gulfshorebusiness.com)

# DIGITAL SIZES & RATES

## E-NEWSLETTERS

**Gulfshore Business Daily** is delivered each weekday morning to nearly 14,000 business professionals in a quick, easy-to-read format—the way savvy Southwest Florida business people start their day informed

**Gulfshore Business Today** is delivered each weekday afternoon to nearly 14,000 business professionals and includes longer form news features that Southwest Florida business people can't find anywhere else.

50% open rate  
3.5% CTR

## WEB

**www.GulfshoreBusiness.com** is an important information resource and stands at the forefront of the Southwest Florida business community. Advertise online to reach this market with maximum flexibility.

The Gulfshore Business magazine digital edition features all of the content and advertising from the print edition, a huge added value to advertisers that comes at no additional charge. The digital edition is posted each month to **GulfshoreBusiness.com** and archived there for extended viewing all year.

222,600 monthly users  
365,570 monthly page views

## SOCIAL MEDIA

Follow **Gulfshore Business** on:



The Gulfshore Business digital platforms reach a combined audience of more than 232,000 business minded professionals every month!

## GULFSHORE BUSINESS DAILY

WIDTH X HEIGHT	RATES
600 X 200	\$1,390 per month
600 X 100	\$1,275 per month
300 X 250	\$1,160 per month

## GULFSHORE BUSINESS TODAY

WIDTH X HEIGHT	RATES
600 X 200	\$1,390 per month
600 X 100	\$1,275 per month
300 X 250	\$1,160 per month

## GULFSHOREBUSINESS.COM

AD UNIT	WIDTH X HEIGHT	RATES
Leaderboard w/ Mobile Leaderboard	728 x 90 and 320 x 50 (mobile)	\$1,045 per month
Island	300 x 250	\$1,045 per month
Half Page Vertical	300 x 600	\$1,160 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](mailto:ads@gulfshorelife.com).

## FOR ADVERTISING INQUIRIES:

Chris Renstrom - Associate Publisher

239-498-8517 | [chris.renstrom@gulfshorebusiness.com](mailto:chris.renstrom@gulfshorebusiness.com)

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