

WHY CHOOSE FOREVER YOUNG?

- FOREVER YOUNG is published by Gulfshore Media, a trusted name in publishing for 42 years.
- FOREVER YOUNG is mailed to Gulfshore Life subscribers in June. Gulfshore Life's paid and requested circulation means higher reader involvement.
- The only 55+ lifestyle magazine that covers both Lee and Collier counties.

SOME FACTS ON SENIORS SURFING THE INTERNET:

- 38% of all senior computer owners use the Internet and e mail.
- Seniors who own computers spend more time logging into

the Internet than any other segment of American society.

- 65% of Americans age 55+ who are online use the Internet for investing.
- Seniors are 27% more inclined to invest online than their younger counterparts.
- Adults 55+ represent the fastest-growing sector of the PC-purchasing public.
- 70% of seniors who own a computer (14 million North Americans age 50+) use the Internet on a regular basis.
- Savvy seniors use the Web to comparison-shop and find a physician.

Source: virtualgiving.com

RATES ARE GROSS

Back Cover (4th): \$3,500

Inside Back Cover (3rd): \$3,000

First Spread (Inside front cover & page 1): \$5,000

Spread: \$4,000

Page: \$2,500

For additional guaranteed positions, add 10%

2/3: \$2,000

1/2: \$1,500

1/3: \$800

1/6: \$500

DEADLINES

The 2012 Annual edition publishes in June 2012

Space closing: April 17, 2012

Material due: April 25, 2012

Newsstand dates: June 5, 2012 and November 1, 2012

Contact your Account Executive for more information: (239) 449-4111

Submit ad materials to: **Kathleen Peckham:** Kathleenp@GulfshoreLife.com

Collier County: **Jessica Schultz** Jessicas@GulfshoreLife.com 738-3132

Barbara Gregg BarbaraG@GulfshoreLife.com 449-4158

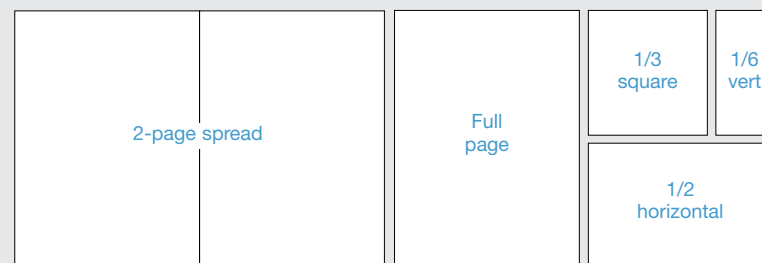
Liz Goodman LizG@GulfshoreLife.com 449-4125

Lee County: **Wendy Tooley** WendyT@GulfshoreLife.com 449-4128

AD SIZE SPECIFICATIONS

Trim size: 8.125" wide x 10.75" high

Size	Dimensions
2-Page Spread, Bleed*	16.5" x 11"
2-Page Spread, Non-bleed	16.25" x 10.34"
2-Page Spread Safety	15.75" x 9.84"
Full Page, Bleed**	8.375" x 11"
Full Page, Non-bleed	8.125" x 10.75"
Full Page Safety	7.625" x 10.25"
2/3 Vertical	4.5" x 9.5625"
1/2 Vertical	4.5" x 7.125"
1/2 Horizontal	6.815" x 4.6875"
1/3 Vertical	2.1875" x 9.5625"
1/3 Square	4.5" x 4.6875"
1/6 Vertical	2.188" x 4.688"
1/6 Horizontal	4.5" x 2.3125"



*2-page spread bleed ads must stay at least .25" out from center on both sides to ensure nothing gets cut off at fold.

**Full page bleed ads must stay .25" in from safety to ensure nothing gets cut off.



Gulfshore Life

FOREVER YOUNG

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(239) 449-4111 • (800) 220-4853 • Fax: (239) 449-4163 • www.GulfshoreLife.com

A GULFSHORE MEDIA PUBLICATION

Gulfshore Life
forever young
LIVING EVEN BETTER AFTER 55

ZEST FOR LIVING

MEET 5 LOCALS PURSUING THEIR PASSIONS IN SOUTHWEST FLORIDA

INSIDER'S GUIDE TO 10 COOL RESTAURANTS
BEST PLACES FOR GOLF
GAMES TO SHARPEN YOUR BRAIN
PRIMP AND TELL: LOCAL WOMEN REVEAL 37 BEAUTY TIPS

Artist John Carroll Long and architect Andrea Clark Brown on the Naples beach where they fell in love.

ANNUAL 2011 \$3.95
FOREVERYOUNGNAPLES.COM

Gulfshore Life FOREVER YOUNG

MISSION STATEMENT

FOREVER YOUNG—Living Even Better After 55

- A beautifully produced magazine that informs, inspires and entertains this growing segment of Southwest Florida’s population.
- The go-to source on health and fitness, nutrition, beauty and style, financial planning, family relationships, travel and more—all customized to speak to the particular goals and needs of our target audience.
- We celebrate the lifestyle, prepare readers for the challenges ahead and demonstrate why the living is even better after 55.

DEPARTMENTS:

- Money’s Worth
- Caregiver
- Health Wise
- Cuisine
- Brain Power



“THEY DON’T FOLLOW THE CROWD ... THEY ARE THE CROWD”

MARKET PROFILE

FOREVER YOUNG readers don’t follow the crowd, they ARE the crowd.

- They are the “Gold Card” population.
- They are the 55+ demographic who own the marketplace and the audience they serve.
- They are the voice for addressing urgent issues and advocating for social and financial security.
- They’re overdeveloped for affluence and the activities that go with it.
- They are the single most influential consumer group in the history of the world.
- They have more money and time than any other demographic — by far.
- They’ve led, then transformed, then dominated every market they’ve entered.
- They are loyal to what they believe in.
- They have money and time, and they know how to spend it.
- They are influential, upbeat and interested in their communities.

*MMR – Monroe Mendelsohn Research

THE AREA’S MOST AFFLUENT AUDIENCE

To them, it’s all about the good life they have earned and can now afford.

53% ARE MILLIONAIRES

\$3.7 MILLION: AVERAGE NET WORTH

\$546,000: AVERAGE ANNUAL HOUSEHOLD INCOME

52% ARE RETIRED

53% WERE INVOLVED IN A CHARITY ORGANIZATION

82% ARE FREQUENT TRAVELERS

99% HAVE SAVINGS AND INVESTMENT

91% ARE COLLEGE EDUCATED, INVOLVED AND INFLUENTIAL

95% ARE COMMITTED MAGAZINE READERS

THEY ARE CULTURED – 89% WENT TO A LIVE SHOW OR THEATER IN THE LAST YEAR

THEY CARE ABOUT THEIR HEALTH-63% WORKED OUT OR ENGAGED IN ACTIVITY IN THE LAST 12 MONTHS

*MMR – Monroe Mendelsohn Research • Gulfshore Life Readers

DISTRIBUTION

Annually, 35,000 copies of FOREVER YOUNG are distributed through the following venues:

Mailed Copies

FOREVER YOUNG is mailed with the June 2012 issue of Gulfshore Life to over 9,000 affluent subscribers.

Additionally, FOREVER YOUNG is mailed to 3,000 local residents selected to receive the magazine based on criteria including age, net worth, interests and activities and residing in these upscale, targeted neighborhoods:

Collier County: Pelican Bay, Port Royal, Grey Oaks, Estuary, Quail West, Kensington, Monterey, Mill Run, Pelican Marsh, Audubon, Collier’s Reserve, Autumn Woods, Tiburon, Moorings, Park Shore, Vineyards, The Lane, Strand, Olde Naples, Vanderbilt Beach and Mediterra.

Lee County: Fiddlesticks, Renaissance, Gulf Harbour, Palmetto Point, Bonita Bay, Pelican Landing, Miromar Lakes, Grandezza, Shadow Wood, and Palmira.

Newsstands

FOREVER YOUNG is available on newsstands at Southwest Florida retail locations year round with an initial delivery in May and again in November.

Newsstands locations include:

- Books a Million
- Barnes & Noble
- Borders Books & Music
- Publix
- Whole Foods and more!

Waiting Room Copies

According to a recent study conducted by McPheters & Co., each magazine distributed to a waiting room is read by an average of 40 people each month. FOREVER YOUNG is distributed to hundreds of local salons, spas, doctor and dentist offices, law offices, bank lobbies and more. Copies are available in reception areas at local, upscale retirement communities and senior agencies.

Visitor Centers

Every major Chamber of Commerce in the region receives copies of FOREVER YOUNG, displayed and offered FREE in visitor centers.

Internet Orders

Copies of FOREVER YOUNG are available for purchase on GulfshoreLife.com and SarasotaMagazine.com.

Special Events

FOREVER YOUNG is distributed free at Senior Expos and Health Expos in Naples, Fort Myers and beyond, and at many Gulfshore Life-sponsored events.

WEB: ONLINE VISIBILITY

- Digital Magazine
- Advertiser Directory
- Resource Directory