

Naples Health

EXTRAORDINARY CARE FOR LIFE

NOW AVAILABLE at Whole Foods in Naples

The premier guide to health and wellness in Southwest Florida, *Naples Health* speaks to Naples' active residents and newcomers about their lives and how to live them well. *Naples Health* reaches these affluent consumers with up-to-the-minute health news, beautifully packaged in a glossy, quarterly magazine. Distribution of *Naples Health* has been carefully planned to reach the top tier Southwest Florida healthcare consumer. These well-to-do readers require and seek out the best in health and wellness news; their goal: a long, happy and healthy life.

Quality Distribution

Directly into the hands of affluent readers: 53,500 copies each quarter

- Naples Community Hospital's donors, physicians, corporate officers and board of trustees—95 percent of NCH donors are high-net-worth individuals, not businesses
- *Gulfshore Life* subscribers residing in Naples, Bonita Springs, Marco Island and Estero
- High-traffic, pre-eminent doctors, dental, medical centers in Collier County
- Salons and health spas, golf and tennis clubs, high-end retail locations—the places frequented by active, health-minded, successful readers
- Multiple NCH affiliates and outpatient facilities from Bonita Springs to Marco Island—in 2008, NCH had 32,549 admissions, 79,334 ER visits and almost 286,000 outpatient visits
- The exclusive publication displayed in NCH's Wellness Centers—PLUS, more than 7,100 local Wellness members also receive *Naples Health* direct mailed to their home
- NCH Healthcare Foundation events (such as the Hospital Ball, the Magnolia Ball and NCH's Annual Donor Recognition Reception), health fairs and seminars
- Mailed to 2,500 high-net-worth/high-household-income Naples residents
- Mailed to 500 new homeowners, a valuable audience for your advertising

Engaging Editorial

Engaging editorial for Southwest Florida's health-conscious consumers

Created by the publishers and editors of *Gulfshore Life*, *Naples Health* is an authoritative voice that brings relevant health care news to our community four times a year. Through our partnership with the NCH Healthcare System, we deliver the latest health care information and the most progressive medical technology and tell readers how to use both. Our perspective helps readers make sense of medical stories and studies, with credible information they can use to solve problems, take control of their health, and live their best lives with energy, happiness and vigor.

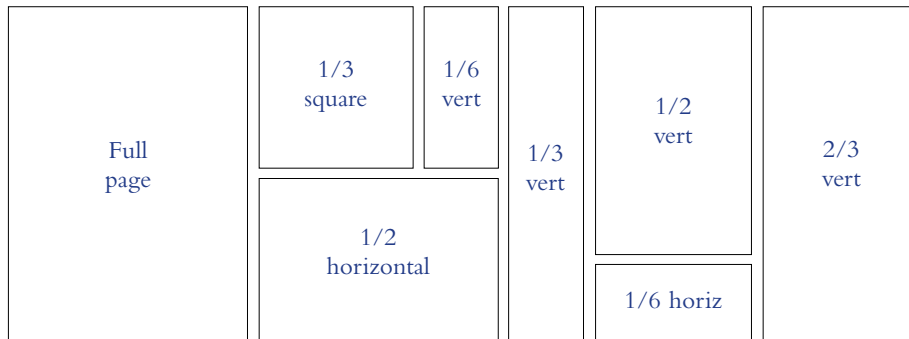


Valuable Advertising

You will get your message out to its high-quality audience in multiple ways

- Being an advertiser with *Naples Health* means your business will be featured on *Gulfshore Life's* *Naples Health* Web site, with a link to your company Web site.
- You also get the opportunity to sponsor our annual Top Doctors Event, where we award medical professionals in Southwest Florida who have made the biggest impact. It's the perfect way to reach out to this health-conscious audience.

<i>Publication Date</i>	<i>Jan. '12</i>	<i>April '12</i>	<i>Jul. '12</i>	<i>Oct. '12</i>
Space Closing.....	Oct. 19.....	Jan. 26.....	May 4.....	July 23
Materials Deadline.....	Nov. 9.....	Feb. 9.....	May 14.....	Aug. 13



FOUR-COLOR DISPLAY ADVERTISING RATES

Frequency	1x	2x	3x	4x
Full-page	\$2,904	\$2,669	\$2,436	\$2,176
2/3	\$2,353	\$2,163	\$1,973	\$1,765
1/2	\$1,860	\$1,708	\$1,563	\$1,392
1/3	\$1,341	\$1,234	\$1,126	\$1,006
1/6	\$822	\$759	\$690	\$614
Inside front cover (2nd).....	\$3,030			
Inside back cover (3rd).....	\$2,676			
Back cover (4th)	\$3,260			

Covers are available only to four-time frequency advertisers.

ADDED VALUE: FREE Internet exposure with a link to your business.

Rates are gross. Guaranteed positions: add 10%. Deduct 20% for black and white ads. Bleed ads: no extra charge. Advertisers must be pre-approved by both NCH and *Gulfshore Life* prior to a signed contract. Multi-issue discount available, ask your account representative for details.

AD SIZES

Two-Page Spread, Bleed*.....	16.25" x 10.75"
Two-Page Spread, Non-bleed.....	15" x 9.5"
Full Page, Bleed**	8.375" x 11"
Full Page, Non-bleed	6.875" x 9.5"
Full Page Trim Size	8.125" x 10.75"
Full Page Live Area	6.875" x 9.5"
2/3 Vertical	4.5" x 9.562"
1/2 Vertical	4.5" x 7.125"
1/2 Horizontal	6.875" x 4.687"
1/3 Vertical	2.187" x 9.562"
1/3 Square.....	4.5" x 4.687"
1/6 Vertical	2.187" x 4.687"
1/6 Horizontal	4.5" x 2.25"

*Two-page spread trim size is 16.25" x 10.75". Keep live matter a minimum of .25" from head, foot and face trims. Spreads with crossover type should allow at least .25" safety from gutter on both pages of spread.

**Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

SUBMITTING PLATE-READY MATERIALS

- Plate-ready artwork can be submitted digitally and supplied on CD or DVD, or to our FTP site.
- **Ads can also be submitted via e-mail to Kathleen Peckham at KathleenP@GulfshoreLife.com.**
- Supply press-optimized PDF files, saved at 300 dpi and as CMYK, with all fonts imbedded or high-res InDesign, Photoshop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts).
- Use Type 1 Postscript fonts or Open fonts only, preferably Adobe. True Type fonts are not supported and a similar font may be substituted.
- Supplied scans must be saved at 300 dpi and as CMYK. RGB and Indexed Color images are not supported. Files must be saved in EPS or TIFF format. Line art must be supplied at a minimum of 800 dpi.
- Documents must be created 100% to size.
- For color guidance on press, SWOP-approved digital proof required to all digital artwork received. Color laser output not acceptable for color guidance. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and fifth color inks must be labeled on proof.
- No rebate or discount in event of color variation.

Advertisers will be billed for corrections made to ads that do not meet these specifications.

For advertising information, including frequency discount opportunities, please contact **(239) 449-4106 Jessica Schultz**. Submit ad materials to Kathleen Peckham at KathleenP@gulfshorelife.com