

SOUTHWEST FLORIDA GUIDE TO THE

# ARTS

2011-2012  
ADVERTISING INFORMATION



Ysabel Le May, *Sky On Third Street*

**SOUTHWEST FLORIDA'S MOST  
COMPREHENSIVE GUIDE TO THE ARTS**  
PUBLISHED ANNUALLY—NOVEMBER 2011

► **Space close:** August 31, 2011—Materials Due: September 9, 2011

# 2011 SOUTHWEST FLORIDA GUIDE TO THE ARTS

## WE BRING THE ARTS TO LIFE!



Abstraction With Arms Up, Juan Diaz

Last year's inaugural issue of the *Southwest Florida Guide to the Arts* was a huge hit with its readers and with the arts and cultural community that it covered. And it's no wonder. Published by the most respected magazines in Southwest Florida, *Gulfshore Life* and *Sarasota Magazine*, this comprehensive annual *Guide* is full of the great arts information and event calendars for which both magazines are known. The *Guide's* readers include not only the affluent and educated subscribers of the magazines but also art-loving visitors and attendees of several targeted high-end events.

### NEW IN THE 2011-2012 GUIDE:

1. The next edition of the *Guide* will work even harder to help arts-related businesses and organizations build audiences and attract new customers with the addition of our **popular 2-For-1 Arts Ticket Book**. This exclusive collection of buy-one-get-one-free coupons to more than 100 area theaters, museums, musical performances and attractions from Naples to Sarasota and Manatee counties is a proven and much anticipated premium mailed annually to paid subscribers of both magazines. Its inclusion in the next *Southwest Florida Guide to the Arts* will add a valuable new component, guaranteeing year-round use.
2. **The *Guide* goes digital** this year, allowing you to add rich media, such as videos of performances and curator talks as well as links to your website, to the *Guide's* enhanced online version. In addition, your print ad may be "tagged," providing a direct link to this online content.
3. You may purchase a **profile to tell your story** and preview your season in a beautiful, full-color layout at affordable rates alongside your display ad.
4. Finally, **the *Guide* expands to Tampa Bay** this year with the inclusion of an Art Map featuring major area venues and advertisers interested in drawing audiences from Southwest Florida.

**WHAT'S INSIDE** // COMPREHENSIVE CALENDAR OF EVENTS // MAP // ART GALLERIES  
// PROFILES // MUSEUMS // PERFORMING ARTS // ANTIQUES // ART SERVICES //  
FOUNDATIONS & SCHOOLS // TICKETS // SEASON HIGHLIGHTS // FEATURES

If you want to reach the people who make the arts a centerpiece of their lives, you must be in the *Southwest Florida Guide to the Arts!*

### THE GUIDE'S AUDIENCE - Sources MMR & MRI

**9** OUT OF **10** ATTEND MUSEUMS

**8** OUT OF **10** ATTEND CONCERTS/DANCE/LIVE THEATRE PERFORMANCES REGULARLY

**5** OUT OF **10** ARE MILLIONAIRES

**\$3.2 MILLION +** AVERAGE NET WORTH

**\$4,200+** AVERAGE SPENT ON ART/ANTIQUES IN LAST 12 MONTHS

# DISTRIBUTION : 40,000 COPIES

More than 20,000 subscribers of *Gulfshore Life* and *Sarasota Magazine* will receive ***Southwest Florida Guide to the Arts*** with their November 2011 issues. This is an upscale and affluent audience that engages with the arts.

And, as new subscribers are added throughout the year, they will each receive a copy of the ***Southwest Florida Guide to the Arts***, as a free gift for subscribing.

With the addition of our popular ArtsTicket discount coupons to the 2011-2012 ***Southwest Florida Guide to the Arts***, subscribers will be eager to receive their copy and will keep the guide for months while taking advantage of the exclusive 2-for-1 discount offers.

## NEWSSTANDS

***Southwest Florida Guide to the Arts*** will be included as a BONUS with *Gulfshore Life* and *Sarasota Magazine*, on select local newsstands in November 2011 and again in March 2012.

## THESE TOP-SELLING RETAILERS WILL SELL THIS SPECIAL COMBO NEWSSTAND PACKAGE:

- Whole Foods
- Fresh Market
- Barnes & Noble
- Books-A-Million
- Sam's Club, and more!

## ARTS VENUES

Copies of ***Southwest Florida Guide to the Arts*** will be distributed to dozens of arts venues throughout the region, including museums, art galleries, performing arts centers, arts councils and organizations.

## PUBLIC PLACE COPIES

Hundreds of high-traffic locations, including doctor and dentist offices, banks, clubhouses, salons, libraries and colleges, will receive copies of ***Southwest Florida Guide to the Arts***, to be placed in waiting rooms and lobbies. Each of these public place copies will have high pass-along readership, said to be an average of 40 readers per magazine!

## HOTELS

In-room and front desk-concierge complimentary copies are provided to leading hotels and resorts throughout Southwest Florida.

## VISITOR CENTERS

Every major Chamber of Commerce in the region will receive copies of ***Southwest Florida Guide to the Arts***, displayed and offered in visitor centers throughout the year.

## SPECIAL EVENTS

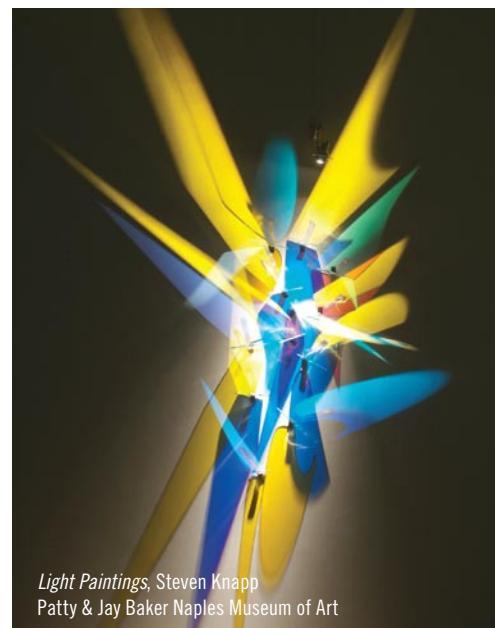
***Southwest Florida Guide to the Arts*** will be distributed free at dozens of events and art expos in and around Naples, Fort Myers, Bonita Springs, Sarasota and Bradenton, reaching thousands of arts lovers throughout the year.



Jason Bishop, The Phil



Divertimento No. 15, Sarasota Ballet



Light Paintings, Steven Knapp  
Patty & Jay Baker Naples Museum of Art

# WHY YOU SHOULD PARTICIPATE IN THE SOUTHWEST FLORIDA GUIDE TO THE ARTS

1. Singular focus directly connects collectors, arts enthusiasts and audiences to your organization or business
2. An indispensable guidebook with user-friendly information designed to be referred to over and over
3. Year-round distribution keeps you in front of your most valuable customers
4. Readers trust *Gulfshore Life* and *Sarasota Magazine* to bring them the best in arts coverage and events
5. Reaches not only the full-time and seasonal residents but also area tourists who are art lovers
6. Cost-efficient, it's an effective multiplatform marketing tool reaching the audience that means the most to you: arts lovers with money to spend

## WHAT YOU RECEIVE AS AN ADVERTISER:

- Your supplied ad in the print and online editions.
- Year-round distribution of 40,000 copies from November 2011 to October 2012.
- Inclusion in maps and index.
- Online visibility: digital magazine, advertiser directory, calendar of events, videos and more.

### AD SIZE SPECIFICATIONS (DIGEST)

**TRIM SIZE: 5.25" X 8.375"**

#### RATES

BC: \$2,250

IFC – Page 1 (sold as a spread): \$3,125

IBC: \$1,875

Full Page: \$1,500

Full-Page Profiles (must run opposite full page ad): \$1,000

Half-Page V (bleed—runs the entire length of book): \$815

Half-Page H (bleed): \$815

Quarter Page: \$470

#### DEADLINES

**Newsstand Dates:** November 1, 2011 and March 1, 2012

The 2011 Annual edition publishes November 2011

**Space Close:** August 31, 2011

**Materials Due:** September 9, 2011

**Contact your Account Executive for more information:**

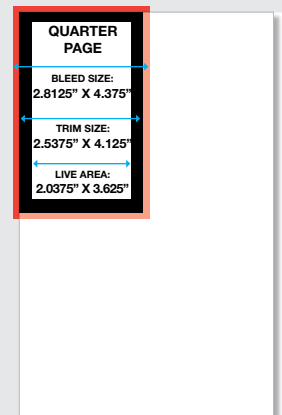
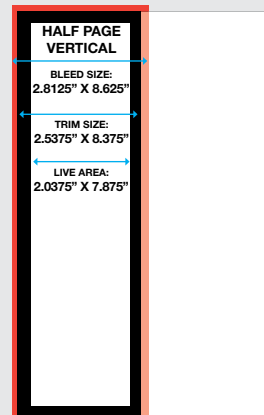
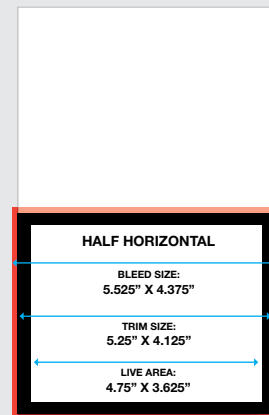
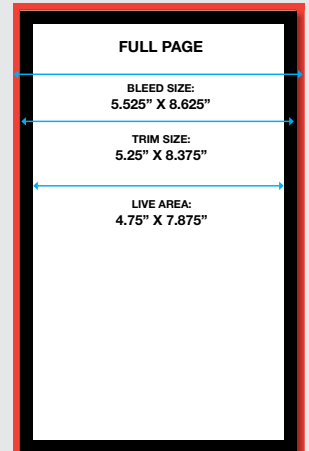
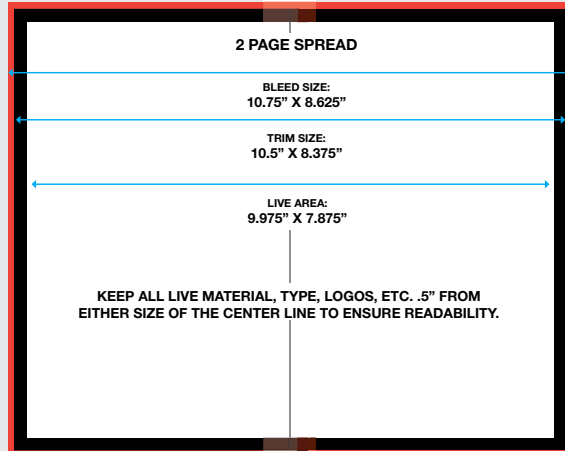
Marco, Naples, Bonita Springs, Fort Myers, Sanibel and Captiva (239) 449-4111

**Submit ad materials to:** KathleenP@Gulfshorelife.com

Sarasota, Bradenton, Tampa and Orlando:

(941) 487-1122

**Submit ad materials to:** Katherine0@Sarasotamagazine.com



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SOUTHWEST FLORIDA GUIDE TO THE

**ARTS**

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