

Gulfshore Life

AT HOME

design | architecture | inspiration

THE LUXURY SOURCE FOR SOUTHWEST FLORIDA'S DESIGN PROFESSIONALS

The latest trends in interiors,
architecture and design with a
local focus and oversized format.

Tap into a luxury market—
Gulfshore Life At Home readers
spent \$400,407,600 on home
Improvements and furniture last
year.* And over 35,000 *Gulfshore
Life* readers plan to redecorate in
the next 12 months.*

* MMR

**JANUARY
2012
ANNUAL**
RESERVE YOUR
SPACE TODAY

CLOSING DATE: NOVEMBER 18, 2011 | PUBLICATION DATE: JANUARY 2012 ANNUAL | MATERIALS DUE: NOVEMBER 30, 2011

AT HOME Gulfshore Life

Celebrating Southwest Florida Living

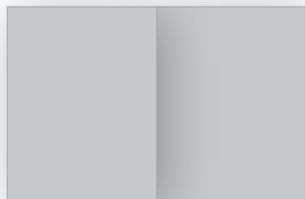
Gulfshore Life At Home is beautifully designed with an oversized format. It is the ultimate local resource guide for the homeowner and design enthusiast. *Gulfshore Life At Home* presents high quality, locally-focused, pure editorial (non-paid content) which attracts the most affluent, sophisticated consumers in Southwest Florida and inspires them to seek out your goods and services. And, importantly, *Gulfshore Life At Home* is one of the only local/regional magazines with paid circulation.



DISTRIBUTION—35,000 COPIES DISTRIBUTED THROUGH THE FOLLOWING AVENUES:

- **NEWSSTANDS:** Paid distribution at more than 150 local, regional and nationwide newsstands selected for their high-traffic and upscale demographics.
- **MAILED COPIES:** *Gulfshore Life At Home* will be mailed along with the January 2012 issue of *Gulfshore Life* to 11,000 affluent subscribers and targeted neighborhood lists including:
 - Collier County:** Mediterra, Twin Eagles, Vineyards, Pelican Bay, Grey Oaks, Old Naples and Port Royal.
 - Lee County:** Gulf Harbour, Renaissance, West Bay Club, Bonita Bay, Fiddlesticks, Quail West, Palmetto Point, Pelican Landings, Miromar Lakes, Grandezza, Shadow Wood and Palmira and more!
- **PLUS,** in January 2012 and again in April and October 2012, *Gulfshore Life At Home* will be mailed to a list of more than 1,000 high-income New Homeowners in Lee and Collier counties. These new residents are selected based on neighborhood, high home value and high household income. • 50% have a household income of \$150,000 or more
- **IN ADDITION,** *Gulfshore Life At Home* will be mailed to every local ASID and IDS interior designers, AIA members, architects, luxury home builders and developers and members of CBIA, LBIA, and to high-volume realtors whose clients are some of your best prospects. High Income New Homeowners, Real Estate Offices, Model Centers, Home Retail Outlets, Design Centers & Showrooms, Waiting Room Copies, Hotels & Resorts, Chamber Relocation Inquiries, Internet Relocation Inquiries, Special Events and Corporate Relocation Copies.
- **ON LINE,** at www.gulfshorelife.com featuring Digital Magazine and Advertiser Directory.

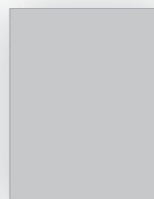
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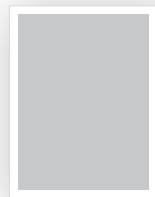
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RATES:

- Back Cover (4th) \$6500
- Inside Back Cover (3rd) \$4500
- First Spread (Inside front cover & page 1) \$9500
- Spread: \$5500
- Page: \$3500
- 2/3: \$2500
- 1/2: \$2000
- 1/3: \$1500

For additional guaranteed positions add 10%

Some full page and fractional advertising will be located behind the editorial well.

DEADLINES

The 2012 Annual edition publishes in January 2012

SPACE CLOSING: Nov. 18, 2011

MATERIAL DUE: Nov. 30, 2011

NEWSSTAND DATE: Jan. 3, 2012

SUBMIT AD MATERIALS TO:

Kathleen Peckham
KathleenP@GulfshoreLife.com

CONTACT YOUR ACCOUNT EXECUTIVE FOR MORE INFORMATION: (239) 449-4111