

Gulfshore Life

DESIGN & ARCHITECTURE PROFILES

Showcasing Southwest Florida's Outstanding Architects and Interior Designers

COMING APRIL 2012 • RESERVE YOUR SPACE TODAY!

In the April 2012 issue of *Gulfshore Life*, Southwest Florida's leading design professionals and architects will share their ideas and insights on both residential and commercial design and building in our area. Highlighting new trends, decorating techniques, products, palettes and more, these advertising profiles will provide readers with the information and resources necessary to get started on their remodel. 33% of *Gulfshore Life* readers plan to remodel or renovate their home in the next 12 months.*

This year, *Gulfshore Life* readers will spend more than \$400 million on home improvements and furniture.* Make sure your business is getting its share of that!

*MMR

We invite you to participate in a marketing opportunity in the April 2012 issue of *Gulfshore Life*. Design and Architecture Profiles will feature a series of spreads, full, half and quarter page advertising profiles that will include a headshot of designer, logo, bio, and photos of your best work.

CLOSING DATE: FEBRUARY 17, 2012 • PUBLICATION DATE: APRIL 2012 • MATERIALS DUE: FEBRUARY 27, 2012

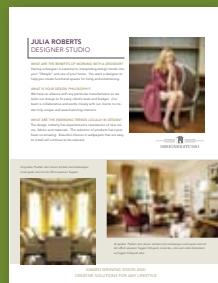
RATES & SIZES



2 PAGE SPREAD

Two page profile with one main photo, logo, 300 word bio, 4 home photos including 25 word description each and contact information

\$4,200 net



FULL PAGE

Full-page profile with one main photo, 150 words, 2 home photos including 25 word description each and contact information

\$2,500 net



HALF PAGE HORIZONTAL

Half-page horizontal profile with 100 words, one home photo including 75 word description and contact information

\$1,250 net



QUARTER PAGE

Quarter-page profile with one photo, 40 word bio, and contact information

\$650 net

CLOSING DATE: FEBRUARY 17, 2012
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Gulfshore Life

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This year, more than 37,000 *Gulfshore Life* readers plan to remodel their homes.

CONSIDER THIS ABOUT GULFSHORE LIFE'S READERS:

- 34% look forward to or use Design & Architecture Forecast
- 53% are millionaires
- \$3.7 million is the average net worth
- 62% consider magazine advertisers to be of higher quality than advertisers in other media
- 86% say the magazine contains useful ads

*MMR

YOUR AD WILL GET QUALITY DISTRIBUTION

- *Gulfshore Life* has a monthly distribution of 24,000 copies with an average of 3 readers per copy normal & 20 readers per copy hotel. That means that each month approximately 191,000 people read *Gulfshore Life**
- 11,000 paid and requested subscribers throughout Southwest Florida, in all 50 states and 10 foreign countries.
- You'll find *Gulfshore Life* on every major newsstand in Southwest Florida, in-room at major luxury resorts and hotels in the area, and mailed to a select group of the area's most affluent newcomers.

*Three readers per issue

Extra exposure brought to you at no additional charge! In addition to finding your advertisement in the glossy pages of *Gulfshore Life*, you will also find your business online, at www.GulfshoreLife.com listed in our online Advertiser's Directory, featuring a direct link to your website!

THE DEADLINE IS COMING UP SOON. CALL
 YOUR ACCOUNT EXECUTIVE TODAY AT
(239) 449-4111

Submit ad materials to Katie Marsh at
KatieM@GulfshoreLife.com

Gulfshore Life

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