A Great Region Deserves a Great Magazine
Serving Southwest Florida for 49 Years

GulfshoreLife
1421 Pine Ridge Road, Suite 100
Naples, Florida 34109
239.449.4111 • 800.220.4853
866.772.2142 Fax
gulfshorelife.com
A GULFSHORE LIFE INC. PUBLICATION
2019 Advertising Calendar

JANUARY
Food & Wine
ADVERTISING SPECIAL
SECTIONS
• Gulfshore Dining (12 issue buy)
• Ready-Set-Shop (10 issue buy - Jan-July & Oct-Dec)
• Third Street South (10 issue buy - Jan-July & Oct-Dec)
• Who’s Who in Health Profiles (3 issue buy - Jan., Apr. and Oct.)
• Wealth Management & Investment (2 issue buy - Jan & Feb)
• Thought Leader of the Month (12 Issue buy - Jan. - Dec.)
AD CLOSE: 11/21/18
MATERIALS DUE: 11/24/18

GULFSHORE AT HOME
2019 Annual: January
Beautiful Homes • Stunning Interiors • Gardens, Pools & Outdoor Living • Unique Architecture Design • Trends Kitchens & Baths • Resources
AD CLOSE: 11/13/18
MATERIALS DUE: 11/20/18

FEBRUARY
The Love Issue
ADVERTISING SPECIAL
SECTIONS
• Luxe Design (2 issue buy – February, April)
• Women To Watch
AD CLOSE: 12/17/18
MATERIALS DUE: 12/21/18

MARCH
Fashion Forward
ADVERTISING SPECIAL
SECTIONS
• Faces of Southwest Florida
• Senior Choices
AD CLOSE: 1/21/19
MATERIALS DUE: 1/24/19

APRIL
Chic Living
ADVERTISING SPECIAL
SECTIONS
• Luxe Design
• Top Producers (2 issue buy – April, July)
• Who’s Who in Health
AD CLOSE: 2/21/19
MATERIALS DUE: 2/24/19

MAY
Best of the Gulfshore
ADVERTISING SPECIAL
SECTION
• Best of the Gulfshore
AD CLOSE: 3/21/19
MATERIALS DUE: 3/24/19

JUNE
The Explorer Issue
ADVERTISING SPECIAL
SECTION
• Sensational Summer Savings (3 issue buy: June, July, August)
AD CLOSE: 4/21/19
MATERIALS DUE: 4/24/19

JULY
Game Changers
ADVERTISING SPECIAL
SECTION
• Top Producers
• Leading Companies
AD CLOSE: 5/21/19
MATERIALS DUE: 5/24/19

AUGUST
The Photo Issue
ADVERTISING SPECIAL
SECTION
• The Best You
AD CLOSE: 6/21/19
MATERIALS DUE: 6/24/19

SEPTEMBER
September & Social Register
ADVERTISING SPECIAL
SECTION
• Giving Back
AD CLOSE: 7/21/19
MATERIALS DUE: 7/24/19

AD CLOSE: 7/16/19
MATERIALS DUE: 7/23/19

OCTOBER
The Sporting Life
ADVERTISING SPECIAL
SECTION
• CME/LPGA
• Who’s Who in Health
AD CLOSE: 8/21/19
MATERIALS DUE: 8/24/19

IN EVERY ISSUE:
Dining, Shopping, Fashion, Travel, Beauty & Wellness, Arts & Entertainment, Calendar of Events and Real Estate

HEALTH SOURCE
Annual: June
ADVERTISING SPECIAL
SECTIONS
• Top Doctors
• Top Dentists
• Healthy Bites
AD CLOSE: 4/16/19
MATERIALS DUE: 4/25/19

SOUTHWEST FLORIDA GUIDE TO THE ARTS
Annual: November
Collier/Lee/Charlotte/Sarasota
• Hundreds of Listings for Galleries, Music, Theater, Dance, Opera and Museums, Plus Arts and Entertainment Calendar
AD CLOSE: 9/11/19
MATERIALS DUE: 9/18/19

NOVEMBER
Season Preview
ADVERTISING SPECIAL
SECTIONS
• Who’s in the Kitchen
• QBE Shootout PGA
• Home & Remodeling/Transformations
AD CLOSE: 9/21/19
MATERIALS DUE: 9/24/19

HEALTHY LIFE
Annual: November
A lifestyle magazine focused on healthy living.
AD CLOSE: 9/14/19
MATERIALS DUE: 9/21/19

DECEMBER
Discover SWFL Visitors’ Guide
ADVERTISING SPECIAL
SECTION
• Health, Beauty & Wellness
• Food Lover’s Guide: Menus
• Visitors’ Resource Guide
AD CLOSE: 10/21/19
MATERIALS DUE: 10/24/19

RATES

<table>
<thead>
<tr>
<th>FREQUENCY</th>
<th>12X</th>
<th>6X</th>
<th>3X</th>
<th>OPEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spread</td>
<td>$7,497</td>
<td>$8,490</td>
<td>$8,996</td>
<td>$9,989</td>
</tr>
<tr>
<td>Full Page</td>
<td>$5,005</td>
<td>$5,667</td>
<td>$6,009</td>
<td>$6,671</td>
</tr>
<tr>
<td>2/3</td>
<td>$3,704</td>
<td>$4,201</td>
<td>$4,444</td>
<td>$4,939</td>
</tr>
<tr>
<td>1/2</td>
<td>$3,109</td>
<td>$3,528</td>
<td>$3,726</td>
<td>$4,145</td>
</tr>
<tr>
<td>1/3</td>
<td>$2,117</td>
<td>$2,393</td>
<td>$2,536</td>
<td>$2,812</td>
</tr>
<tr>
<td>1/6</td>
<td>$1,191</td>
<td>$1,357</td>
<td>$1,433</td>
<td>$1,588</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$6,747</td>
<td>$7,651</td>
<td>$8,104</td>
<td>$8,996</td>
</tr>
<tr>
<td>Back Cover</td>
<td>$7,497</td>
<td>$8,489</td>
<td>$8,996</td>
<td>$9,989</td>
</tr>
<tr>
<td>First Spread</td>
<td>$8,511</td>
<td>$9,636</td>
<td>$10,209</td>
<td>$11,345</td>
</tr>
<tr>
<td>Second Spread</td>
<td>$8,004</td>
<td>$9,074</td>
<td>$9,603</td>
<td>$10,672</td>
</tr>
</tbody>
</table>