

GULFSHORE BUSINESS

SOUTHWEST FLORIDA'S BEST VIEW OF BUSINESS

[PLUS]

AI TRENDS
TO WATCH
IN 2025

\$4.95
JULY
2025

[PLUS]
INNOVATING
LANDSCAPES BY
GOING NATIVE

\$4.95
JANUARY
2025

BREAKING
GENDER
BARRIERS
INCREASING EQUALITY LEADS
TO BALANCED GROWTH

GULFSHORE BUSINESS

+
A startup's pivot to
AI
Education
p. 40

40
UNDER
40

Celebrate
this
year's
honorees
p. 58

Paving
Paradise

Population growth
outpacing road
infrastructure
p. 45

\$4.95
SEPTEMBER
2025

GULFSHORE BUSINESS

Best of
Business
2025

SOUTHWEST FLORIDA'S
VOTES ARE IN

[PLUS]
HOW A SLEEPY
STRETCH OF U.S. 41
BECAME THE BOCA OF
THE WEST

SA
The n

\$4.95
APRIL
2025

SWFL LEADERSHIP
BUILDING BUSINESS CULTURES FOR SUCCESS

GULFSHORE BUSINESS

MEDIA KIT
2026

[PLUS]
CUTTING-EDGE
BUSINESS

14

LEGISLATION

STATE LAWMAKERS CONSIDER NEW STANDARDS THAT COULD IMPACT SWFL

GULFSHORE BUSINESS

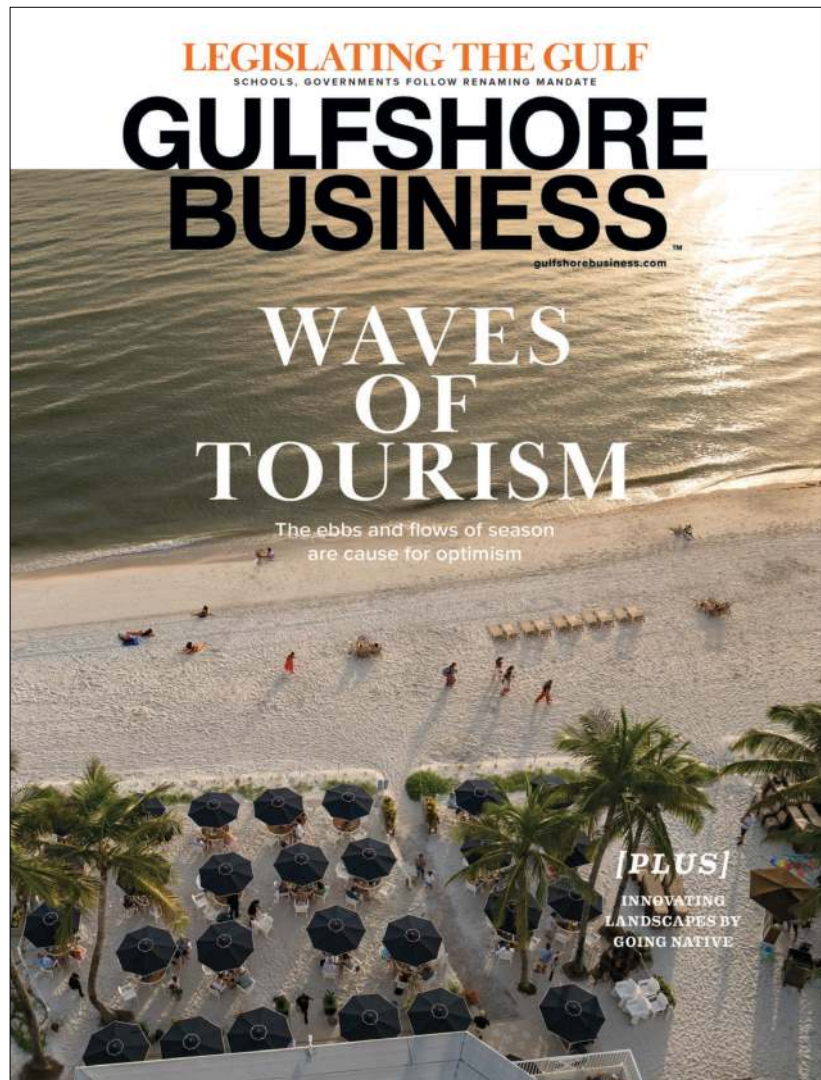
FIVE

**GULFSHORE
BUSINESS**

Since 1997

**GULFSHORE
BUSINESS**

has provided Southwest
Florida's Best View of
Business as the region's
premier business publication.



..... THE POWER OF PRINT

**WHAT % OF U.S. ADULTS SAY THEY
READ MAGAZINES IN THE LAST 6 MONTHS?**

91%

This includes 95% of those under 35 and under 25.



**MAGAZINES REACH PREMIUM AUDIENCES
IN HIGH-INCOME HOUSEHOLDS***

At a greater rate than newspapers, internet, radio or TV

* Household income \$250K+

**HOW MANY ADULTS AGES 18+
READ MAGAZINES?**

**228.7
MILLION**

That's an increase of 18 million since 2012.

**WHEN ADVERTISERS WERE ASKED WHICH
MEDIUM OFFERS THE HIGHEST ROAS, WHICH
WAS THE HIGHEST OVERALL?**

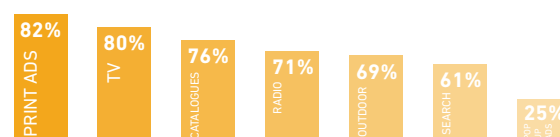
MAGAZINES

This includes 95% of those under 35 and under 25.



**THE PRINT MAGAZINE INDUSTRY
IS GROWING**

139 new print magazine brands with a frequency of
quarterly or greater were introduced in 2019.



**OF ALL MEDIA, WHICH DO U.S. INTERNET
USERS SAY THEY TRUST THE MOST?**

PRINT.

Sources: MRI-Simmons, Samir "Mr. Magazine" Husani Monitor 2020, NCSolutions, Marketing Sherpa

PRODUCTS / BRAND REACH

Each month, Gulfshore Business products reach business-minded professionals in Southwest Florida across a variety of platforms:

Gulfshore Business
55,425 readers per issue

GulfshoreBusiness.com, your source for fresh content, archives, blogs, business events calendars and other important local business resources
188,605 monthly users
326,775 monthly page views

Gulfshore Business Daily and Gulfshore Business Today e-newsletters each have over 14,000 subscribers
51% open rate
3.9% CTR

Gulfshore Business awards programs include Women in Business, Best Places to Work in Southwest Florida, Best of Business and 40 Under 40

Reaching a combined

271,255

people per month.

Social Media



GULFSHORE BUSINESS 2026 WOMEN IN BUSINESS AWARDS

Nominations: December 1-31, 2025
Awards Issue: May 2026
Awards Luncheon: May 2026



GULFSHORE BUSINESS 2026 BEST PLACES TO WORK IN SWFL AWARDS

Nominations: Nov 1-Dec 31, 2025
Awards Issue: June 2026
Awards Celebration: June 2026



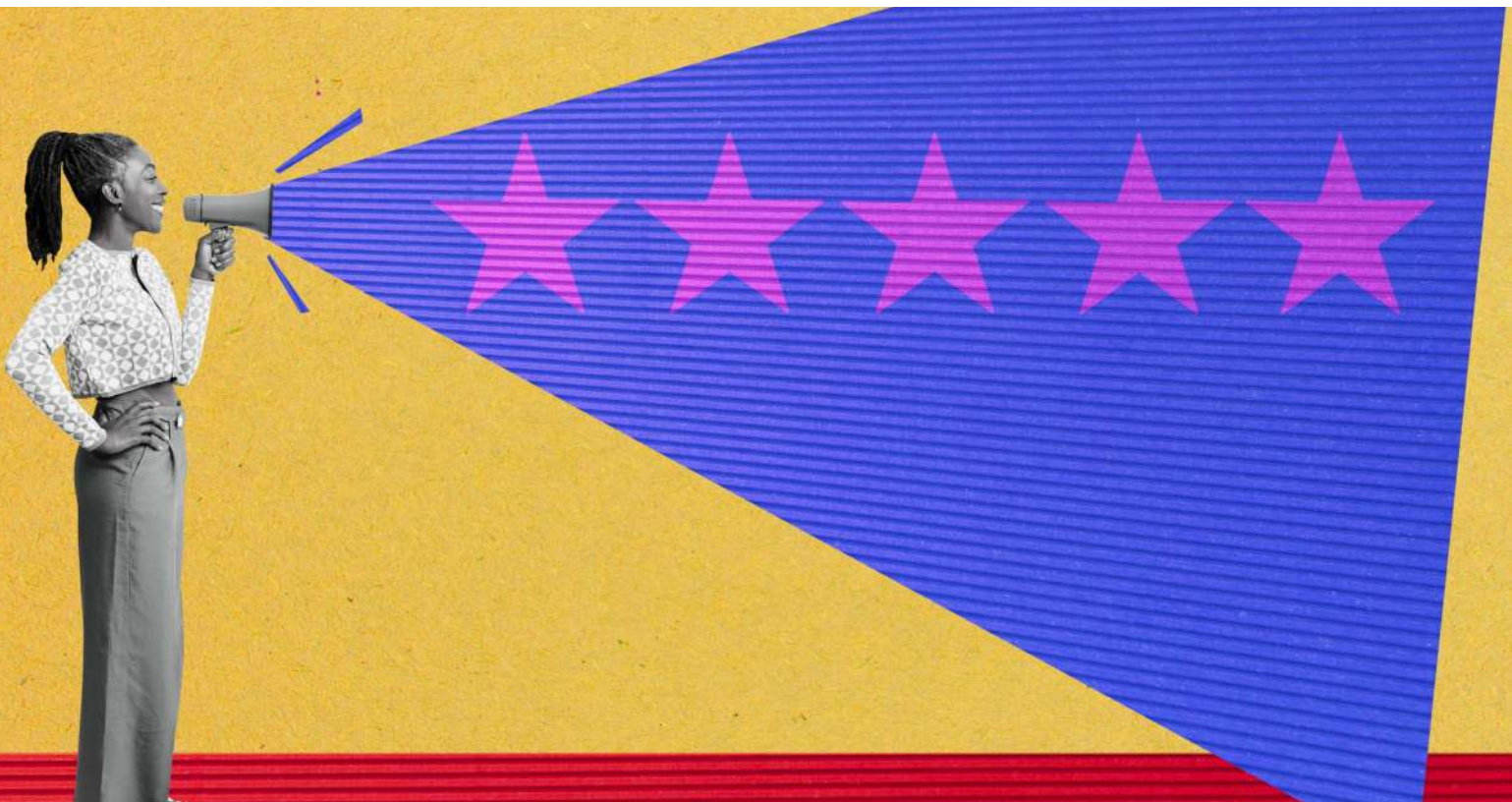
GULFSHORE BUSINESS 2026 BEST OF BUSINESS AWARDS

Online Reader's Poll: April 1-30, 2025
Awards Issue: August 2026
Awards Cocktail Reception: August 2026

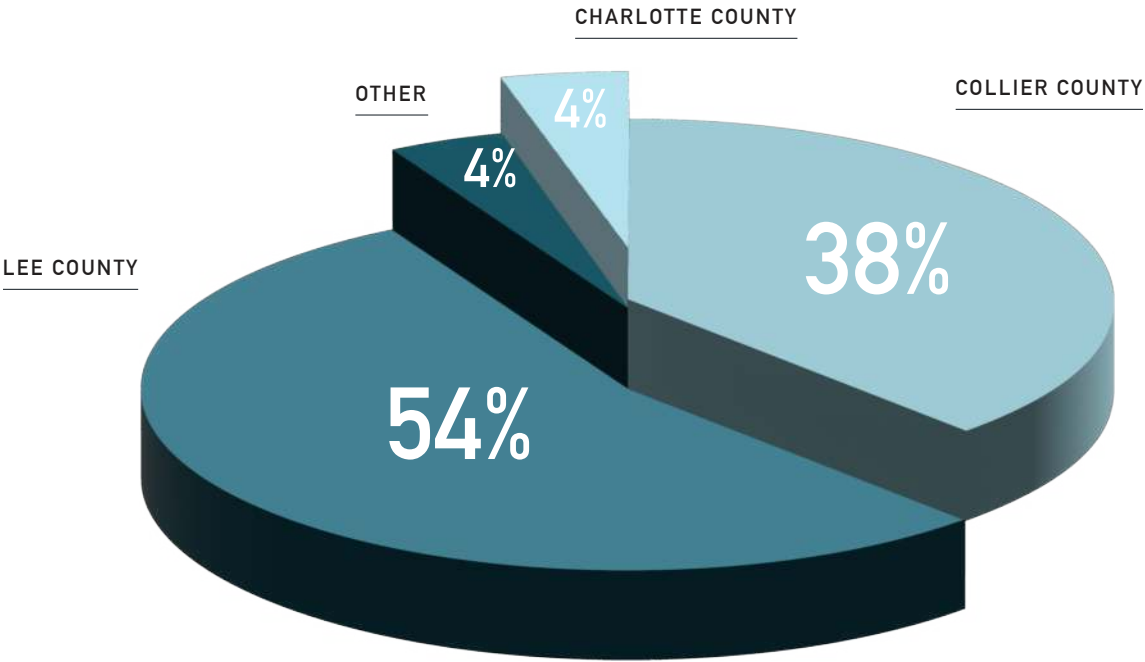


GULFSHORE BUSINESS 2026 40 UNDER 40 AWARDS

Nominations: March 1-31, 2025
Awards Issue: September 2026
Awards Celebration: September 2026



**DISTRIBUTION &
DEMOGRAPHICS**



SOURCE: CIRCULATION VERIFICATION COUNCIL PUBLICATION AUDIT REPORT 2023

- 12,600 print copies per issue
- 55,425 readers per issue
- Average age 54
- Male 54% | Female 46%
- 86% are Business Owners or Senior Executives (C-Suite, VP or Director level)
- 72% are college graduates or have completed a masters/professional/doctorate degree
- Average annual household income is \$227,584
- 81% influence purchasing decisions in their companies
- 54% spend a half hour or more reading Gulfshore Business each month
- 59% contacted a Gulfshore Business advertiser
- 59% frequently purchase products or services from ads seen in Gulfshore Business

..... A CLOSER LOOK AT EDITORIAL

SPOT NEWS

Highlights of breaking and noteworthy developments from across Southwest Florida



INDUSTRY NEWS

In-depth coverage and analysis across all SWFL industries, including health care, technology, hospitality, real estate, construction and development



SPACES

Inside the architecture, design and character of local brick-and-mortar destinations



FEATURES

Long-form reporting and enterprise storytelling from across Southwest Florida



MAKERS

Profiles of local artists and artisans leaving their creative mark on the retail landscape



HORSEPOWER

High-performance vehicles worth test driving in Southwest Florida



TRENDLINE

Infographics charting the latest economic trends shaping Southwest Florida



WELLNESS

Fresh approaches to keeping the body strong and the mind sharp



ECONOMIC COMMENTARY

Exclusive insights from FGCU's Lutgert School of Business on the region's economic pulse



UNWIND

Trending ways to restore energy, spark joy and recharge the spirit



ENTREPRENEURSHIP

Spotlighting innovative minds and the ventures driving Southwest Florida business



BACKSTORY

Concise histories of Southwest Florida's notable businesses



..... EDITORIAL CALENDAR

10X ISSUES

SPECIAL SECTIONS

DECEMBER 2025/JANUARY 2026 / LEADERSHIP



Guide to Business & Commercial Banking, Leadership, Meeting & Event Planning Guide
Reserve by: 10/27
Materials due: 10/31

FEBRUARY / REAL ESTATE / TOP DEALS



Guide to Accounting Firms Top Commercial Real Estate Agencies
Reserve by: 12/22
Materials due: 12/26

MARCH / FAMILY BUSINESS / FINANCE



Family Owned Businesses Who's Who in Law
Reserve by: 1/19
Materials due: 1/23

APRIL / HEALTH CARE



Guide to Wealth Management Firms Who's Who in Commercial Contractors
Reserve by: 2/23
Materials due: 2/27

MAY / WOMEN IN BUSINESS



Guide to Business & Commercial Banking
Reserve by: 3/23
Materials due: 3/27

EDITORIAL CALENDAR

10X ISSUES

SPECIAL SECTIONS

JUNE/JULY / BEST PLACES TO WORK IN SWFL / TOURISM & HOSPITALITY



Collier County Business Profiles Lee County Business Profiles

Reserve by: 4/27
Materials due: 5/1

AUGUST / BEST OF BUSINESS / TECHNOLOGY



Private School Handbook Rising Stars in Law

Reserve by: 6/22
Materials due: 6/26

SEPTEMBER / 40 UNDER 40



Guide to Wealth Management Firms Holiday Party Planning

Reserve by: 7/20
Materials due: 7/24

OCTOBER / CONSTRUCTION / DEVELOPMENT



Builder & Developer Profiles Women Business Leaders

Reserve by: 8/24
Materials due: 8/28

NOVEMBER / NONPROFIT



Giving Guide Lawyers of Distinction

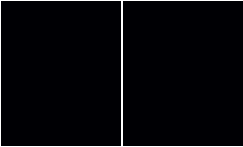
Reserve by: 9/21
Materials due: 9/25

..... SIZES & RATES

TRIM SIZE: 8.125" WIDE X 10.75" HIGH

Keep live matter a minimum of .25" from head, foot and face trims.
Safety from center fold: Stay at least .25" out from center on both sides as well as .25" in from trim (16.25" x 10.75").
Full-page bleed ads must have live matter a minimum of .25" from head, foot and face trims.
Ads with Bleeds should include crop marks at the trim line.

2-PAGE SPREAD




BLEED:
16.5" x 11"

SAFETY:
15.875" x 10.375

NO BLEED:
16.25" x 10.75"

FULL PAGE




BLEED:
8.375" x 11"

SAFETY:
7.625" x 10.25"


NO BLEED:
8.125" x 10.75"

1/2 PAGE HORIZONTAL



NO BLEED:
6.815" x 4.6875"

1/4 PAGE HORIZONTAL



NO BLEED:
3.35" x 4.6875"

SIZE	1X	3X	6X	9X	12X
2-Page Spread	\$5,690	\$5,350	\$5,135	\$4,900	\$4,685
Full Page	\$3,795	\$3,605	\$3,440	\$3,285	\$3,145
1/2 Page	\$2,525	\$2,355	\$2,275	\$2,170	\$2,070
Inside Front Cover	\$4,080	\$3,925	\$3,760	\$3,590	\$3,420
Inside Back Cover	\$4,080	\$3,925	\$3,760	\$3,590	\$3,420
Back cover	\$4,280	\$4,055	\$3,920	\$3,740	\$3,590
1/4 Page	By Inquiry only	By Inquiry only	By Inquiry only	By Inquiry only	By Inquiry only

SUBMITTING PRINT MATERIALS

FILE TYPES: We only accept PDF, TIF, and high resolution JPG. PDFs should be at least PDF/X-1A.
RESOLUTION: Image files need to be at least 300 dpi at 100% print size.
COLOR: Files should be submitted as CMYK. Color matching has a 5% margin error without a suitable hard copy (paper) proof submitted.
Ads with bleeds should include crop marks at the trim line.

Email our production department with camera-ready ads and ad materials to ads@gulfshorebusiness.com.

DIGITAL SIZES & RATES



GULFSHOREBUSINESS.COM
Up to date access to best view
of business magazine in
Southwest Florida.

Leaderboard (728 x 90) - \$1,535
Overlay (728 x 90) - \$1,410
Sidebar (300 x 250) - \$1,280

SPONSORED CONTENT
Custom branded stories hosted
on gulfshorebusiness.com.
Starting at \$2,500



DEDICATED EMAIL
Deliver your message directly to
the inbox of Gulfshore Business's
engaged audience.

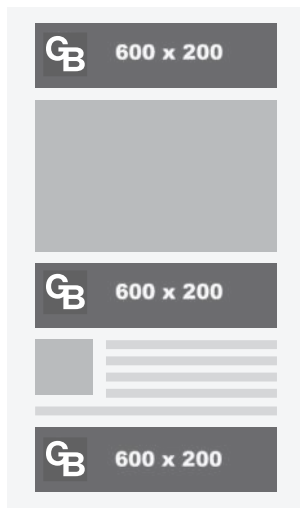
■ 14,000 opted-in subscribers
■ \$2,500 /per email

MAIN IMAGE HEADER
2560 x 1440

Accompanying text to be provided
by advertiser. Copy should be
between 50 and 125 words which
translates to around 250-600
characters. Gulfshore Business has
the right to adjust copy within our
Edit process.

TWO SECONDARY IMAGES
300 x 250

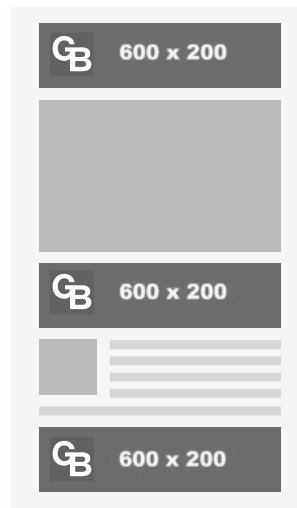
**UP TO TWO
CLICK-THROUGH LINKS**



GB DAILY

The top business news,
every day

■ Sent Monday-Friday 7AM
■ 14,000 opted-in subscribers
600 x 200 \$1,535 /month
300 x 250 \$1,280 /month



GB TODAY

The pulse of Southwest Florida
business

■ Sent Monday-Friday 3PM
■ 14,000 opted-in subscribers
600 x 200 \$1,535 /month
300 x 250 \$1,280 /month

SOCIAL MEDIA PARTNERSHIP

Utilize our loyal, engaged Facebook and Instagram audiences for your static or video content.

Custom video production available.

CUSTOM
\$3,500 / custom video + post

STANDARD
\$2,500 / post with content provided by you

*Content subject to approval.
Subject to availability.*

FOR ADVERTISING INQUIRIES:

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tess.woods@gulfshorelife.com | (978) 501-5140

Chris Renstrom, Advertising Director
chris.renstrom@gulfshorebusiness.com | (239) 498-8517

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p. 88

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p. 46

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SEPTEMBER
2025

TRADES ON THE RISE
CTE PROGRAMS IN SOUTHWEST FLORIDA ARE FLIPPING THE SCRIPT ON SUCCESS
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