

# The Naples Press

NEWS FOR NEAPOLITANS

## 2026 MEDIA KIT



### Mission Statement

**The Naples Press** is an independent weekly newspaper providing hyperlocal news, business, real estate and arts & entertainment coverage in Collier County, Naples, Marco Island, Lely, Everglades City, Immokalee and other nearby communities. The key word is “local”: **The Naples Press** comprises a devoted team of local journalists dedicated to local coverage of one of the most desirable communities in the country. Its team is highly experienced with decades of reporting experience in Southwest Florida—**News for locals by locals right to your mailbox.** Community journalism at its best.

*“I love watching this paper grow and I love the stories that are local and relevant to all of us living in Collier County”*

– Sue Huff, Naples Resident

## CONTENT

*The Naples Press* launched in January 2023 as a weekly newspaper in Collier County. The print-first publication prides itself on hyperlocal content relevant to the residents of the community in which it serves.

In addition to covering county and city government issues, *The Naples Press* provides robust content ranging from profiles of Neapolitans and restaurant reviews to performing arts and cultural coverage. With its focus on community, *The Naples Press* also provides provocative news features, showcasing the region's rich history, as well as environmental concerns and current affairs.

The staff comprises local writers and photographers, most of whom are familiar voices within the community where they have worked for decades.

*The Naples Press* is published each Friday and delivered via home or business subscription by locally owned and operated Gulfshore Life Media LLC. Subscribe today at [naplespress.com](https://naplespress.com).

## NEWS

Hyperlocal coverage of Collier County, its cities and neighborhoods. *The Naples Press* covers local news not found elsewhere. Coverage focuses on community stories that have a direct impact on locals: your neighborhood, your local government, your schools, and issues and events that impact the quality of life for all residents. Look for enterprise reporting on a wide range of topics, including growth and development, environmental concerns, government efficiency, education, community safety, tourism and quality of life, as well as profiles of Southwest Floridians.

## ARTS & LIVING

*The Naples Press* has all bases covered on the area dining scene: which restaurants are opening, which are closing, culinary reviews and industry news. Articles are for locals and tourists alike on where to go, what to do and what to see. In addition to its extensive event calendar, *The Naples Press* previews and reviews live theater, art exhibitions, music, film and festivals—all the events that make living in Southwest Florida special. Readers also will find *The Naples Press Crossword*, provided by *The New York Times*, and other fun features.

## DISTRIBUTION

The Naples Press is distributed to home residences and businesses located in the following zip codes. It also can be found on newsstands locations: **7-Eleven, Circle K, Fresh Market, Publix, Race-Trac, Walgreens and Walmart** and airport locations throughout Collier County.

CITY	ZIP	CITY	ZIP
NAPLES	34101	NAPLES	34113
NAPLES	34102	NAPLES	34114
NAPLES	34103	NAPLES	34116
NAPLES	34104	NAPLES	34117
NAPLES	34105	NAPLES	34119
NAPLES	34106	NAPLES	34120
NAPLES	34108	BONITA SPRINGS	34134
NAPLES	34109	BONITA SPRINGS	34135
NAPLES	34110	GOODLAND	34140
NAPLES	34112	AVE MARIA	34142
		MARCO ISLAND	34145

## DEMOGRAPHICS

**AVERAGE AGE: 65**

**FEMALE: 54%**

**MALE: 46%**

**67%** have a length of residence of **6+ years**

## AFFLUENT

**63%** have net worth over **\$2 Million**

**38%** have annual household income above **\$200,000**

**82%** are homeowners

**20%** have home values exceeding **\$1 Million**

## EDUCATED

**71%** have earned a four-year degree

**10%** have a graduate degree

## AD RATES

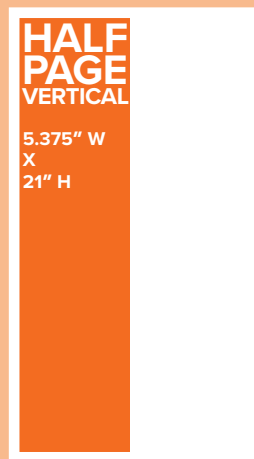
Size	1x	8x	13x	26x	52x
Full	\$3,000	\$2,400	\$1,600	\$1,200	\$800
Half	\$2,200	\$1,600	\$1,200	\$800	\$600
1/4	\$1,600	\$800	\$800	\$600	\$400
1/8	N/A	N/A	\$400	\$400	\$250
Mast	\$2,200	\$1,600	\$1,200	\$800	\$600

\*GUARANTEED POSITIONING RATES UPON REQUEST

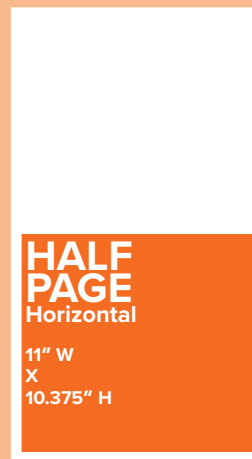
## AD SIZES



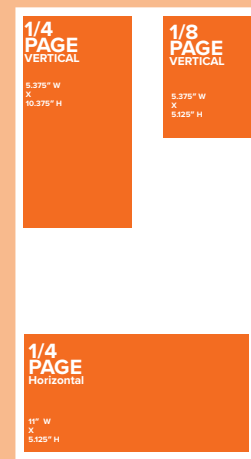
**FULL PAGE**  
11" W X 21" H



**1/2 PAGE VERTICAL**  
5.375" W X 21" H



**1/2 PAGE HORIZONTAL**  
11" W X 10.375" H



**1/4 PAGE VERTICAL**  
5.375" W X 10.375" H

**1/4 PAGE HORIZONTAL**  
11" W X 5.125" H

**1/8 PAGE VERTICAL**  
5.375" W X 5.125" H

## SUBMITTING PRINT MATERIALS

**FILE TYPES:** We only accept PDF, TIF, and high resolution JPG. PDFs should be at least **PDF/X-1A**. No bleeds or crop-marks.

**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.

## PRINT CLOSE & MATERIAL DUE DATES

**Space close is on Wednesday of the week prior.**

**Camera-ready ads are due by noon Friday of the week prior.**

Upload camera-ready ads and ad materials at [print.winkupload.com](http://print.winkupload.com).

## FOR ADVERTISING INQUIRIES:

**Tess Woods**

**Associate Publisher**

**978-501-5140 | [tess.woods@gulfshorelife.com](mailto:tess.woods@gulfshorelife.com)**

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## DIGITAL AND EVENTS



### NAPLESPRESS.COM

Leaderboard (728 x 90) \$1,535

Overlay (728 x 90) \$1,410

Sidebar (300 x 250) \$1,280

### PAGE VIEWS

2,500 guaranteed page views

\$2,000 / article



### SOCIAL MEDIA PARTNERSHIP

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

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

Content subject to approval.

Subject to availability.

## NETWORKING EVENTS

### NEW IN 2026!



### TIM TALKS: A Community Networking Series

Hosted by *The Naples Press* business columnist **Tim Aten**, Tim Talks brings together TNP partners, community leaders, and business innovators for candid, thought-provoking discussions on the issues shaping Southwest Florida's economic landscape. Each event blends networking and conversation in an intimate, invite-only setting and can take the form of a private roundtable or a public-facing panel discussion moderated by Tim.

### Sponsorship opportunities include:

**Co-Host or Venue Partner:** Collaborate on the topic and event format while receiving branding across invitations, signage, and digital promotion, plus the opportunity to host the Collier Community in your space.

**Supporting Partner:** Receive branding across invitations, signage, and digital promotion with opportunity to gain exposure at an already-established Tim Talks event.

### Audience:

Local business executives, entrepreneurs, developers, civic leaders, and innovators across industries.

*By inquiry only.*