

gulfshore
BUSINESS

MEDIA KIT 2010





Welcome!

Southwest Florida provides entrepreneurs and companies with rich opportunities for prosperity and growth, and *Gulfshore Business* serves as an invaluable tool for making the most of those opportunities.

Sunny blue skies, white sand beaches and a warm subtropical climate make this resort destination a desirable part of the country for a second home. And that's precisely why it's also a great place to do business.

Fort Myers, Cape Coral, Naples and the region as a whole have experienced some of the highest growth rates in the country as new residents, both full- and part-time, flock from the Northeast, Midwest and beyond.

Despite a slowdown in the residential real estate market, Southwest Florida's population continues to multiply, making it one of the stronger markets in the country. The combined populations of Collier, Lee and Charlotte counties grew by nearly 245,000 from 2000 to 2007, easily surpassing the 1 million mark. That point of critical mass that not only attracts national brands, but also is a great indication of the myriad opportunities for small businesses.

The population growth and maturation of the business climate feed several industries, including hospitality, retail, banking and finance, healthcare and technology as well as development and construction. And as baby boomers begin to retire nationally, they will seek out our region and continue to fuel business opportunities and the local economy.

Gulfshore Business has been keeping pace, providing information and insight and growing hand-in-hand with Southwest Florida's business community. We keep readers up-to-date with the ever-changing environment and provide information and other tools that employees and decision-makers need in this dynamic market.

Readers report that they spend as much as an hour poring over each issue—a remarkable amount of time in a busy world—and then pass it along to colleagues. What's more, 89 percent say they read the ads and editorial content, and they are likely to visit an advertiser's Web site after seeing the ad, making *Gulfshore Business* a significant influence in their spending decisions.

Learn more about our magazine in the following pages—our editorial philosophy, reader profiles and advertising rates. We think you'll realize that the smart businesspeople in Southwest Florida know *Gulfshore Business* can help build their business.

Phil Borchmann
Editor

From the Editor

“Few regional business publications could equal the quality, timeliness, and acumen reflected on the pages of *Gulfshore Business*. They have served as a major, integrating fabric that has helped spur the community awareness of our area as an emerging and more diversified economy. Equally significant, *Gulfshore Business* has helped distinguish the SW Florida business community as an important new face on the economic map of Florida.”

—Dr. Richard Pegnetter, Dean; Lutgert College of Business, Florida Gulf Coast University

89%

of our readers say they read the ads and are likely to visit an advertiser's Web site, making *Gulfshore Business* a significant influence in their spending decisions.

Source: Lewis and Clark May 2007 Readership Study



Who is Reading *Gulfshore Business*?

- Upper-level management, owners, presidents, CEOs, COOs, general managers, etc. of virtually every major company in Collier, Lee and Charlotte counties.
- Members of Chambers of Commerce and Economic Development organizations throughout our coverage area.
- Officials of city and county government
- Interested members of the business community at large who have submitted requests in writing to receive *Gulfshore Business*.

Reach Readers in Many Different Ways

Gulfshore Business – 12 monthly issues of fresh, insightful business news and analysis.

Gulfshore Business Daily – Daily business headlines in your email box every weekday morning.

GulfshoreBusiness.com – 24/7 business news online!

Relocation and Expansion Guide – Indispensable resource guide and directory for businesses and individuals new to the area. Published in December

Events – Reach the area's prominent young professionals at *Gulfshore Business*'s signature event, 40 under 40. *Gulfshore Business* also partners with local chambers and the American Business Women's Association to host business events.

Award-Winning Content

In the past five years, *Gulfshore Business* has garnered awards for writing and design excellence from the Florida Magazine Association. In 2009, *Gulfshore Business* received four coveted Charlie Awards from the Florida Magazine Association including Best Overall Magazine for the second year in a row! These awards are the pinnacle of achievement in Florida magazine publishing.

Every Month *Gulfshore Business* Covers

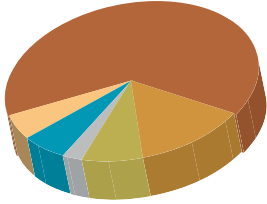
- Trends, tips, newsmakers and other need-to-know information.
- Southwest Florida's movers and shakers.
- Insightful information on important business topics.
- Green business practices and opportunities.
- In-depth economic look at of our local communities.
- Photos of important business gatherings.
- Southwest Florida's commercial and residential markets.
- Best practices and strategies for money or marketing in the workplace.
- Who's getting praise, promotions or moving on.
- Passionate pursuits of our local businesspeople when they're off the clock.

Overview

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A CURTCO MEDIA PUBLICATION 3560 Kraft Road, Suite 301, Naples, FL 34105
P (239) 449-4111 | F (239) 449-4163 | GulfshoreBusiness.com

Gulfshore Business's quality distribution delivers your advertising message into the right hands.



- 7,000 SUBSCRIBERS
 - 1,500 TARGETED DISTRIBUTION
 - 900 NEWSSTANDS
 - 300 EVENTS
 - 700 CHAMBERS
 - 600 LOCAL
-
- 11,000 TOTAL COPIES

DISTRIBUTION AND CIRCULATION

Subscribers As a USPS-audited periodical, you are guaranteed that every subscriber to *Gulfshore Business* has specifically requested to receive the magazine.

Targeted Distribution Mailed to professionals and businesses that are specially selected to meet our target demographic, including attorneys, physicians, finance professionals, real estate investors and brokers, government officials, insurance executives and more. Sample copies are mailed with a free subscription offer attached, so many of those on our target mail lists become new subscribers to *Gulfshore Business*.

Newsstands *Gulfshore Business* is available on newsstands throughout Southwest Florida, and in additional Florida markets. Look for us on newsstands at Barnes & Noble, Borders, Costco, CVS, Publix, Walgreens and more.

Events In addition to several high-profile signature events, *Gulfshore Business*, and its sister publication, *Gulfshore Life*, are proud to support the community through sponsorships of business, charitable and arts events. Copies of the magazine are given to attendees of these events, included in gift bags and used to decorate event venues.

Chambers Through our memberships to dozens of area chambers of commerce and economic development councils, *Gulfshore Business* is distributed at local chamber visitors' centers; sent through the mail in response to inquiries for information on the local business climate, and provided to attendees at numerous chamber trade shows and events held throughout the year.

Local Placement Every issue of *Gulfshore Business* is placed in high-traffic, local businesses, chosen for their location, visibility and clientele. These include busy real estate offices, banks, physician's office waiting rooms and lobbies of executive office buildings.



Each issue of *Gulfshore Business* is read by an average of three people, with

33,000 readers!

Source: Lewis and Clark May 2007 Readership Study

Readership

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Gulfshore Business offers complete regional coverage of Southwest Florida and its readers are at the peak of their careers.



Gulfshore Business readers influence the purchase of goods and services during the course of their business activities.

READER PROFILE

Male/Female	55%/45%
Average Age	51
Lee County	47%
Collier County	46%
Charlotte County/Other Florida/National	7%

THEY ARE INVOLVED

Number of years as a reader (average)	3
Time each issue saved	2 months
Read ads as well as stories	89%

THEY ARE SUCCESSFUL

Average household net worth	\$1.7 million
Average yearly salary	\$220,000
Own their own homes	87%
Have investments such as IRAs, 401(k)s, stocks, mutual funds, money market and brokerage accounts	90%
Have at least a four-year college degree	71%

THEY INFLUENCE THE PURCHASING DECISIONS OF THE FOLLOWING PRODUCTS & SERVICES

Advertising, media, public relations	71%
Insurance (commercial and life/health)	68%
Printing services	60%
Office equipment	57%
Office furniture and fixtures	56%
Premiums, incentive, gifts and awards	51%
Personal computers	47%
Banking/trust services	47%
Banquet, catering, convention and meeting services	47%
Computer software	46%
Telephone/communications systems	44%
Travel arrangements	42%
Accounting services	41%
Personnel and temporary services	37%
Legal services	37%
Financial services	34%
Vehicles	22%

Source: Lewis & Clark May 2007 Readership Study

Readership

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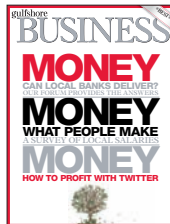
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Gulfshore Business is the leading print magazine source in Lee, Collier and Charlotte counties for business leaders—a must-read for savvy businesspeople who understand that knowledge is power.

• **33,000 readers monthly**

• **Readers are decision makers**

• **In print and online**



JANUARY AD CLOSE: NOV. 16, 2009 AD MATERIALS: NOV. 30, 2009

EDITORIAL FEATURES

- 10 great Ideas to Succeed This Year
- Legislative checkup
- Executive Makeovers
- Health and Fitness

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Meeting Planner Guide
- Focus on Economic Development Council of Collier County
- Information Technology Support Resource Guide

FEBRUARY AD CLOSE: DEC. 11, 2009 AD MATERIALS: DEC. 17, 2009

EDITORIAL FEATURES

- Commercial Design Awards
- Go-to Lawyers
- Commercial Real Estate

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Where The Deals Are: Commercial Office Space Guide for Business
- Focus on Web Site Designers
- Transportation Guide: Auto, Air, Marine

MARCH AD CLOSE: JAN. 13, 2010 AD MATERIALS: JAN. 22, 2010

EDITORIAL FEATURES

- Tourism and Travel Industry
- Higher Education

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Employment Services Guide
- Banking Product and Service Guide
- Innovators in Medicine

APRIL AD CLOSE: FEB. 17, 2010 AD MATERIALS: FEB. 26, 2010

EDITORIAL FEATURES

- Power Players
- Business Travel

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Focus on Lee County Economic Development
- Focus on Advertising and PR for the New Decade
- Spa Guide

MAY AD CLOSE: MAR. 17, 2010 AD MATERIALS: MAR. 26, 2010

EDITORIAL FEATURES

- How Much People Make
- Banking and Finance

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Insurance Solutions Guide for Small Business
- Ultimate Guide to Legal Services in Southwest Florida
- Financial Planning for Entrepreneurs

JUNE AD CLOSE: APR. 14, 2010 AD MATERIALS: APR. 23, 2010

EDITORIAL FEATURES

- Transportation
- Healthcare

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Hurricane Preparedness Guide for Business
- Focus on Downtown Fort Myers Economic Development
- Guide to Executive and Business Coaches

2010 Editorial Calendar

In every issue of Gulfshore Business:

- Professionals in the News
- Business Trends
- Money Matters
- Real Estate



JULY AD CLOSE: MAY 19, 2010 AD MATERIALS: MAY 26, 2010

EDITORIAL FEATURES

- Technology
- The Deciders: How top executives reach important decisions.

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Summer Weekend Guide
- Southwest Florida Green Business Guide
- Executive Golf Guide to the Gulfshore

AUGUST AD CLOSE: JUNE 16, 2010 AD MATERIALS: JUNE 23, 2010

EDITORIAL FEATURES

- Sports and Entertainment
- Agriculture

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Summer Weekend Guide
- Higher Education Guide: New Degrees and Courses
- Guide to Executive Makeovers

SEPTEMBER AD CLOSE: JULY 21, 2010 AD MATERIALS: JULY 30, 2010

EDITORIAL FEATURES

- 40 under 40
- Advertising and PR: Smart solutions to worst-case scenarios

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- 40-under-40 Tributes
- Innovators in Technology
- Small Business Resource Guide

OCTOBER AD CLOSE: AUG. 18, 2010 AD MATERIALS: AUG. 27, 2010

EDITORIAL FEATURES

- Residential Real Estate: Success Secrets of the Winners
- Companies that Contribute

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Where the Deals Are: Guide to the Best Home Values
- Focus on Naples Municipal Airport
- Boating and Fishing Guide

NOVEMBER AD CLOSE: SEPT. 15, 2010 AD MATERIALS: SEPT. 24, 2009

EDITORIAL FEATURES

- Top Companies
- Holidays in the Workplace

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Top Companies Corporate Honor Roll
- Focus on Cape Coral Economic Development
- Executive Gift Guide

DECEMBER AD CLOSE: OCT. 20, 2010 AD MATERIALS: OCT. 29, 2010

EDITORIAL FEATURES

- Lessons Learned from 2010
- Wealth Management

SPECIAL SECTIONS / ADVERTORIALS / PROFILES

- Private School Handbook
- Tax Preparation Tips from CPA's and Tax Attorneys
- Guide to Selecting the Right Commercial Builder
- 2010 Business All-Star Tributes

2010 Editorial Calendar

COLOR DISPLAY ADVERTISING RATES

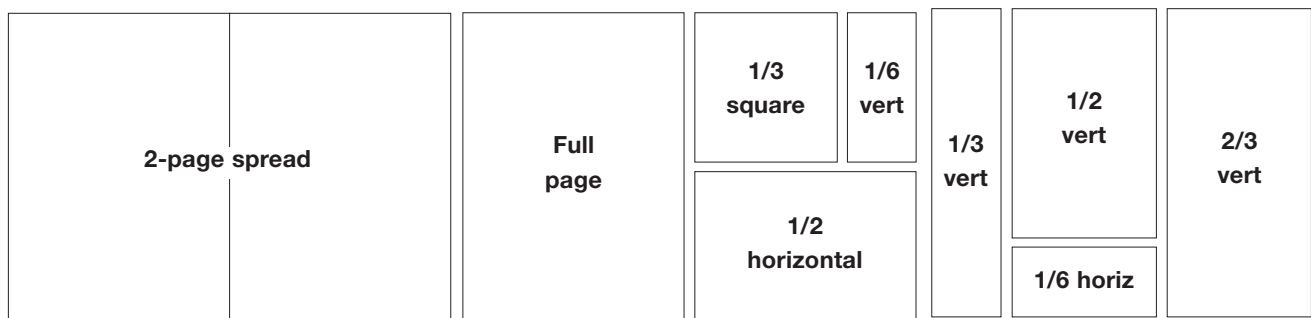
Gulfshore Business (11,000 distribution)

FREQUENCY	1x	3x	6x	9x	12x
Page	2,875	2,760	2,645	2,325	2,095
2/3 Page	2,275	2,185	2,090	1,840	1,650
1/2 Page	1,875	1,800	1,725	1,515	1,365
1/3 Page	1,315	1,260	1,210	1,065	960
1/6 Page	750	720	695	605	545
Back Cover	4,490	4,310	4,130	3,635	3,275
Spread	\$5,215	\$5,005	\$4,795	\$4,225	\$3,805

AD SIZE SPECIFICATIONS

Trim size: 8.125" wide x 10.75" high

SIZE	DIMENSIONS
2-Page Spread, Bleed*	16.5" x 11"
2-Page Spread, Non-bleed	16.25" x 10.34"
Full Page, Bleed**	8.375" x 11"
Full Page, Non-bleed	8.125" x 10.75"
Full Page Live Area	7.625" x 10.25"
2/3 Vertical	4.5" x 9.5625"
1/2 Vertical	4.5" x 7.125"
1/2 Horizontal	6.815" x 4.6875"
1/3 Vertical	2.188" x 9.562"
1/3 Square	4.5" x 4.6875"
1/6 Vertical	2.1875" x 4.687"
1/6 Horizontal	4.5" x 2.3125"



Rate Card

*2-page spread trim size is 16.25" x 10.75". Keep live matter a minimum of .25" from head, foot and face trims. Spreads with crossover type should allow at least .25" safety from gutter on both pages of spread.

**Full page bleed ads must have live matter a minimum of .25" from head, foot and face trims.

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ELECTRONIC FILE SPECIFICATIONS

• **Acceptable file formats.** *Gulfshore Business* is published electronically. Supply press-optimized PDF files saved at 300 dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.

Also accepted are high-res QuarkXpress, InDesign, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts); text converted to outlines.

Supply scans to desired size no less than 300 dpi and CMYK. (RGB and Indexed Color not supported.) Files saved in EPS or TIFF format; line art supplied at minimum of 800 dpi.

Use Type 1 Postscript fonts only, preferably Adobe.

• **Proofs required for artwork.** Color-correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and 5th color inks must be labeled on proof. No rebate or discount in event of color variation.

Any revision by *Gulfshore Business* magazine to sub-standard artwork will be charged over and above regular production charges.

• **Production charges for ads.** Contact your sales executive.

• **Printing.** High-gloss, coated enamel stock, heatset web offset press, perfect bound.

• **Return of materials.** All requests require 8-10 working days and materials cannot be returned if account is unpaid. All artwork stored for one year from date of publication, then destroyed. Please label media to facilitate return and include address to which materials should be returned.

COMMISSION AND BILLING POLICIES

• **Terms.** All invoices due and payable within 30 days from invoice. Prepayment or approved credit application required for first-time advertisers. Ads published for the benefit of agency and advertiser and each is jointly liable for charges. Visa, Mastercard and American Express accepted.

• **Contracts.** Contract and/or insertion order must be signed and returned prior to space deadline. Rates are based on number of insertions in a 12-month period. An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned for increased frequency during a contract year apply to future ad space.

• **Commissions.** 15 percent of gross billing on space charges only to recognized agencies providing plate-ready materials. Production charges non-commissionable. Commissions are forfeited on invoices unpaid after 60 days from invoice date.

• **Collection.** If advertiser and/or agency defaults (bill past due more than 90 days), collection will be referred for legal action. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate or bankruptcy proceedings in the collection of such bills.

• **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by advertiser if copy/plate-ready materials are not received by published deadlines.

• **Disclaimer.** Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he fails to publish an ad. Advertisers and agencies assume all responsibility for content of ads (including illustrations, logos, representations and text) placed and printed, are liable for any and all claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on or arising out of such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.

AD PRODUCTION CHARGES

Minimum \$100 for black-and-white ads, \$200 for four-color ads, including one color scan per one-third page (3 scans for full page). Additional scans \$50 each. Ads created by *Gulfshore Business* and used in other publications are subject to an additional creative service charge payable by the advertiser. Ads scheduled as plate-ready but requiring production bill at production rates plus 50%.

If SWOP-approved proof not supplied, one will be provided at an additional charge of \$75 if time allows. If acceptable proof not supplied, client assumes responsibility for color reproduction.

• **Photography.** \$175 per image. Subsequent photo rights extra, from photographer.

• **Late charges.** \$100 after copy deadline, \$350 at blueline.

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