

“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

gulfshore
BUSINESS

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