

Gulf Coast Living

A Magazine for People Who Live, Work & Play in Paradise...©

WHO READS GULF COAST LIVING MAGAZINE?

Gulf Coast Living magazine is a complimentary, color, glossy magazine. Our monthly magazine can be found at over 350 area businesses, and is read nationally in 31 states. Gulf Coast Living magazine has established a well-defined presence in Sarasota County and enjoys a vast and committed readership.

READERSHIP

- Year round and seasonal residents of Sarasota County and surrounding areas
- Local families and new residents planning to purchase a home
- National readership from over 31 states via subscriptions
- People who are moving to our area
- Healthcare professionals
- Business owners
- Retirees
- Tourists



DISTRIBUTION IN OVER 350 KEY SITE BUSINESSES INCLUDING...

- All Advertiser Locations
- Retail Stores & Malls
- Medical Reception Areas
- Real Estate Offices
- Venice Area Chamber of Commerce
- Restaurants
- Churches
- Professional Offices
- Model Home Sites
- Englewood/Cape Haze Area Chamber of Commerce
- Hotels (in-room)
- Banks
- Public Libraries
- Country Clubs

Phone 941/488-5083 • Fax 941/488-2321

E-mail venicemag@aol.com • www.GulfCoastLivingOnline.com

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COMPLIMENTARY BENEFITS

Gulf Coast Living magazine is a lifestyle publication that reflects the best of living, working and playing in paradise. This award-winning publication is solely supported by advertisers, who see positive results when they advertise in our magazine, and renew their contracts yearly.

Listed below are the FREE extras we provide to our clients to further promote their business.



- **High Profile Articles and Photographs**
Promoting your business through interesting stories and beautiful images.
- **World Wide Web Listing**
Your website will be linked for easy access 24/7. For a preview, go to www.GulfCoastLivingOnline.com, click "Magazine" then "Business Guide."
- **Resource Guide Listing**
Categorized by type of business and page number, so readers can immediately access your ad.
- **Position on our Locator Map**
Helps residents and visitors quickly find your physical business location.
- **Key Sites Distribution Listing**
New and existing customers will come to your location monthly to pick up a current issue of the magazine.
- **Calendar Highlights**
Promote your monthly or special events in our calendar.

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SPECIAL SECTIONS

Gulf Coast Living magazine publishes editorial content that covers a variety of topics and is designed specifically to support our advertisers.



- **Gulf Coast Home**

In this section, we include feature articles and captivating images on new homes, interior design, real estate, outdoor living and gardening. You'll also find informative articles on home essentials and services in the area.



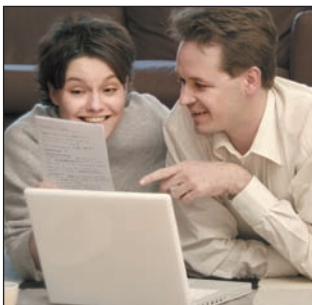
- **Dining Guide**

We spotlight area restaurants and food venues, chefs, catering services and more in the Dining Guide. Our Gulf Gourmet department features Gulf Coast cuisine, unique recipes, and fabulous food art.



- **The Pleasures of Art**

The artwork of local and national artists is displayed in an impressive three full-page spread each month. This section also promotes art galleries, photographers and other art-related features.



- **Web Guide for the Gulf Coast Living Online Magazine**

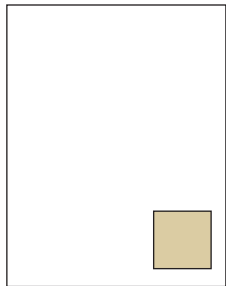
The guide directs readers to our online magazine featuring more articles than what the reader finds in the current print magazine. It is also used as a marketing tool to spotlight advertisers.

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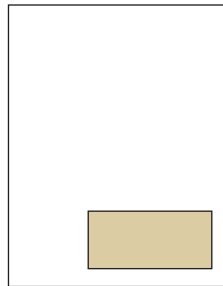
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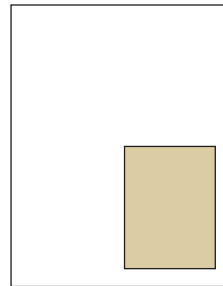
AD SIZES



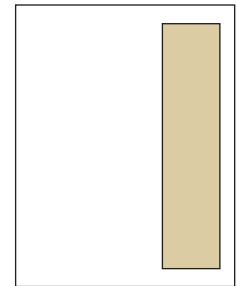
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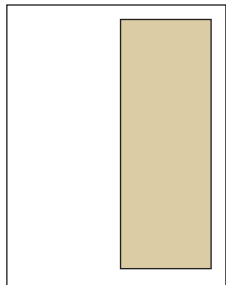
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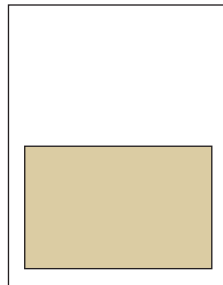
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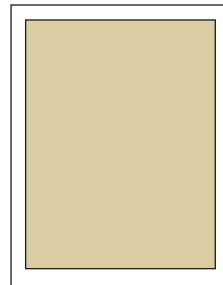
1/3 Page
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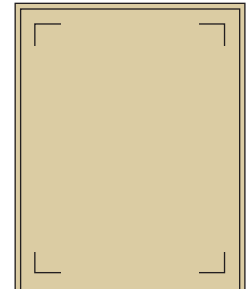
1/2 Page Vertical
3 1/2" w x 9 5/8" h



1/2 Page Horizontal
7 3/8" w x 4 3/4" h



Full Page
7 3/8" w x 10" h



Full Page Bleed
8 1/2" w x 11" h
Trim 8 1/4" w x 10 3/4" h

SPECIFICATIONS

PDF files using Press Quality settings preferred. Supply ads on CD or via email. Include file extension (.pdf) in file name, do not use slashes, backslashes or quote marks. Use 300dpi CMYK or grayscale images with color management off. Color cannot be guaranteed if any elements must be converted to CMYK from RGB, LAB or Pantone. Embed all fonts. Keep essential elements 3/8" from edge. Ad materials may also be submitted as 300dpi CMYK or grayscale TIFF, or EPS with fonts converted to paths.

We can also create your ad for you. Supply us your logo in digital form (.eps, .ai, .tiff, .jpg) or as a high-quality print that can be scanned. Digital photos should use the maximum resolution possible and lowest compression option. Please contact your representative for ad creation charges.

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GULF COAST GRAPHIC DESIGN

We are a full-service graphic design and photography studio. Being a division of Gulf Coast Living magazine, we know how to create and deliver an exceptional finished product. Our professional team assists companies in generating new business by providing creative and effective graphic design and identity-building marketing programs.

Creative Services Include:

- Magazine & Newspaper Ads
- Photography
- Logo Design
- Business Cards & Letterhead
- Brochures & Rack Cards
- Menus & Table Tents
- Newsletters
- Posters
- Post Cards & Invitations
- Direct Mail
- Promotional Products
- Reprints of Gulf Coast Living Articles
- TV & Radio Mixed Media Promotions
- Web Design



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