

SOUTHWEST FLORIDA

# RELOCATION GUIDE

G R E A T E R C O L L I E R A N D L E E C O U N T I E S

## MEDIA KIT 2024

Engaging new movers at every stage of their relocation from research to purchase.



# WHO WE ARE

## THE POWER OF SWFL RELOCATION GUIDE

### OUR AUDIENCE

Southwest Florida Relocation Guide serves as the first point of contact for newcomers seeking information on relocating to the Southwest Florida area. Our editorial content is focused on the topics and resources that assist with the planning and relocation process.

Published annually, along with a digital edition and robust site at SWFLRelocationGuide.com, the magazine aims to reach a targeted audience with intentions of relocating to the Collier to Lee County area.

Through multiple distribution points, the guide provides a resource to educate and assist families and individuals through the complete moving process; from choosing an area to live, housing, schools, and products and services.

### ANNUAL DIGITAL AUDIENCE:

#### Website:

Unique visitors per month **22,000**

### ANNUAL PRINT AUDIENCE

#### Printed Edition:

Spring 2024 (distributed year round) **30,000**

#### MEDIAN AGE

51

#### OCCUPATION



61%  
managerial & professional

#### GENDER



51% Female

49% Male



#### EDUCATION



28% Bachelor degrees  
24% additional education

#### HOME BUYER



55%  
plan on buying a home

#### OUT OF STATE



61%  
people

#### INCOME



35%  
earn \$200,000 or more a year

#### READERS REQUEST MORE INFO ON:



HOUSING OPTIONS	55%
VACATIONS & GOLF COURSES	61%
DINING / ENTERTAINMENT	81%
FURNITURE / HOME FURNISHINGS	66%



# DISTRIBUTION

**TOTAL PRINT AUDIENCE 30,000\***

Through multiple distribution points, the guide provides a resource to educate and assist families and individuals through the complete moving process; from choosing an area to live, housing, schools, and products and services.

## DISTRIBUTION:

- REALTOR ASSOCIATION OFFICES
- TOP AREA EMPLOYERS
- CHAMBERS OF COMMERCE
- REAL ESTATE PROFESSIONALS
- TITLE COMPANIES
- MOVING COMPANIES
- VISITOR CENTERS
- ONLINE REQUESTS
- NEW COMMUNITIES
- COMMUNITY CLUB HOUSES
- HOTEL CONCIERGE DESKS
- BUILDER/DEVELOPER OFFICES
- MUNICIPAL OFFICES
- SCHOOLS & UNIVERSITIES

\*Based on 2 readers per copy



# WHEN THE BEST NEED TO REACH THE RELOCATION MARKET, THEY COME TO US.

*Southwest Florida Relocation Guide is the definitive guide for new and soon to-be residents of Southwest Florida.*

BY COMBINING THE POWER OF PRINT, WEB, MOBILE DEVICES, AND SOCIAL NETWORKING, WE CREATE A MULTI-FACETED AND INTERACTIVE EXPERIENCE FOR THE RELOCATION MARKET. OUR DYNAMIC MULTI-MEDIA PACKAGE INCLUDES:

- **HIGH QUALITY, FREE, PRINT MAGAZINE**

Annual glossy publication with high impact information on Southwest Florida area's business, schools, housing, and neighborhoods, leisure, shopping and much more! With 15,000 copies distributed annually, we cover everything in and around Southwest Florida.

- **COMPREHENSIVE WEBSITE**

We engage a growing audience of website visitors searching for anything related to moving or relocating to Collier or Lee county. Our website, [swflrelocationguide.com](http://swflrelocationguide.com), has incredible features, content, and functionality – continually increasing traffic that helps you reach all of them first!

- **DIGITAL EDITION**

Can be viewed, downloaded, and shared from our website to any online or mobile device, giving newcomers instant access to your message.



COMMUNITIES  
**REAL ESTATE**

THERE'S NO DOUBT ABOUT IT: SOUTHWEST FLORIDA CONTINUES TO ATTRACT NEW RESIDENTS EACH YEAR, DRIVING UP THE HOUSING MARKET

PHOTOGRAPH BY ANDREW J. WATSON

With 1.2 million people calling them home, Collier and Lee counties are expected to draw new residents and businesses each year. Since 1990, both Lee and Collier counties have experienced a three percent compounded average growth annually, and are expected to continue to grow steadily through the next two decades.

Lee County's population increased by more than 27,000 people in 2023 from July 2022 to July 2023, making it the sixth fastest growing county in the country, according to the U.S. Census Bureau, and it ranked first among Florida's counties in net migration. Collier County, which has a reported population of 283,644, ranked seventh in the state for growth, with more than 20,000 new residents.

Florida, meanwhile, continues to swell. The Sunbelt states' population grew by more than 200,000 from July 2022 to July 2023, pushing the nation's third most populous state to more than 22.5 million people, according to the Census. The total increase was the second

largest in the nation, and largest by percentage. Much of this population influx comes from southern, high-tax states. Florida has a 6 percent sales tax, and there is no state income tax. Collier County maintains a one-cent sales tax to keep its engine in seven years) to fund needed infrastructure projects, keeping the total sales tax on purchases in Collier County at 7 percent. In addition to the value of an state income tax, Florida's homestead exemption allows homeowners to reduce the assessed value of their primary homes when it's declared their domicile.

It's no wonder so many people are choosing to move to Southwest Florida. It is a world-class destination for those seeking mild weather and plenty of outdoor activities, sporting events, museums, and festivals. The Gulf of Mexico ocean boating, fishing, diving, and recreation, in addition to some of the most beautiful beaches in the world.

Collier and Lee counties have a combined 150 golf courses that draw championship



PHOTO BY ANDREW J. WATSON

**MUNICIPAL POPULATIONS BY COUNTY**

COLLIER COUNTY	385,980
Everglades City	434
Marco Island	15,760
Naples	19,115
LEE COUNTY	787,976
Bonita Springs	13,444
Cape Coral	194,016
Estero	25,919
Fort Myers	92,355
Fort Myers Beach	5,532
Sanibel	6,392

(2023 U.S. Census estimates)

Instruments. The region is ranked No. 1 nationally for golf holes per capita by the National Golf Foundation, according to the Naples, Marco Island, Everglades Conservation and Visitors Bureau. Two official golfing trails—the Paradise Coast Highway in Collier County and Great Collier Highway in Lee County—offer scenic routes for scenic, bicycling and published information about each state's golf courses.

The region boasts single and multi-hole courses and unparadeled resorts. Ten national parks are preserved as national, state, and regional parks, in addition to more than 24,000 acres of conservation area purchased through Collier and Lee two funded preservation programs for those

PHOTO BY ANDREW J. WATSON

# RATES & DATES

## MULTIMEDIA PACKAGES

	PLATINUM	GOLD	SILVER	BRONZE
Print Ad Size	Spread	Full Page	Half Page	Quarter Page
Digital Edition	Yes	Yes	Yes	Yes
Complimentary Magazines	50	50	50	25
Featured Business Listing	Yes	Yes	Yes	Yes
Exclusive eBlast	3	2	2	1
Web Ad	Large Island	Island	Island	Island
Annual Rate*	\$6,660	\$4,980	\$3,510	\$2,400

## PRINT OFFERINGS

PRINT ADS	ANNUAL
Spread	\$5,370
Full Page	\$3,870
Half Page	\$2,340
Quarter Page	\$855
PREMIUM POSITIONS	
Back Cover	\$5,100
Inside Front Cover	\$3,900
Inside back Cover	\$3,900

## DIGITAL OFFERINGS

DIGITAL ADS	ANNUAL RATE
Digital Advertorial	\$6,000
Slideshow	\$3,500
Leaderboard	\$3,300
Large Island	\$3,000
Island	\$2,400
eBlast	\$695/blast

## PUBLICATION DATE

**Spring 2024\*:**  
 Space Close March 19  
 Materials Due March 27

\*May 2024 publication- Distributed year-round



COMMUNITIES  
**LIFESTYLE COMMUNITIES**

**COLLIER COUNTY**

**AUDUBON COUNTRY CLUB**  
 618 Audubon Blvd., Naples  
 auduboncountryclub.com  
 Audubon Country Club is a 275-acre, gated community with 95 percent dedicated to natural preserve and 20 holes of championship golf. It is an Audubon Cooperative Sanctuary that provides world-class golfing at the Sea Lee-designed, 18-hole golf course and clubhouse. In addition to tennis, racquetball, horse, swimming, and a fitness center.

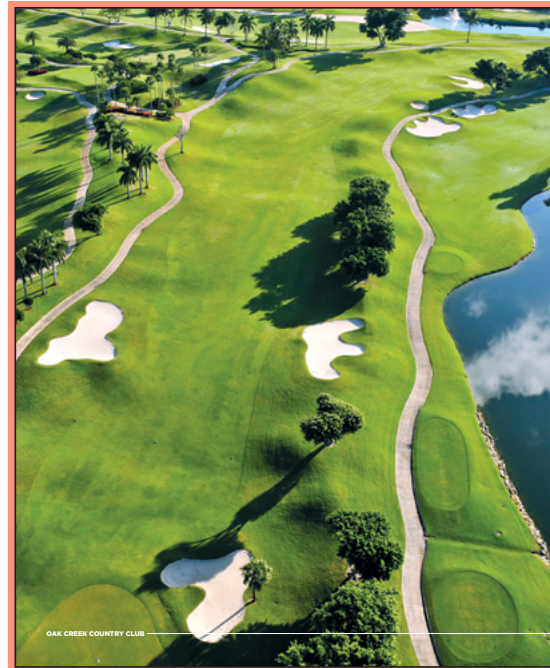
**EAGLE CREEK GOLF & COUNTRY CLUB**  
 11 Cypress View Drive, Naples  
 eaglecreekgolf.com  
 Eagle Creek Golf and Country Club is a 2,000-acre, award-winning gated community on 200 wooded acres, centrally located midway between Naples and Marco Island. Eagle Creek has 400 residences, including condominiums, carriage homes with detached guest units, and estate homes with golf carts. The recently renovated Larry Puckett-designed golf course winds through oaks and pine preserves, with residential housing only on 400 holes. Amenities include a full-service clubhouse, tennis and horse, pool and spa, and a fitness center.

WHAT'S YOUR IDEA OF LIVING IN PARADISE? SOUTHWEST FLORIDA IS HOME TO A SPRAWLING SELECTION OF GATED COMMUNITIES THAT EMPHASIZE FITNESS, SOCIALIZATION, FUN IN THE SUN—OFTEN CENTERED AROUND BREATHTAKING GOLF COURSE VIEWS—AND AMENITIES GALORE.

PHOTOGRAPH BY ANDREW J. WATSON

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# PRINT SPECS



## PRINTER SPECS

**Binding:** Perfect Bound Jog to Head

**Line Screen:** 175-line screen. Min & Max dot size: 5% to 95%  
(Overall printing density of all colors cannot exceed 280%)

Printing Process: Heatset Web Offset

## AD LAYOUT

**Material Format:** PDF/X1-A. No color proofs required.

**Safety:** .25" away from trim edges (.375" from bleed)

**Gutter Safety:** .5" on each side (1" in total)

**Images:** Should be 300 DPI and converted to CMYK. No RGB images. We can convert client-supplied images, however, conversion may result in color variation.

**Contract Proof:** Clients may request to have a contract color proof sent to them. A \$25 charge will apply.

## AD DELIVERY

Please upload via our client center. An upload link will be emailed to you.

## QUESTIONS

**Ad Material Specs/Upload, Deadline Extensions**

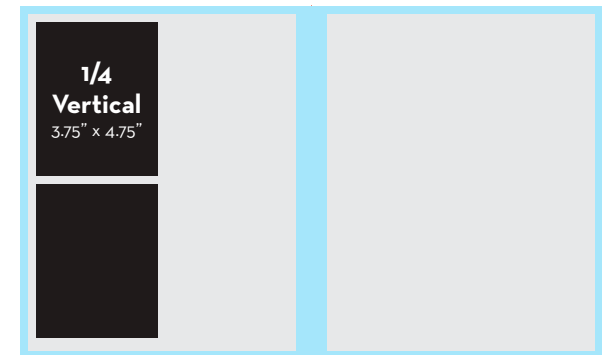
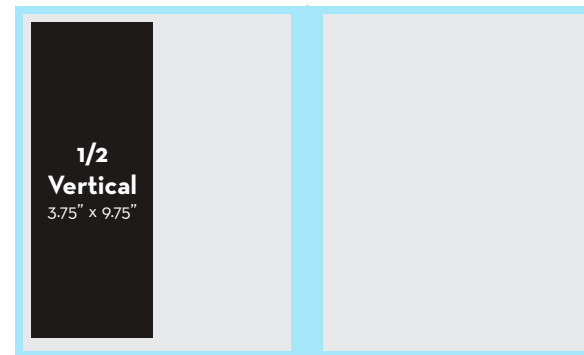
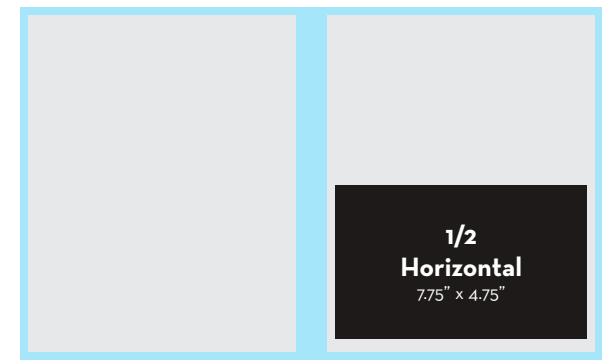
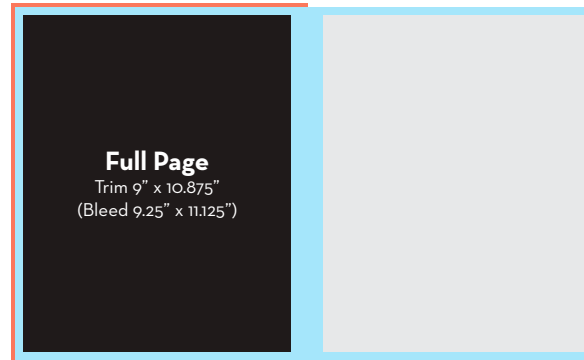
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**Reprints, Paper, Inserts & Plant Operations**

Lourdes Linares | 561.472.2203

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# DIGITAL SPECS

## ADDITIONAL DIGITAL OFFERINGS

### Featured Business Listing:

- Business Name
- Phone Number
- Address
- Website

### Email eBlast (600px x 800px)

- One URL
- Distribution list
- Subject Line

## ARTWORK REQUIREMENTS

Files provided must be jpeg, png, or gif. Please include URL that your artwork will link to when image is clicked; only one URL per ad or eBlast.

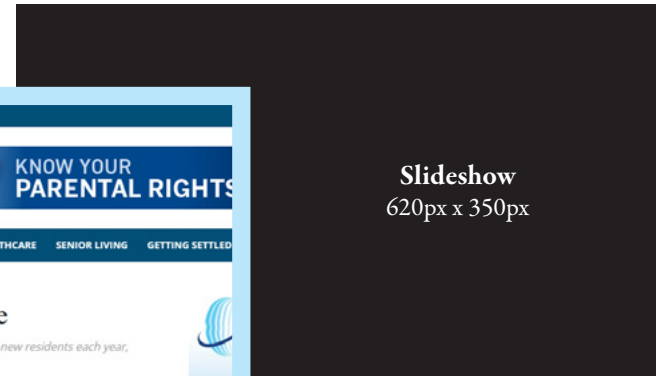
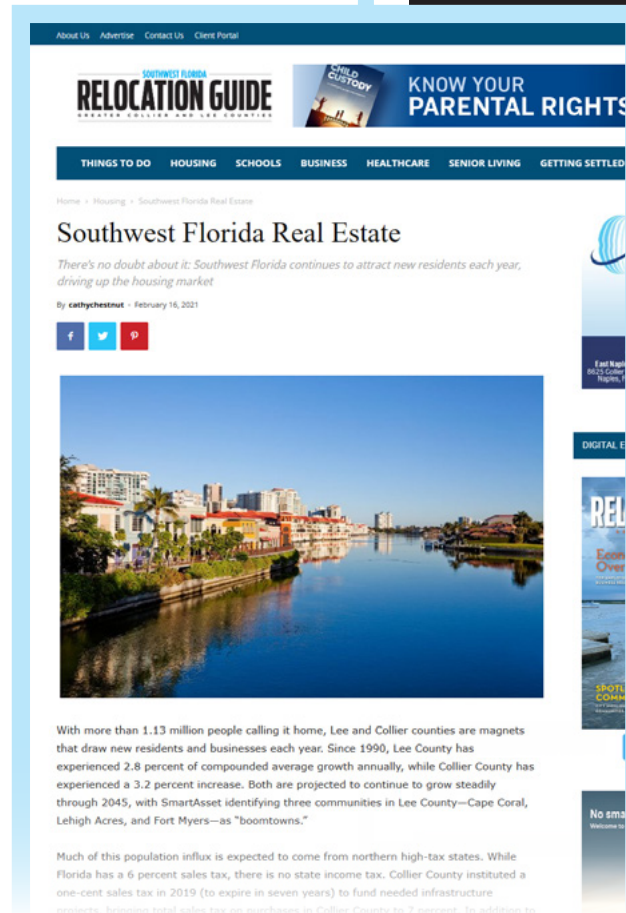
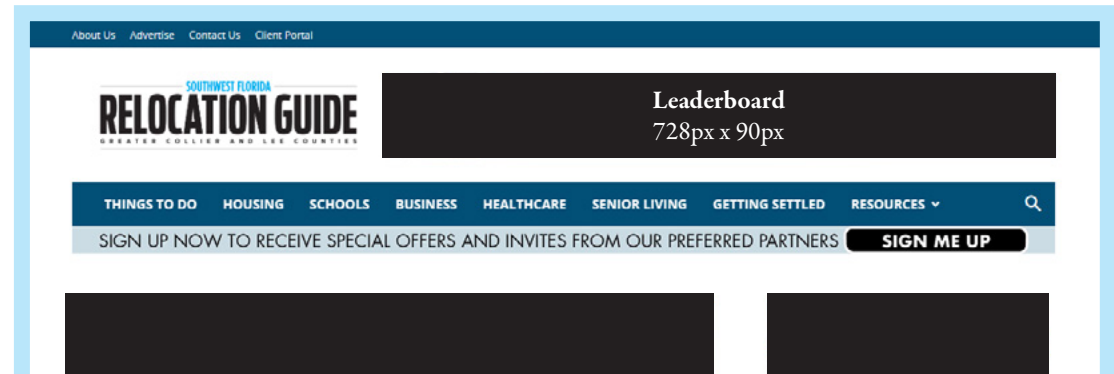
Materials are due 10 business days prior to campaign start. Submit web ready materials. Design services are available for a fee of \$150.

## AD DELIVERY

Submit materials directly to the client center: <https://pbmg.apps.maghub.com/clients>. An upload link will be provided.

## QUESTIONS

Selene Ceballo  
561.472.1907  
sceballo@palmbeachmedia.com



## DIGITAL ADVERTORIAL PAGE

Main Heading (Name of Business/Organization/Person Featured)  
Photo: 2-3 images jpg file format  
Copy: 800 words

## HOME PAGE

# ALIGN YOUR BRAND WITH THE SOUTHWEST FLORIDA RELOCATION GUIDE



## PRIMARY CONTACT FOR ADVERTISING AND MEDIA QUESTIONS

**Meegan Wyatt | Publisher**  
239-298-7511  
mwyatt@naplesillustrated.com

**Kathy Beuttel | Account Manager**  
239-298-7506  
kbeuttel@naplesillustrated.com

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### AD DELIVERY

Please upload via our client center. An upload link will be emailed to you.

For additional questions, please contact:

**Jeffrey Rey | Advertising Design Coordinator**  
561-472-1911  
jrey@palmbeachmedia.com

**PALM BEACH**  
M E D I A   G R O U P

SOUTHWEST FLORIDA  
**RELOCATION GUIDE**  
GREATER COLLIER AND LEE COUNTIES