

10 benefits of advertising in Delaware Beach Life, the magazine of coastal Delaware

1. It's widely distributed in coastal Delaware as well as in the metro-suburban areas of Washington, D.C., Baltimore, Wilmington, Philadelphia, Annapolis and beyond.

2. With an average of three readers per copy, each issue of Delaware Beach Life reaches at least 40,000 to 50,000 potential customers.

3. In addition to being mailed to thousands of paid subscribers in all 50 states and being available on our widespread newsstand network, Delaware Beach Life is mailed to all households in coastal Delaware with an annual income of \$100,000 and higher.

4. It can be found in most doctors' offices, gyms, salons and in other waiting rooms in coastal Delaware.

5. It is also placed in thousands of rental units, hotel rooms, inns and other accommodations in coastal Delaware.

6. Testimonials show that avid readers enjoy every issue from cover to cover, and 95 percent say they save Delaware Beach Life as a coffee-table magazine. That means your ad stays on those coffee tables.

7. Despite Delaware Beach Life's coffee-table quality, advertising is affordable, costing less than 5¢ per reader. Rates start at less than \$100 a week.

8. 98 percent of Delaware Beach Life readers patronize our advertisers, according to our online survey.

9. Delaware Beach Life is the only full-color glossy feature magazine focused on, and rooted in, coastal Delaware. It is THE magazine of coastal Delaware.

10. Advertisers get a free listing on the Delaware Beach Life Web site with a direct link to their own Web site.



For more information, visit www.delawarebeachlife.com.