

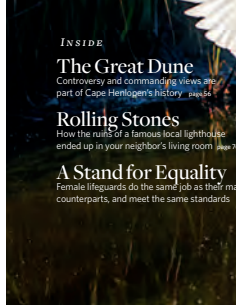
Your Solution to reaching both locals and visitors throughout all of coastal Delaware



“I am one of the legions who look forward to every issue and read every article (and ads!) in each issue. Your magazine has been my go-to for gifts. Kudos to your staff.”



“My house guests read every copy of Delaware Beach Life. They refer to the ads for things to do and places to go. It's really a great resource for both locals and tourists.”



VISIBILITY FACTS

3,000+

The number of rooms in hotels and inns throughout coastal Delaware where your ad will be seen by **millions of visitors** to our beach towns.

357+

The number of medical offices, waiting rooms, gyms and salons where **you'll grab readers' undivided attention** with your ad.

100+

The tally of newsstand locations in coastal Delaware and throughout the entire state, **making your ad visible** to even more potential new customers.

125,000+

The income in dollars of households targeted with free subscriptions. These readers have **the buying power you want.**

YOUR AD IS SEEN EVERYWHERE

Reach More Customers!

In Delaware Beach Life magazine, your ad is seen everywhere in coastal Delaware from Lewes, Rehoboth and Bethany, to Milford, Fenwick Island and Selbyville, and also reaches those in the nearby metro-suburban areas who love our beach towns.

Take advantage of this **strategic, saturated distribution pattern:**

Reach locals.

- enthusiastic paid subscribers
- high-income households
- medical offices, salons, gyms waiting rooms, etc.
- subscriptions targeted to new homeowners
- popular event goodie bags

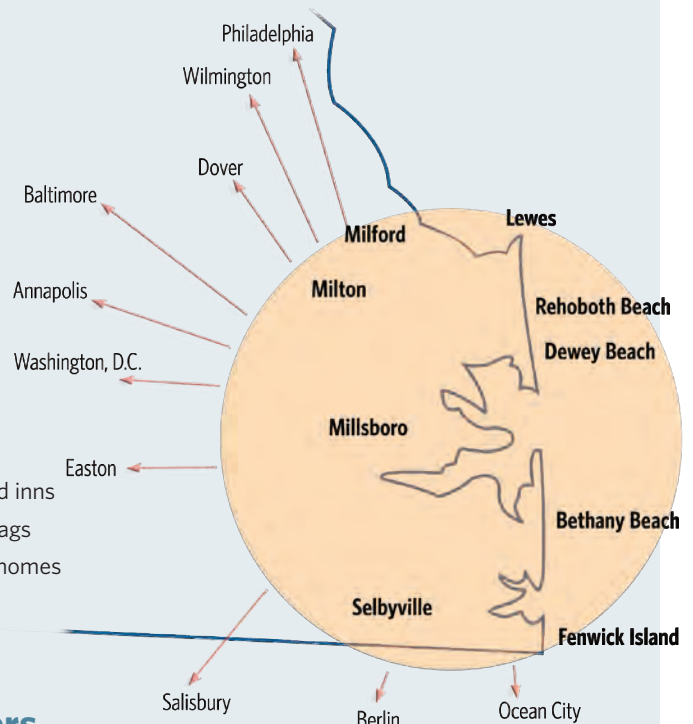
Reach visitors.

- every room in coastal hotels and inns
- chamber of commerce visitor bags
- builder showrooms and model homes
- targeted newsstand locations

Reach online viewers.

- Gain unlimited exposure with an ad on the popular delawarebeachlife.com.
- Drive viewers directly to your website by becoming a "Premier Local Business" on our website.

Print plus digital — it's a potent combination!



Why Delaware Beach Life? These local business owners explain:



Scott Kammerer,
SoDel Concepts

“As a partner, Delaware Beach Life can help elevate any brand, reaching an audience that appreciates all that this area has to offer.”



Carrie Lingo,
Jack Lingo Realtor

“With three generations native to coastal Delaware, we know the real estate market and where to advertise.”



Drexel Davison,
Bad Hair Day

“Delaware Beach Life brings community and business together with a local flavor that's a cut above the rest.”

EDITORIAL MISSION

What is Delaware Beach Life?

Since 2002, Delaware Beach Life has captured the essence of coastal Delaware — its people, history, homes, nature, arts, dining and culture — through award-winning writing, photography and design. Embraced as the area’s premier lifestyle magazine, Delaware Beach Life delivers an avid, affluent, engaged readership that is interested and invested in every issue.

A look inside:

- People profiles
- Dining
- Homes
- History
- Humor
- Arts and music
- Commentaries
- Short Fiction

A sample of our more than 100 awards, which elevate your image:

- Tourism Partner of the Year 2019
Southern Delaware Tourism
- Magazine of the Year 2009, and Finalist 2010, 2014, 2017
International Regional Magazine Association
- Business of the Year Award 2013
Rehoboth Beach-Dewey Beach Chamber of Commerce

Publishing frequency: **8 issues per year** (April through the Winter season)



Delaware Beach Life delivers reader engagement and loyalty:

97%

of our readers patronize our advertisers.

95%

of readers save this magazine, and often share it with their friends.

Attract these highly-educated, affluent readers:

44% have annual income of \$100,000+

79% have bachelor's degree or higher

55% female, 45% male

100% have a deep connection to coastal Delaware

Statistics are from our online reader survey.



Justin Healy,
Ocean Atlantic Sotheby's

“Delaware Beach Life is an exemplary resource that truly assists many of us in selling the local name.”



Randy Burton,
Burton Builder

“Partnering with this magazine has ensured that we are linked to a publication that appreciates the quality of Coastal Sussex and reaches readers who feel the same.”



Jennifer Zerby,
Boardwalk Plaza & Victoria's

“Delaware Beach Life allows us to reach an audience that appreciates quality and attention to detail. A perfect match.”

BONUSES ATOP THE BENEFITS

Perks and Deals

- Become a “Premier Local Business” with a FREE listing on our website, driving traffic to your site.
- Save 15% by running 4 or more ads within 12 months.
- Commit to 6 or more print ads and get a **FREE web ad** extending your reach on delawarebeachlife.com!
- Run 8 print ads and you can **DOUBLE the size** of one of them!
- **Realtors and Builders:** Get a FREE listing on our premier “Home Resources” page, which is also available on our website!
- **Restaurants:** Join the **FREE “Food & Drink” listing**, which is exclusive to those who advertise, and is also viewable on our website!
- Contact us about other special deals!

BUDGET-FRIENDLY CAMPAIGN OPTIONS

Discount Rates

Ad size ↓ Circle size and orientation: (H)orizontal, (V)ertical, or (SQ)uare	Discounted rates based on a commitment of 4 print ads or more within 12 months cost per print ad	Additional online enhancements on delawarebeachlife.com:	
		rotating web ad	premier local business listing
1/6 H or V	395	+50	FREE
1/4 page	495	+50	FREE
1/3 SQ or V	650	+50	FREE
1/2 H or V	975	+50	FREE
2/3 V	1,175	+50	FREE
Full page	1,595	+50	FREE
Double truck	2,695	+50	FREE

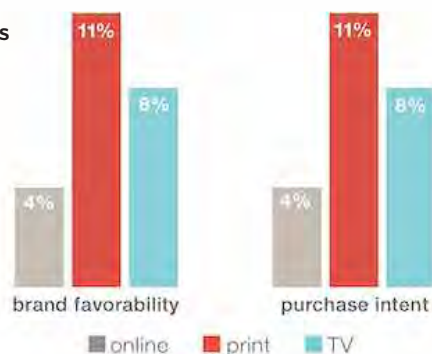
FREE web ad with 6 print ads!

TRUST THE EXPERTS

Research shows that magazines drive brand metrics AND sales

Source: Millward Brown Digital

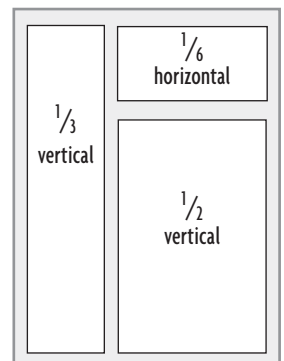
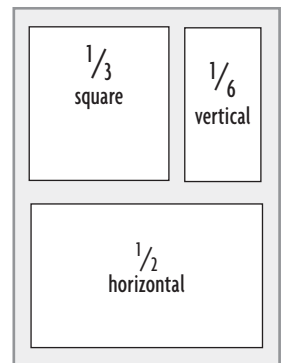
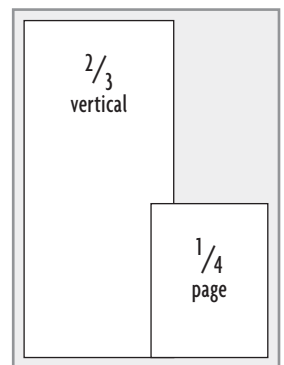
“Print generates highest lift in favorability and purchase intent”



VISUAL GLIMPSE

Ad Shapes

Simply choose an ad shape and we'll handle the rest!
For specific details, request our ad specs sheet.



Let's get started!

(302) 227-9499 • delawarebeachlife.com

