

# DELAWARE Beach Life

Your solution to reaching both locals and visitors throughout all of coastal Delaware. Here's why:

## VERSATILE VISIBILITY



125,000+

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



15,250+

The number of magazines given to hotels and inns throughout coastal Delaware where your ad will be **seen by millions of resort visitors.**



477+

The tally of newsstands, showrooms, gyms, waiting rooms and other locations where Delaware Beach Life is available, **making your ad even more accessible** to potential new customers.



12,000+

The **social media exposure** to Delaware Beach Life's 10,000 Facebook followers and 2,000+ Instagram followers.

## PRINT + DIGITAL = A POWERFUL COMBINATION

In Delaware Beach Life, the premier lifestyle magazine of coastal Delaware, your ad is seen everywhere 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:**

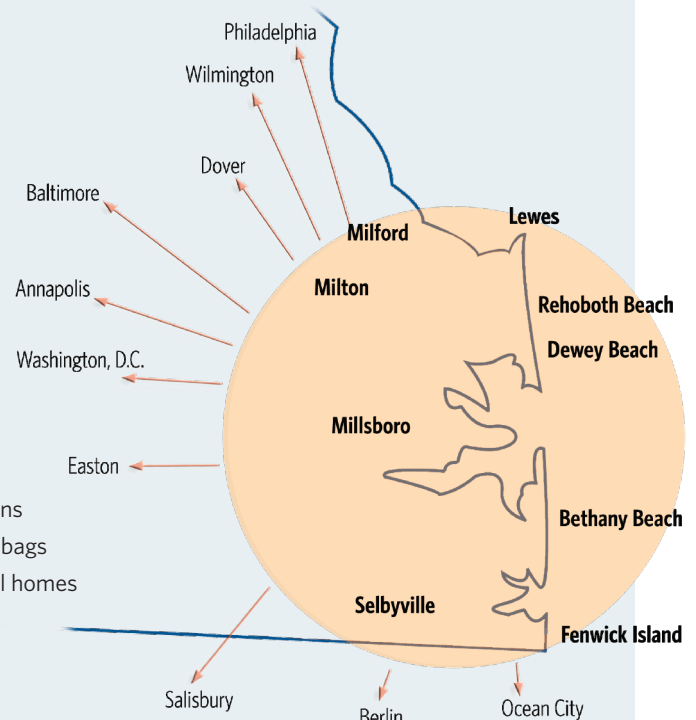
### Print:

#### 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.

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



### Digital:

#### Reach online viewers.

- Gain unlimited exposure with a web ad on the popular delawarebeachlife.com.
- Get permanent online exposure in our digital editions. Your ad, as it appears in print, has a clickable link driving viewers directly to your website.
- Drive viewers to your website via the "Premier Local Business" directory on our website.



## BONUSES ATOP THE BENEFITS

# Perks and Deals

- **Save 15%** by running 4 or more ads within 12 months.
- Run 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!
- Run 8 print ads and get 8 **FREE Facebook and Instagram posts** concurrent with each issue.
- Get a **FREE direct link** in our digital edition, taking viewers to your website.
- Get a **FREE listing** in the "Premier Local Business" directory on our website.
- **Realtors and Builders:** Join the **FREE "Home Resources" listing**, which is exclusive to those who advertise, and is also viewable on our website!
- **Restaurants:** Join the **FREE "Food & Drink" listing**, which is exclusive to those who advertise, and is also viewable on our website!

## Budget-Friendly Campaign Options

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	digital edition with direct link	premier local business listing
1/6 H or V	395	+50	FREE	FREE
1/4 page	495	+50	FREE	FREE
1/3 SQ or V	650	+50	FREE	FREE
1/2 H or V	975	+50	FREE	FREE
2/3 V	1,175	+50	FREE	FREE
Full page	1,595	+50	FREE	FREE
Double truck	2,695	+50	FREE	FREE

**FREE web ad with 6 print ads!**

## WHY? HERE'S WHY:

Local business owners explain how Delaware Beach Life works for them:



Eric Sugrue,  
Big Fish  
Restaurant Group

*"Delaware Beach Life is ingrained in the community of coastal Delaware, which is why we trust them to spread the word about Big Fish Restaurant Group to locals and visitors alike."*



Kathleen Schell,  
Ocean Atlantic  
Sotheby's  
International Realty

*"We've advertised in every single issue since 2002, its inaugural year, and sold \$90 million in real estate that year. We now have sold \$370 million in real estate in 2019. Coincidence? I think not."*



Randy Burton,  
Burton Builders

*"Partnering with Delaware Beach Life has ensured that we are linked to a quality publication that appreciates the quality of Coastal Sussex and reaches readers who appreciate the same."*



Philip Livingston,  
Elegant Slumming  
Fine Jewelry

*"Elegant Slumming has been the destination for supplying the perfect memento of a special celebration for over 25 years. Advertising in Delaware Beach Life is the perfect collaboration because issues are revisited time and again as cherished mementos."*



**LET'S GET STARTED!**

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