

GET MAXIMUM RESULTS WITH

# The Premier Lifestyle Magazine of Coastal Delaware



“Delaware Beach Life is ingrained in the community of coastal Delaware, which is why we trust them to spread the word about us to locals and visitors alike.”

Eric Sugrue, Big Fish Group

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

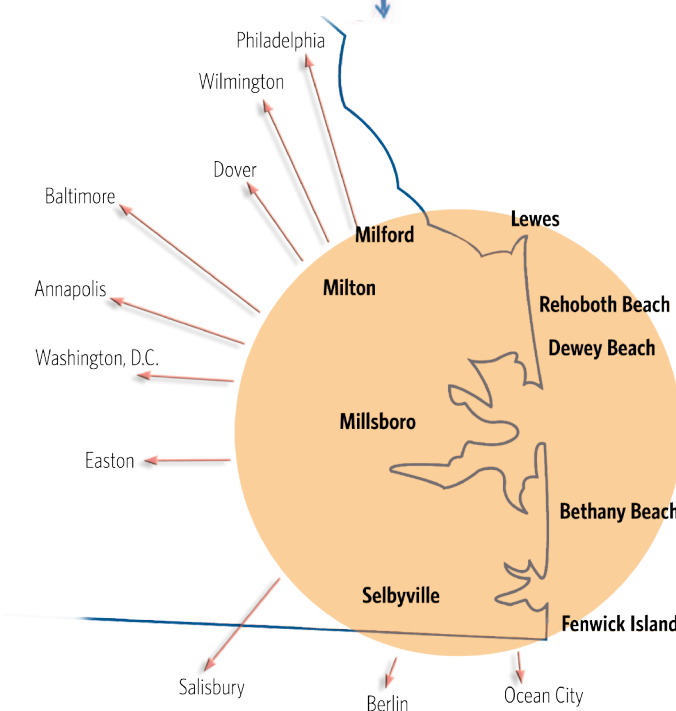
“We can always count on Delaware Beach Life to reach an audience that loves our coastal hometowns as much as we do.”  
Lee Ann Wilkinson, Realtor

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

Delaware Beach Life’s **PRINT + DIGITAL** presence delivers your message to avid, affluent customers, helping you reach locals + visitors + online viewers + social media followers

## OUR MISSION

Delaware Beach Life provides a multi-platform solution, connecting you with a diverse audience across all of coastal Delaware, and engaged readers in the surrounding metro-suburban areas.



## OUR REACH

↳ Delaware Beach Life is mailed to paid subscribers, and other **high-income households**.

Complimentary copies are given to visitors in coastal **hotels, inns and rentals**.

**Copies** are distributed to newsstands, events, welcome bags, showrooms, and other locations.

Your ad in the **digital edition** links to your website. And your ad has ongoing exposure in all previous digital issues.

You get **online exposure** on our website with a link to your website.

You can get **social engagement** via our 15,000+ Facebook and Instagram presence.

# THE DELAWARE BEACH LIFE ADVANTAGE

## Multi-Platform Enhancements

Frequency	15% discount for 4-8 print ads within 12 months	DOUBLE the size of one of your ads at no extra cost	Digital edition, with a link to your website	Online ad on our coastal lifestyle website	Social media posts (8 on Facebook; 8 on Instagram)	"Premier Local Business" web list with link
8x	✓	✓	✓	✓	✓	✓
6x	✓	—	✓	✓	—	✓
4x	✓	—	✓	\$50	—	✓
1 - 3x	—	—	✓	\$50	—	✓

### ✓ Bonus perks!

- **FREE "Home Resources" directory** for home-related businesses in both the print and digital edition, and online
- **FREE "Food & Drink" directory** for restaurants in both the print and digital edition, and online
- Tell your story with our **Business Profile Package!** Ask for details.

## WHO WE ARE

Delaware Beach Life celebrates the unique lifestyle of coastal Delaware, showcasing compelling stories about local people, nature, history, dining, homes, arts, and more!

Being recognized with more than 100 awards for editorial and design excellence — notably named Magazine of the Year, Business of the Year, and Southern Delaware Tourism Partner of the Year — is a reason that

**95% of our readers say they save Delaware Beach Life** on their coffee tables, where they and their guests can continue to view your ads.



## PRINT + DIGITAL

### Two Versions For One Price

Reach avid, affluent readers with our full-color **print magazine** and our online **digital edition**. Delaware Beach Life publishes eight monthly issues per year: **April, May, June, July, August, September, October, Winter.**

ad size	cost per ad after 15% discount *
1/6 page	395
1/4 page	495
1/3 page	695
1/2 page	975
2/3 page	1,175
Full page	1,595
Double truck	2,695

\* Discounted rates are based on a commitment of 4 or more ads within 12 months; 15% upcharge per ad for 1 to 3 ads.

**PRINT + DIGITAL = A powerful combination. Let's get started!**

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