



# OLD NAPLES NEWS

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# NORTH NAPLES NEWS

FLORIDA NEIGHBORHOOD NEWS



2026-2027

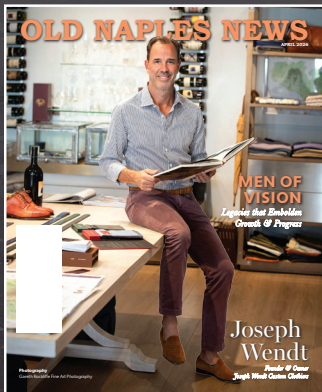
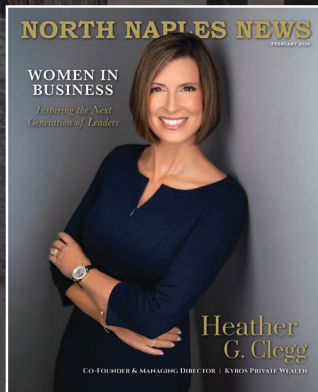
# MEDIA KIT



# OLD NAPLES NEWS

## NORTH NAPLES NEWS

FLORIDA NEIGHBORHOOD NEWS



## WITH NO SUBSCRIPTION FEES

YOUR MESSAGE IS DELIVERED RIGHT INTO THE HOMES OF YOUR TARGET AUDIENCE.

### OLD NAPLES NEWS DIRECT MAIL

- OLD NAPLES • PORT ROYAL
- AQUALANE SHORES • ROYAL HARBOR
- MOORINGS • COQUINA SANDS
- PARK SHORE • GULF SHORE BLVD • SEAGATE

READERSHIP

80K

## AFFLUENT AUDIENCE

READERSHIP AVERAGE AGE

61

AVERAGE INCOME

\$200K

FEMALES

52%

MALES

48%

AVERAGE HOME VALUE

\$1.8M

GRADUATED COLLEGE

64%

### NORTH NAPLES NEWS DIRECT MAIL

- GREY OAKS • ESTUARY AT GREY OAKS
- PINE RIDGE ESTATES • TIBURÓN
- PELICAN MARSH • PELICAN BAY
- COLLIER'S RESERVE • MONTEREY
- VINEYARDS • BAY COLONY GOLF
- HIGH RISES/BAY COLONY
- TALIS PARK • MEDITERRA • BEAR'S PAW

### LOCATION DISTRIBUTION

- EAST WEST FINE ART GALLERY
- JOHN R WOOD PROPERTIES
- DR'S OFFICES
- NCH HOSPITALS
- SWEET ART GALLERY

locally owned and operated

## MECHANICAL SPECS

PAGE DIMENSIONS	LIVE AREA	TRIM	SUPPLIED SIZE	GUTTER
Spread	16.25 x 9.625	17 x 10.375	17.25 x 10.625	.375"
Full Page Bleed	7.75 x 9.625	8.5 x 10.375	8.75 x 10.625	NA
Full Page (No-Bleed)	NA	NA	8 x 9.88	NA
Half Vertical	NA	NA	3.79 x 9.65	NA
Half Horizontal	NA	NA	7.84 x 4.72	NA
Quarter	NA	NA	3.8 x 4.77	NA

## ACCEPTED FILE TYPES

**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.

**CAMERA READY FILES:** Please submit a press quality PDF, TIFF or JPG in CMYK color, minimum of 300 dpi. All files should be flattened and text converted to paths to avoid any font issues.

**LOGOS:** EPS format preferred. PDF, TIFF, JPG, PSD will be accepted as long as 300 dpi in CMYK color.

**BLACK:** If using black for a background, use CMYK color values of 40, 30, 30, 100.

## DEADLINES & ISSUES

MONTH(S)	ISSUE	EDITORIAL DUE	CAMERA READY ARTWORK
November	Season of Sophistication	9/29/26	10/1/26
December	Wrapped in Luxury	10/27/26	10/30/26
January	An Affair with the Arts	11/24/26	11/24/26
February	Women in Business	12/28/26	12/28/26
March	Med Spas	1/28/27	1/28/27
April	Men of Vision	2/24/27	2/24/27
May/June/July	Sunshine State of Mind	3/24/27	3/29/27
Mid-Aug/Sept/Oct	Sizzle Dining/Summer Promos	7/15/27	7/20/27

## PRINT RATES

TWO-PAGE SPREAD	FULL PAGE	1/2 VERT/HORZ	1/4 VERTICAL
1X \$2900 Flat Rate	1X \$1650 Flat Rate	1X \$850 Flat Rate	1X \$450 Flat Rate
3X \$2740 Per Issue	3X \$1518 Per Issue	3X \$800 Per Issue	3X \$425 Per Issue
6X \$2535 Per Issue	6X \$1392 Per Issue	6X \$750 Per Issue	6X \$400 Per Issue
8X \$2330 Per Issue	8X \$1265 Per Issue	8X \$700 Per Issue	8X \$375 Per Issue

**\*Rates are Per Issue/Per Publication**

*Premium page positions may be available, please speak with your Ad Executive regarding availability and pricing.  
Please talk to your Rep Regarding Non-Profit Rates*

## IN HOUSE AD DESIGN

If you need the Florida Neighborhood News Staff to design your ad for, please check box on contract.  
(Please include price of ad design to your check or payment)

Spread: \$300 | Full: \$150 | Half: \$75 | QP: \$50 | Changes to Previous Ad: \$40



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# NORTH NAPLES NEWS

FLORIDA NEIGHBORHOOD NEWS

If the Florida Neighborhood News staff is designing your ad, materials must be sent at least one week before camera ready ad deadline.  
Email materials to [rebecca@floridaneighborhoodnews.com](mailto:rebecca@floridaneighborhoodnews.com)

Ad Size \_\_\_\_\_ Vertical *(half page only)*  Horizontal *(half page only)*

Publication/ONN  NNN  Both

Rate \_\_\_\_\_ Start Issue \_\_\_\_\_ Last Issue \_\_\_\_\_ Term \_\_\_\_\_  
*(PER ISSUE)*

Company Name \_\_\_\_\_

Billing Address \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Advertiser Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

Account Associate Signature \_\_\_\_\_ Date \_\_\_\_\_

## SPECIAL SECTION ADVERTISING ONLY

Rate \_\_\_\_\_ Issue \_\_\_\_\_ Ad Size \_\_\_\_\_ Vertical *(half page only)*  Horizontal *(half page only)*   
*Pricing is only for Special Section Issues*

## NOTES FOR LAYOUT

### IN HOUSE AD DESIGN

If you need the Florida Neighborhood News Staff to design your ad for, please check box below.  
*(Please include price of ad design to your check or payment)*

**CHANGES (\$40)**  **1/4 (\$50)**  **1/2 (\$75)**  **FP (\$150)**  **SPREAD (\$300)**  
*(from previous ad)*

Please send all copy, high resolution photos (300 dpi), logo (eps preferred) to [rebecca@floridaneighborhoodnews.com](mailto:rebecca@floridaneighborhoodnews.com).  
If you need to contact our designer she can be reached at 239.285.5101.