

thejournal
WHERE SOCIAL LIFE MEETS SOCIAL GOOD

PHILANTHROPIST OF THE YEAR

John Smith discusses the reasons behind his charitable efforts in Southwest Florida

SOCIAL REGISTER
The hottest & newest gates of the year

THE NEW ETIQUETTE
What you need to know about the latest social graces



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The Journal

Meet your new neighbor!

The Journal brings a new look and feel to the neighborhood. You can now expect to see regular coverage on the local philanthropic, arts and social scene.

Target Audience

Exclusive upscale communities in Collier and South Lee Counties.

Modular ad rates, full color

Full page	9.17" (6 col.) x 10"	\$1000
1/2 page V	4.5" (3 col.) x 10"	\$575
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Back cover	(contract rate)	\$1500
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Deadlines

15th of the month prior to publication

community publications

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Distribution

The Journal will be distributed via a powerful combination of direct mail and Naples Daily News paid subscribership.

NAPLES: Port Royal, Aqualane Shores, Olde Naples, Coquina Sands, Moorings, Park Shore, Gulf Shore, Royal Harbor, Grey Oaks, Estuary and Pelican Bay.

BONITA: The Brooks, Bonita Bay, Pelican Landing, Little Hickory Shores, Audubon Country Club, The Colony, Bonita Beach, Marsh Landing, Barefoot Beach, Pelican Sound, West Bay Club.

NORTH NAPLES: Collier Reserve, Quail Creek Village, The Strand, Meditera, Tiburon, Twin Eagle, Saturnia Lakes, Pebble Brooke, Ibis Cove, Orchards, Stonewood, Island Walk, Village Walk, Pelican Marsh, Vineyards, Longshore Lakes, Villages of Monterey, Stonebridge, Walden Oaks, Pipers Grove, Tall Pines, Emerald Lakes, Lakeside Autumn Woods, Wilshire Lakes, Calusa Bay, Timberline Cay Lagoon, Willow Park, Orange Blossom, I-75 Livingston and Palm River.

Publication schedule

Published the 1st Thursday of the month, each month has a unique editorial theme:

January	An anniversary year
February	Fresh faces
March	Wine and dine
April	All in a name
May	Season in review
June/July	Home entertaining <i>Published Thursday June 21st</i>
August/Sept.	All my children <i>Published Thursday August 16th</i>
October	Political people
November	Next generation of volunteers
December	Best of the best

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