

Lifestyle

RESOURCES FOR SOUTHWEST FLORIDA

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I'm a resident of Bonita Springs and in addition to new home buyers aged 50 and up, we're now seeing young professionals and their families moving here. You could become their Go-To place for home, health, dining and more! We've been publishing *Lifestyle* in the Chicago marketplace for 20+ years ... and now we're bringing this guide to Southwest Florida.

Lifestyle, Resources for SWFL

Candice Kuhnen, ABC Communications Inc.

JOIN LOCAL BUSINESSES IN THESE AREAS TO PROMOTE YOUR PRODUCT AND SERVICES TO NEWCOMERS TO SWFL.

CHARLOTTE COUNTY

BABCOCK RANCH
33917, 33982
PUNTA GORDA
33950, 33951

LEE COUNTY

CAPE CORAL
33914
SANIBEL ISLAND
33957
CAPTIVA ISLAND
33924
FORT MYERS BEACH
33931, 33932
FORT MYERS
33908, 33912, 33966
ESTERO
33967, 34134, 34135
BONITA SPRINGS
34135, 34134, 34110,
34135

COLLIER COUNTY

NORTH NAPLES
34103, 34107, 34108,
34109, 34110, 34134
NAPLES
34102, 34104, 34105,
34112, 34113, 34114,
34116, 34117, 34119,
34120
MARCO ISLAND
34135

DEADLINE NOV 2024
PUBLISHES DEC 2024

Lifestyle, Resources for SWFL is a comprehensive guide for those moving into this marketplace. They want and need to know resources for home improvement, personal and professional services, dining and entertaining as they get situated. We have the following features in *Lifestyle*:

- Write-ups about the cities of SW Florida – from Punta Gorda to Marco Island.
- Home & Garden: Luxury home builder, home watch, home furnishings, landscaper, pools, home theatre, interior design and more
- Professional & personal services
- Senior services
- Dining & entertaining
- Health & Wellness professionals

The housing market is rapidly growing in southwest Florida and *Lifestyle* covers Punta Gorda to Marco Island. Say hello to those who have home values of \$500,000+

- 18,000 New homeowners in last 12 months to southwest Florida
- 4,000 Real estate offices (2000+ offices anticipated, as per 2023)
- 3,000 Real estate developers (ongoing distribution)
- 3,000 Property managers, gated communities. We will mail to "Property Manager" then, with a follow up call, we will provide extra books for new residents moving into their communities.
- 3,000 Local businesses: best contact person – mostly owner's name, phone, email and mailing address
- 2,000 Key community leaders: Municipality, Chamber, Library, Park District, Post Office, Police Chief, Fire Chief
- 2,000 Corporate HR with 20+ employees
- 2,000 Chamber, Community and Charity events
- 1,000 ABC signature events – Party on the Parkway, Ladies Who Lunch, Santa Cause™
- 1,000 Hotels
- 1,000 Advertisers and on-hand
- 40,000 Printed copies 2024-2025 *Lifestyle, Resources for SWFL*

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I would like to be in the 2024 issue of *Lifestyle, Resources for SWFL*!

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