

Your ad will be seen by affluent, educated readers.



The Naples Journal offers advertisers an extremely unique audience.

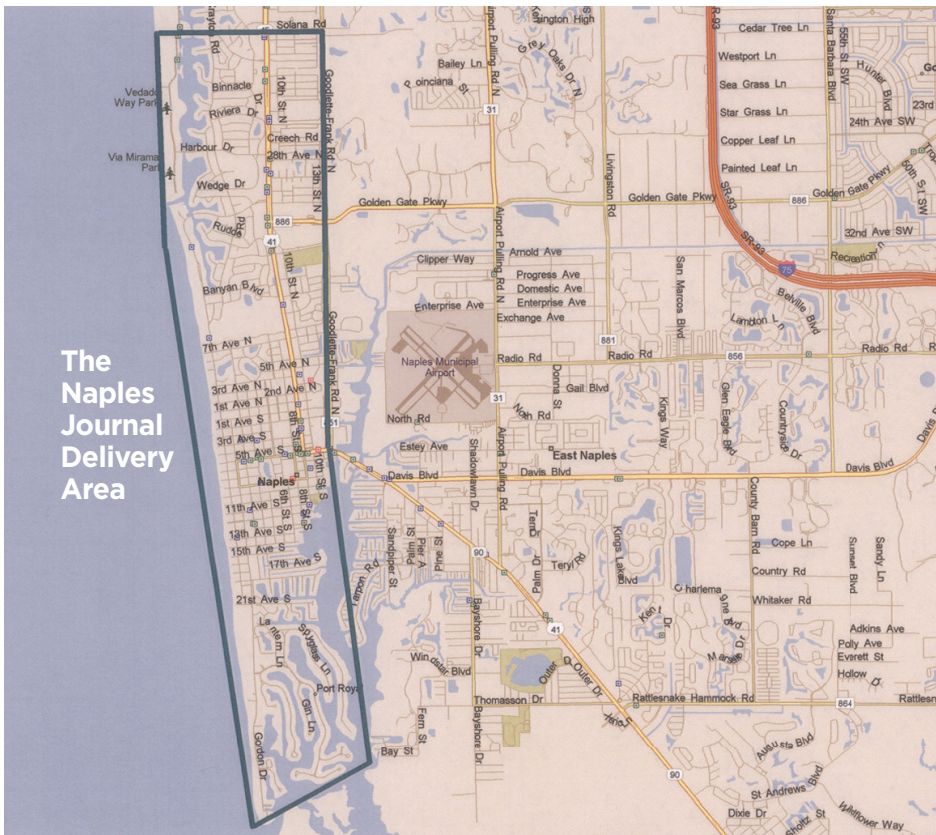
- **84%** are homeowners
- **64%** are married
- **53%** are 55+
- **23%** are between the ages of 35-54
- **70%** have some college or higher
- **48%** have household incomes greater than \$100K
- **77%** have household incomes greater than \$75K

Your ad in Naples Journal will reach high-income buyers where they live.

- The Naples Journal has a total circulation of 12,000 papers, which are direct mailed to homes in a wide variety of upscale communities.
- The Naples Journal gives your business direct access to the high income households in Naples.

The Naples Journal is delivered monthly to the following affluent communities:

- *Olde Naples*
- *Port Royal*
- *Park Shore*
- *Moorings*
- *Aqualane Shores*
- *Gulf Shore*
- *Royal Harbor*



The Naples Journal Delivery Area

Reserve your opportunity right now ... call today!
(239) 213-6077

DemographicsNow, 2008
Scarborough Research, R1, 2008

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Your sales message in the Naples Journal will reach a broad, affluent audience!