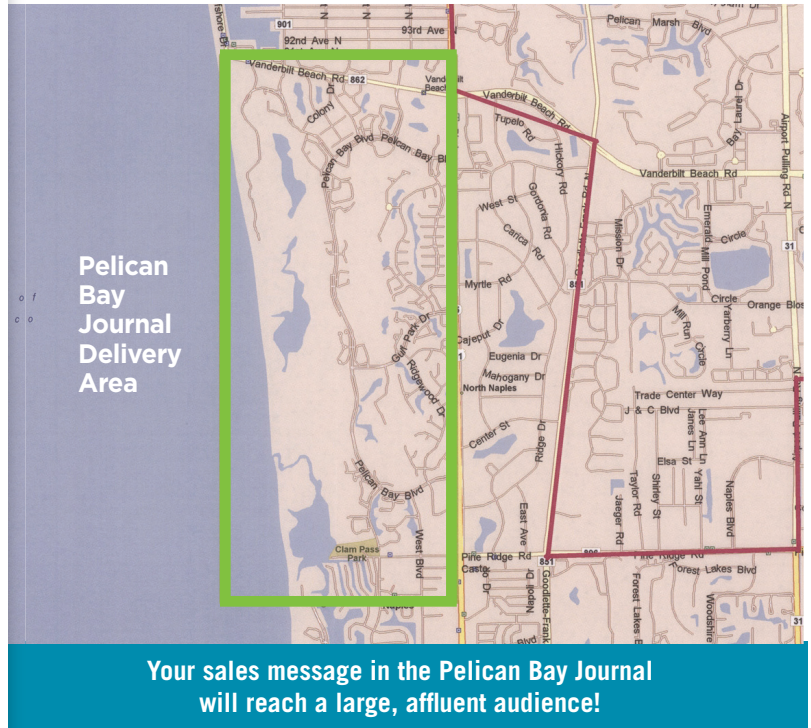


Sell to a wealthy audience of seasonal residents.



The Pelican Bay Journal is a monthly print publication that provides the Pelican Bay area with information of great interest to the community.

- 7,000 copies are mailed directly to Pelican Bay residences in season.
- The Pelican Bay Journal covers information such as social events and activities, charitable opportunities and events, The Philharmonic, and information on advertisers in the Journal.
- Serves as an outside, non-biased voice for the community.

Your ad will be seen by a wide variety of buyers.

- **33%** of the Pelican Bay Journal readers (seasonal or permanent) have incomes between \$75,000 and \$100,000 per year.
- **46%** of Pelican Bay Journal readers (seasonal or permanent) have incomes greater than \$100,000 per year.
- **52%** are over age 55
- **38%** are between the ages of 35-54
- **68%** have some college or higher
- **7%** have children in the household

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DemographicsNow, 2008
Scarborough Research, R1, 2008

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