Gulf Coast Family provides unique, high-value access to the greater Tampa Bay market. Family-centered content and targeted distribution combine to create a powerful reading audience, which constitutes the core demographic of our local economy.

60,000+ Circulated Monthly

Gulf Coast Family is a free publication that is distributed monthly to more than 1,300 locations throughout Pinellas and Hillsborough Counties including these great locations:

Select locations for these other family friendly businesses:

Distribution locations also include...

- over 300 schools and preschools
- homeschool groups
- libraries
- government offices
- sports and recreation centers
- dance studios
- restaurants
- retail stores
- hospitals
- health care centers
- doctor offices
- dental offices
- banks
- summer camps
- churches
- corporate offices
- local events

Locations subject to change

Gulf Coast Family Newspaper
727-612-0783
gulfcoastfamily.org
Gulf Coast Family is easy-to-find and a favorite resource of local families. Parents have come to depend on Gulf Coast Family to provide them with information to assist them in growing happy, healthy families.

Advertise in Gulf Coast Family and reach the most responsive moms in the Tampa Bay area.

- Great Atmosphere in a Credible, Locally-Owned Magazine
- Targeted Distribution, with 35,000+ distributed monthly in Pinellas County
- Friendly Service and Experienced Marketing Consultants at Your Finger Tips
- Best of All - It Works!

Rack Locations

Bob Evans  McDonald’s
Carmelitas  Pinellas County Library
Chick-fil-a  Perkins
CVS Pharmacy  Rec. Center
Joto’s Pizza  St. Pete Pediatrics
Lifestyle Family Fitness  Miscellaneous

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gulfcoastfamily.org
Gulf Coast Family provides quality content, distribution, readership, and results.

Preschools

Private Schools

Gulf Coast Family

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Schools/Preschools
Gulf Coast Family works collaboratively with our advertisers to help achieve their goals while simultaneously benefiting our audience with the resources being advertised to them. Gulf Coast Family isn’t just a newspaper or a Web site; it represents a community of local families who want to grow stronger while contributing to the greater good of society.

We offer these proven, repeatable benefits to our advertisers:

• Our ability to increase qualified leads. When we increase your qualified leads, we are decreasing your overall cost per lead. And when a product or service matches the needs or interests of our audience members, they typically respond with vigor.

• We consistently increase brand awareness for our advertisers. As many have discovered, we have the unique ability to present their offerings in a multidimensional environment.

• We decrease the time it takes to deliver leads through ads in our channels. Most advertisers see how eagerly our audience seeks out valuable offerings and even promotes these to others in like-minded communities.

• Gulf Coast Family is recognized by local families for our commitment to quality. The trust our audience has in us can be transferred to our advertisers because our audience expects us to be very discerning about who we allow to advertise with us. This trust can be leveraged within our channels for the good of your outreach.

Let us help you reach our audience in a manner that befits your offering. We’ll provide you with unparalleled, cost-effective opportunities to maximize visibility in an optimal setting in order to build your brand awareness, generate qualified leads, drive traffic to your Web site and effect sales.
Editorial

Gulf Coast Family Newspaper offers a joyful approach to family life, by delivering real ideas for and from real families right here in the Tampa Bay area. Our lively and informative content focuses on encouraging families and on making the most of family time together through cooking, crafts, celebrations, volunteering, travel and other family activities.

High-Quality Editorial
Our family-focused editorial is filled with practical, insightful articles on issues of direct concern to families’ right here in the Tampa Bay area. Our special-focus articles not only enhance reader interest but they also provide added value to your advertising dollar!

Ads That Get Noticed
Our format and design accommodate the lifestyle of today’s busier-than-ever families and professionals. In Gulf Coast Family, ads are high profile and don’t get lost or buried. Our paper gets read, which means your ad gets read.

Extended Shelf Life
Thanks to the publication’s practical and event-oriented features, Gulf Coast Family holds its value throughout the month.

727-612-0783
gulfcoastfamily.org
Editorial

Gulf Coast Family readers are well-educated, affluent, consumer-oriented parents who put the needs of their children and family first. Partner with us today to maximize the effectiveness of your advertising dollar.

Balanced Content
Gulf Coast Family readers seek balance among their work, their families, and their personal lives, and our editorial seeks to help them achieve this sense of balance. By focusing on issues in parenting and business in addition to health, culture and relationships, our editorial seeks to address the many aspects of a busy family life.

Professional Design and Quality
Gulf Coast Family is smartly designed and printed on High-Bright paper using all-digital technology. Digital imaging guarantees the best quality ad reproduction available.

Our Commitment to You
Our staff is committed to helping you reach your business goals. Our focus is always to meet and exceed the needs of our readers and business partners. We understand the importance of quality service and strive to maintain high service standards every step of the way.
Editorial Calendar 2011

Gulf Coast Family offers a fresh perspective on issues concerning the family, friendship, dating, entertainment, school and much more.

January
• Annual Health, Fitness & Finance Issue
• School Open House and Spring School Directory
• Living Green

February
• School Open House and Spring School Directory
• Annual Arts & Enrichment - Dance, Gym, Theater, Music, Art and Retail Supplies & Accessories
• Valentine’s Day Activities, Entertainment, and Dining

March
• Kick-Off to Spring/Summer Camps & Activities
• School Open House and Spring School Directory
• Spring Shopping Guide – Retail Supplies & Accessories

April
• Summer Camps & Activities
• Easter Egg Hunts, Dining & Spring Activities
• School Open House and Spring School Directory

May
• All About Babies: Prenatal / Postnatal Health, Baby Care
• Summer Camps & Activities
• Summer Splash - Supplies & Accessories

June
• Summer of Fun: Attractions, Events, Amusements & Weekend Get Always!
• Summer Camps & Activities
• Spotlight Your Business Advertorial Opportunity

July
• Annual Party & Event Guide
• Summer Camps & Activities
• Spotlight on America

August
• Before & After-School Activities
• Back to School Guide including Back-to-School shopping guide
• Fall School Directory

September
• Before & After-School Activities
• Assemblies, Field Trips, Group Sales, Carnivals, At-School Programs & More
• Education / Back-to-school

October
• All About Babies: Prenatal / Postnatal Health, Baby Care
• School Open House Directory
• Fall Festivals

November
• Holiday Activities, Entertainment, Dining, Crafts, Toy/Games Review
• Gift & Holiday Special Sales
• School Open House Directory

December
• Holiday Activities, Entertainment, Dining, Crafts, Toy/Games Review
• Gift & Holiday Special Sales
• School Open House Directory

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