

ADVERTISER FACT SHEET

The SunDial

WHY ADVERTISE IN THE SUNDIAL?

General information:

- Print run per issue: 10,000 copies (*offset lithography by Thompson Press, Miami*)
- A free publication distributed at Haulover Park's clothing-optional beach & other naturist venues
- With a maximum of four pages of ads per issue, your ad will be noticed
- Online version at www.sffb.com with separate online display ads included with print ad package (*website unique visits approximately 26,000 per month*)

If you own or manage a South Florida hotel, restaurant, or other hospitality business:

- Naturist/nudist demographics trend toward higher income bracket 'empty-nesters'
- Haulover Park's naturist beach is a major South Florida tourist draw, receiving over one million visits per year*
- 50% of Haulover Beach visitors are tourists**
- 44% of visitors to Haulover's naturist beach planned to spend at least \$1,000 during their visit; of those, 31% estimated they would spend more than \$4,000**

*based on estimates from parking revenue by M-D Parks & Recreation Department

**based on survey of 1/11/2004 conducted by B.E.A.C.H.E.S. Foundation Institute

If you own or manage a naturist/nudist resort, travel agency or related business:

- Reach a pre-qualified readership of skinny-dippers and nude sunbathers looking for new nude recreation opportunities and experiences
- Address a new market: 95% of SunDial readers are not members of the national organizations and do not receive or read *Nude & Natural* magazine or *The Bulletin*
- Advertising in the SunDial is cited by the management of Sunsport Gardens Family Naturist Resort in Palm Beach as the #1 source of new visitors

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- Ad sales: Contact Albert Pantaleon at 305-216-9282 or at panta@gate.net
 - Online version, advertiser rate sheet & technical specs sheet: www.sffb.com/sundialx.html
 - Email for ad copy attachments or technical questions: sundial@sffb.com
 - (If > 10 MB file, please use FTP as noted on technical specs sheet)

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