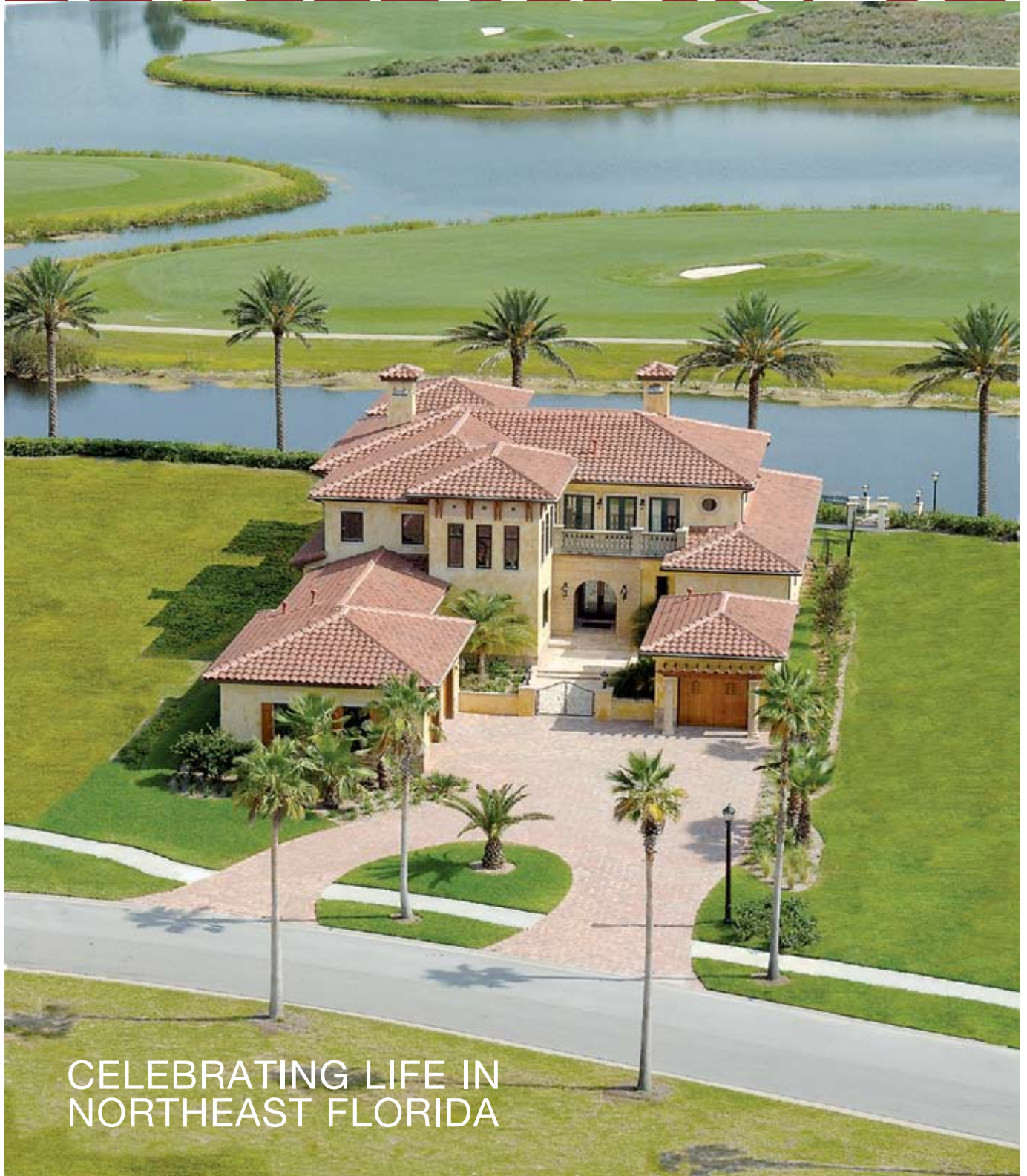


JACKSONVILLE Homebuyer

BEST CONSUMER MAGAZINE
2006 Laurel Award Winner—4th Consecutive Year



CELEBRATING LIFE IN
NORTHEAST FLORIDA

JACKSONVILLE Homebuyer

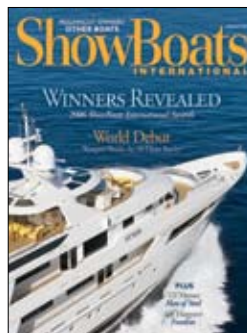
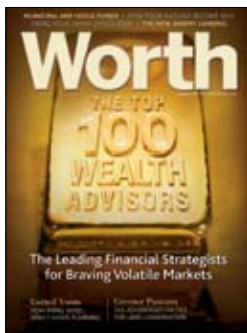
A CurtCo Media Publication

About CurtCo Media

For two decades, CurtCo Media has operated more than 45 vertical magazines, both new magazine launches and acquisitions. Today, CurtCo Media serves the ultra-luxury markets with a powerful network of leading lifestyle publications. These include the world's most acclaimed journal of connoisseurship, *Robb Report*, as well as *Worth*, *ShowBoats International*, *The Robb Report Collection*, *Robb Report Home Entertainment*, *Robb Report MotorCycling*, *Robb Report Luxury Home*, *Robb Report Vacation Homes* and CurtCo's *Digital TV & Sound*.

In 2004 CurtCo added to its growing portfolio of publications the *Homebuyer* family of regional relocation magazines, including *Gulfshore Life's Homebuyer*, *Jacksonville Homebuyer*, *Orlando Homebuyer*, *SARASOTA Magazine's Homebuyer* and *Tampa Bay Homebuyer*.

In addition to the *Homebuyer* titles, CurtCo Media publishes award-winning luxury lifestyle magazines in Naples (*Gulfshore Life*) and Sarasota (*SARASOTA Magazine*), as well as numerous niche magazines related to business, the arts, home design and tourism.



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Celebrating Life in Northeast Florida

Northeast Florida is among the most desirable regions in the country in which to live, work and play. It offers everything from amenity-rich gated communities to charming beachfront neighborhoods; from innovative mixed-use developments to hidden downtown enclaves. And an expanding transportation network has brought outlying counties into the mainstream, fostering growth in rural areas that are now just a short commute to major employment centers.

There is just one publication that caters specifically to the homebuyer market—both locals and relocators—with lively editorial content and beautiful photography. *Jacksonville Homebuyer* is the only publication that offers a glossy showcase for the region's explosive real estate industry and a comprehensive resource for consumers. Published six times annually, in January, March, May, July, September and November. *Jacksonville Homebuyer* allows advertisers to take advantage of seasonal trends while offering readers the most up-to-date information possible. A typical issue includes:

Features and Departments

- **Community Roundup.** An insider's guide to Northeast Florida's neighborhoods in all their variety—from exclusive riverfront enclaves to family friendly mixed-use developments. Facts and figures, plus a sense of ambience and local color.
- **Newcomers Guide.** Northeast Florida is unlike any other region of the state, and with this overview that combines hard data with tongue-in-check commentary, we tell newcomers—even old-timers—about the region's simple pleasures and hidden treasures.
- **Trends.** Experts discuss the Northeast Florida real estate market, architectural styling and home products, and offer opinions about where the hot spots are now—and where they will be in the future.

- **Interiors.** We're on top of what's new—from flooring to furnishings to fixtures.

- **Profiles.** We get up close and personal with building industry professionals who work hard to make Northeast Florida an even better place in which to live.

- **Special Features.** Look for spotlights on retirement living, outdoor recreation areas, family-friendly developments, remodeling and much more.

Resources

- **Single-family Directory.** The most comprehensive and detailed listings you'll find anywhere of Northeast Florida's new home communities—in every price range.

- **Multifamily Directory.** A spotlight of the burgeoning multi-family market—from downtown skyscrapers to beachfront get-aways; from apartment conversions to historic restorations.

- **Preferred Builders and Remodelers.** A listing of the region's top new home builders and remodelers, along with tips for choosing a builder you can trust.

- **Preferred Interior Designers.** A listing of the region's top interior design professionals, along with their industry certifications.

- **Public School Rankings.** Every public school in five counties is listed, including test scores, school grades and class sizes.

- **Private School Directory.** A listing of selected private schools in five counties, including certifications and tips on choosing a private school.



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Targeted Distribution, Qualified Readers

Jacksonville *Homebuyer* is the only content-driven magazine in the region dedicated exclusively to the real estate industry and targeting readers who are interested in purchasing homes. Therefore, the distribution network is carefully designed to reach potential buyers and to provide them with the information they need to make decisions. Each year, 120,000 copies (20,000 copies every two months) are distributed through the following avenues:

- **Real Estate Offices.** Free distribution through the region's busiest real estate offices, with a special emphasis on offices with strong relocation divisions.
- **Top Real Estate Agents.** More than 1,000 of the region's top-volume and award winning real estate agents receive individual by-mail subscriptions to maximize usage.
- **Top Real Estate Broker/Owners.** Issues are also mailed to the brokers of the top 50 busiest real estate offices.
- **Newsstands.** Paid distribution at more than 130 local, regional, state and national newsstands selected for their high traffic and their upscale demographics. Of note: *Jacksonville Homebuyer* is the only local real estate publication with a newsstand presence.
- **High-Income Homeowners.** For advertisers interested in reaching the most affluent local residents, over the course of the year every issue is mailed to 2,000 of the 12,000 area homes with household incomes of \$175,000 and up. Because the mailing is done on a rotating basis, advertisers will reach 100 percent of these homes during a year schedule.
- **Chamber Relocation Inquiries.** Mail distribution to out-of-area relocation inquiries coming to every major chamber of commerce serving Northeast Florida.
- **Internet Relocation Inquiries.** Mail distribution to out-of-area relocation inquiries generated by our interactive Web site, www.florida-homebuyer.com. These red-hot leads are also distributed to advertisers for personal followup.
- **Hotels Catering to Business Clients.** Bulk distribution to selected hotels that primarily serve business travelers and relocaters looking for permanent housing.
- **Corporate Relocation Departments.** Bulk distribution through human resources and recruitment divisions at the region's major employers.
- **Model Centers.** Free distribution through high-traffic model centers in the region's most desirable real estate developments.
- **Home Retail Outlets and Design Centers.** Free distribution through stores and showrooms that attract shoppers who are either looking for a new home or renovating their current one.
- **Executive Relocation List.** Mail distribution to top executives of major corporations throughout the Northeast, Midwest, Atlanta and Jacksonville who may be looking for second homes, retirement homes, investment property or corporate relocation opportunities.
- **Special Events.** Free distribution at real estate-related events, including those sponsored by the Northeast Florida Builders Association.

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The Power of Magazines

- **Readership.** Magazine readers seek out their favorite publications because they are interested in the content and are seeking information or entertainment.
- **Response.** The prime prospects for most products are more likely to respond to a magazine ad than to a television commercial.
- **Believability.** Magazines rank among the most trusted and credible of all media, print or broadcast.
- **Usefulness.** Magazines satisfy the need to know in depth, and cater specifically to personal interests.
- **Tangibility.** A magazine is a substantial purchase, offering long shelf life and high pass-along readership. Magazine ads can produce results six months and even a year after publication.
- **Efficiency.** Magazine advertising rates are reasonable, especially considering their effectiveness at zeroing in on prime prospects.
- **Compatibility.** Magazines create an environment of their own. As a result, the advertiser purchases a frame of mind as well as a frame of reference.
- **Accessibility.** Magazines aren't relegated to missed time slots. They will wait for their readers to return to them in their own good time.

Source: Simmons Market Research Bureau.

Why Jacksonville Homebuyer? Here Are Six Good Reasons

1. **Targeted Distribution.** *Jacksonville Homebuyer* is the region's only content-driven publication dedicated exclusively to homebuying. Everyone reading this publication does so to gather information for making homebuying decisions.
2. **Unsurpassed Editorial.** *Jacksonville Homebuyer* provides lively, reader-friendly content that reflects the region's real estate market in all its aspects.
3. **Lowest Advertising Rates.** *Jacksonville Homebuyer* offers display advertising at lower rates than any of the region's other glossy periodicals.
4. **Creative Advertising Packages.** By combining display advertising with full-page advertorial text and reprints, advertisers in *Jacksonville Homebuyer* can enjoy even wider reach and stronger impact.
5. **A Reputation for Quality.** CurtCo Media, publisher of *Jacksonville Homebuyer*, serves luxury markets with a powerful network of leading national and regional lifestyle publications, consistently producing award-winning, impactful magazines.
6. **Results.** Hot leads generated through *Jacksonville Homebuyer's* interactive Internet site are regularly distributed to advertisers for personal followup.



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Luxury Home Resources

Jacksonville Homebuyer readers will be buying a broad range of luxury items in the next 12 months. In fact, 72% of new homebuyers spend between \$10,000-\$25,000 within the first year after they move in, on items such as furniture, appliances, home décor and more. 79% of new homeowners plan to make some major home improvements during the first year and will need to make dozens of design-related decisions.

Luxury Home Resources has been developed for readers interested in refurbishing, remodeling, building or decorat-

ing their homes. This special advertising section is open to interior designers and all design-related companies, including lighting, flooring, cabinets, kitchens, bathrooms, landscaping, furniture, linens, accessories, custom finishes and more.

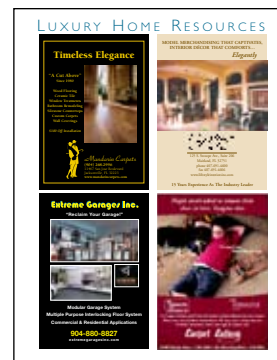
Luxury Home Resources will appear within each issue of *Jacksonville Homebuyer*, the most prestigious real estate publication in Northeast Florida. This comprehensive, six-times-yearly magazine is on newsstands everywhere and in hundreds of real estate offices, model centers, builder/developer offices, home retail outlets and design firms.



Full Page
7.125" x 9.225"



1/2-Page
6.6" x 4.5"



1/4-Page
3.3" x 4.4"

Rates:

6-time	\$1,800	\$1,060	\$530
4-time	2,070	1,220	610
1-time	2,340	1,380	690

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January-February

Special Issue: 2007 Preview

- **Special Feature:** Annual Relocation Guide/Inside Jacksonville: Our invaluable guide offers up everything a newcomer—or old-timer—could possibly need to know about Northeast Florida, including stories, charts, tables and statistics on the latest on government, education, services, entertainment and much more.
- **Real Estate Roundup:** Our eagerly awaited annual roundup of what to expect in the upcoming year, featuring predictions from experts in development, building, real estate sales and design.
- **Trends:** What's Hot in Interior Design?
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: November 14, 2006
Materials Close: November 21, 2006



March-April

Special Issue: Best of Jacksonville

It's all here: the top neighborhoods, builders, golf courses, amenity centers and homes; the best of the best in residential development.

- **Trends:** Best of Remodeling
- **Special Advertising Section:** Five-Star Real Estate Agents
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: January 15, 2007
Materials Close: January 22, 2007



May-June

Special Issue: Good Neighbor Awards

Our annual recognition of building industry professionals who give back to the community and help make Northeast Florida a better place in which to live.

- **Trends:** Golf Course Living
- **Interiors:** Ten Best Furniture Stores; 10 Best Accessory Stores
- **Special Advertising Section:** Meet Your Mortgage Lender
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: March 14, 2007
Materials Close: March 21, 2007



July-August

Special Issue: Parade of Homes Winners

Photographs and descriptions of the winners in every category of Northeast Florida's most prestigious new-home competition.

- **Trends:** The New Affordability.
- **Special Advertising Feature:** Ultimate Luxury Home Products Showcase
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: May 14, 2007
Materials Close: May 21, 2007



September-October

Special Issue: Best in Interior Design

A photographic compendium of the most beautiful residential interiors on the First Coast by the region's hottest interior designers.

- **Trends:** Waterfront Living
- **Special Advertising Feature:** St. Johns County Parade of Homes
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: July 16, 2007
Materials Close: July 23, 2007



November-December

Special Issue: Northeast Florida's 25 Most Beautiful Homes

Our annual compilation of the 25 most beautiful new homes on the First Coast, in a variety of styles and price ranges.

- **Trends:** Green Building Update
- **Interiors:** Decorating your Doorway for the Holidays
- **Special Advertising Feature:** Five Star Real Estate Agents
- **Advertising Feature:** Home for the Holidays Gift Guide
- **Advertising Feature:** Outstanding Custom Builders
- **Advertising Feature:** Carefree Living/Condominiums/Townhomes
- **Advertising Feature:** Luxury Home Products

Space Close: September 14, 2007
Materials Close: September 21, 2007

PLUS

Profiles, Community Roundups, School Information,
Comprehensive Listings

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Display Ad Rates

4-Color	6x	4x	1x
Full-Page	\$2,640	\$3,040	\$3,645
2/3 Page	2,115	2,430	2,920
1/2 Page	1,715	1,970	2,370
1/3 Page	1,185	1,360	1,640
1/6 Page	670	760	915

Premium Positions

**Must have a 6x advertising schedule which includes a closeup profile.*

Back Cover	\$3,985
Inside Front Cover	3,740
Inside Back Cover	3,740
Page 1	3,740
Opposite Table Of Contents	3,500
Opposite Publisher's Page	3,500

Black & white ads may deduct 15% from the published display ad rates

EXTRA BONUS! NEFBA members receive an additional 5% discount off the published display ad rates. This is our way of thanking you for supporting the industry through your HBA membership.

Jacksonville Homebuyer 2007 Issue Deadlines:

January/February

Space closes	Nov. 14, 2006
Materials due	Nov. 21, 2006

March/April

Space closes	Jan. 15, 2007
Materials due	Jan. 22, 2007

May/June

Space closes	March 14, 2007
Materials due	March 21, 2007

July/August

Space closes	May 14, 2007
Materials due	May 21, 2007

September/October

Space closes	July 16, 2007
Materials due	July 23, 2007

November/December

Space closes	Sept. 14, 2007
Materials due	Sept. 21, 2007

Jacksonville Homebuyer Offers Value-Added Opportunities to Standard Display Advertising



■ **Community & Builder Closeups.** The ultimate showcase for communities and builders features a full page of advertorial text with color photo opposite your full-page display ad. This package is by far the most popular offered.

Closeups	6x	4x	1x
2 Page Spread	\$4,810	\$5,210	\$5,815

■ **Reprints.** 500 single-page Closeup Profile reprints are available free of charge for year-long Community and Builder Closeup advertisers.

■ **Model Homes.** This reader-friendly section features floor-plans, front elevations, text descriptions and specifications. No display ad purchase is required.

Model Home Showcase

Full-Page	\$2,100
1/2 Page	1,100

■ **Web Link.** All advertisers receive a listing and link on our interactive Web site, www.florida-homebuyer.com.

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Electronic File Specifications

■ **Acceptable file formats.** *Jacksonville Homebuyer* is published electronically. Supply press-optimized PDF files saved at 300 dpi and as CMYK, with all fonts embedded. Documents must be created 100% to size. Compressed files are not recommended.

Also accepted are high-res QuarkXpress, InDesign, PhotoShop or Illustrator files with all supporting electronic files and typefaces (both screen and printer fonts); text converted to outlines.

Supply scans to desired size, no less than 300 dpi and CMYK. (RGB and Indexed Color not supported.) Files saved in EPS or TIFF format; line art supplied at minimum of 800 dpi.

Use Type 1 Postscript fonts only, preferably Adobe.

■ **Proofs required for artwork.** Color correct digital proof required; color laser output not acceptable. If acceptable proof not supplied, advertiser assumes full responsibility for color reproduction. Metallic and fifth-color inks must be labeled on proof. No rebate or discount in event of color variation.

Any revision by *Jacksonville Homebuyer* magazine to sub-standard artwork will be charged over and above regular production charges.

■ **Production charges for ads.** Contact your sales executive.

■ **Printing.** High-gloss, coated enamel stock, heatset web offset press, perfect bound.

■ **Return of materials.** All requests require 8-10 working days and materials cannot be returned if account is unpaid. All artwork stored for one year from date of publication, then destroyed. Please label media to facilitate return and include address to which materials should be returned.

Commissions, Cash Discounts and Billing Policies

■ **Terms.** All invoices due and payable within 30 days from invoice. Prepayment required for first-time advertisers. Ads published for the benefit of agency and advertiser and each is jointly liable for charges. Visa, Mastercard and American Express accepted.

■ **Contracts.** Contract and/or insertion order must be signed and returned prior to space deadline. Rates are based on number of insertions in a 12-month period. An advertiser who does not complete a committed schedule will be subject to a short rate. Credits earned for increased frequency during a contract year apply to future ad space.

■ **Commissions.** 15 percent of gross billing on space charges only to recognized agencies providing plate-ready materials. Production charges non-commissionable. Commissions are forfeited on invoices unpaid after 60 days from invoice date.

■ **Collection.** If advertiser and/or agency defaults (bill past due more than 90 days), collection will be referred for legal action. Advertiser and agency are jointly liable for all fees and sums charged by collection agency and/or attorney's fees, plus court costs incurred by publisher in the event of judicial, probate or bankruptcy proceedings in the collection of such bills.

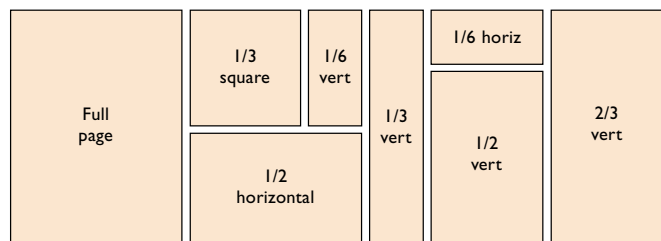
■ **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by advertiser if copy/plate-ready materials are not received by published deadlines.

■ **Disclaimer.** Publisher reserves the right to refuse any advertising and shall not be held liable for damages if for any reason he fails to publish an ad. Advertisers and agencies assume all responsibility for content of ads (including illustrations, logos, representations and text) placed and printed, are liable for any and all claims arising against the publisher, and agree to hold publisher harmless for any claims or actions based on, or arising out of, such ads. All ads are positioned at the discretion of the publisher. Ads resembling editorial may be marked "advertisement" by the publisher.

Ad Specifications

Ad Size	Width (in.)	Height (in.)
Two-page spread:		
Trim	16.25	10.75
Bleed	16.5	11.00
Live area	15.75	10.25
Full page:		
Trim	8.125	10.75
Bleed	8.375	11.00
Live area	7.5	10.25
2/3 Vertical	4.5	9.562
1/2 Horizontal	6.875	4.687
1/2 Vertical	4.5	7.125
1/3 Vertical	2.187	9.562
1/3 Square	4.5	4.687
1/4 Square	3.3125	4.6875
1/6 Horizontal	4.5	2.25
1/6 Vertical	2.187	4.687

For insert and gatefold specifications, contact your sales executive.





Online Advertising Services

BANNERS

Multimedia advertising is proven to be a highly effective strategy for powerful ad campaigns. Gain maximum exposure to the *Homebuyer* audience by adding online banner ads on Florida-Homebuyer.com to your schedule.

Now available are two sizes of online banner ads that are strategically placed to maximize impact. Your banner ad will be in rotation with a maximum of three other banners on the homepage of the region you choose. As an added value, your ad will also be in rotation on the Florida-Homebuyer.com Homepage, which serves as a portal to all the regional *Homebuyer* magazines.

Product Name	Product Type	Net Rate
Top Banners	468 x 60 pixels	\$500 / month
Right-Side Skyscraper Banners	120 x 600 pixels	\$500 / month

Web Specifications

Sizes: 468x60 pixels, 120x600 pixels (72 dpi)

Format: One image in JPEG, GIF, animated GIF, or SWF (Flash)

Links to Your Site: Banner must be accompanied by a click-through URL and ALT text. All Flash creatives must be .swf under 20 KB with an invisible button as the top layer, set to have the following code as an action on the button: on (press) {getURL(clickTag, "_blank");} All Flash creatives must also be accompanied by a click-through URL, ALT text, and an ALT image (also under 20 KB) that will display in the event the end-user's system does not have a FLASH player installed.

Max File Size: 20 KB

Web Benefits

Get it all online, from current features in the magazine, to all the builder listings in *Homebuyer*. See what's going on in all five regions by visiting the online portal: **www.florida-homebuyer.com**. Only online can you:

- search for communities by county, city, housing type, price range and amenities
- search the *Homebuyer* magazine archives
- find local builders and the communities they are building in
- cross-reference schools with communities (find communities in a specific school district and vice versa)

468x60

120x600

Call to discuss your marketing plan.

Gulfshore Life's (Lee/Collier) (239) 449-4111

Jacksonville (904) 724-3330

Orlando (407) 895-7505

Sarasota Magazine's (Sarasota/Manatee/Charlotte) (941) 487-1100

Tampa Bay (813) 289-1900

A Consumer's Guide to Distinctive Condominiums, Town Homes and Villas

No publication has been on top of the emerging Northeast Florida condominium boom like *Jacksonville Homebuyer*. Now, we bring it all together in every issue with a complete and comprehensive consumer's guide to the array of multifamily options available to buyers.

Carefree Living is highlighted in each issue of *Jacksonville Homebuyer*, 20,000 copies per issue. Unquestionably the region's leading real estate publication, *Jacksonville Homebuyer* has been recognized for four years by the Northeast Florida Builders Association's Sales & Marketing Council as the "Best Publication for a Consumer."

Distribution includes the following locations:

- Real Estate Offices
- Relocation Inquiries
- Chamber of Commerce
- Newsstands
- Model Centers
- Hotels catering to business and relocation clients
- Special Events

Full-page advertorial includes two photos/renderings, a detailed locator map, 50 words of copy plus project details/amenities. Half-page advertorials include one photo and/or rendering, 50 words of copy plus project details/amenities.

Whether your project is a condo conversion, a downtown high-rise, a townhome development in a master-planned community or a bayfront villa—you need to be in this special focus section.

2007 Space Closes

January/February	Nov 14, 2006
March/April	Jan. 15, 2007
May/June	March 14 2007
July/August	May 14, 2007
September/October	July 16, 2007
November/December	Sept. 14, 2007

Call (904) 724-3330 to reserve your ad space today!

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Two-page spread
(Full-page display ad plus full-page formatted advertorial)
6-time rate — \$3,530 gross/issue
1-time rate—\$4,050 gross/issue

Full page
(Half-page display ad plus half-page formatted advertorial)
6-time rate — \$2,290 gross/issue
1-timerate—\$2,560 gross/issue

THIS PAGE TO COME.