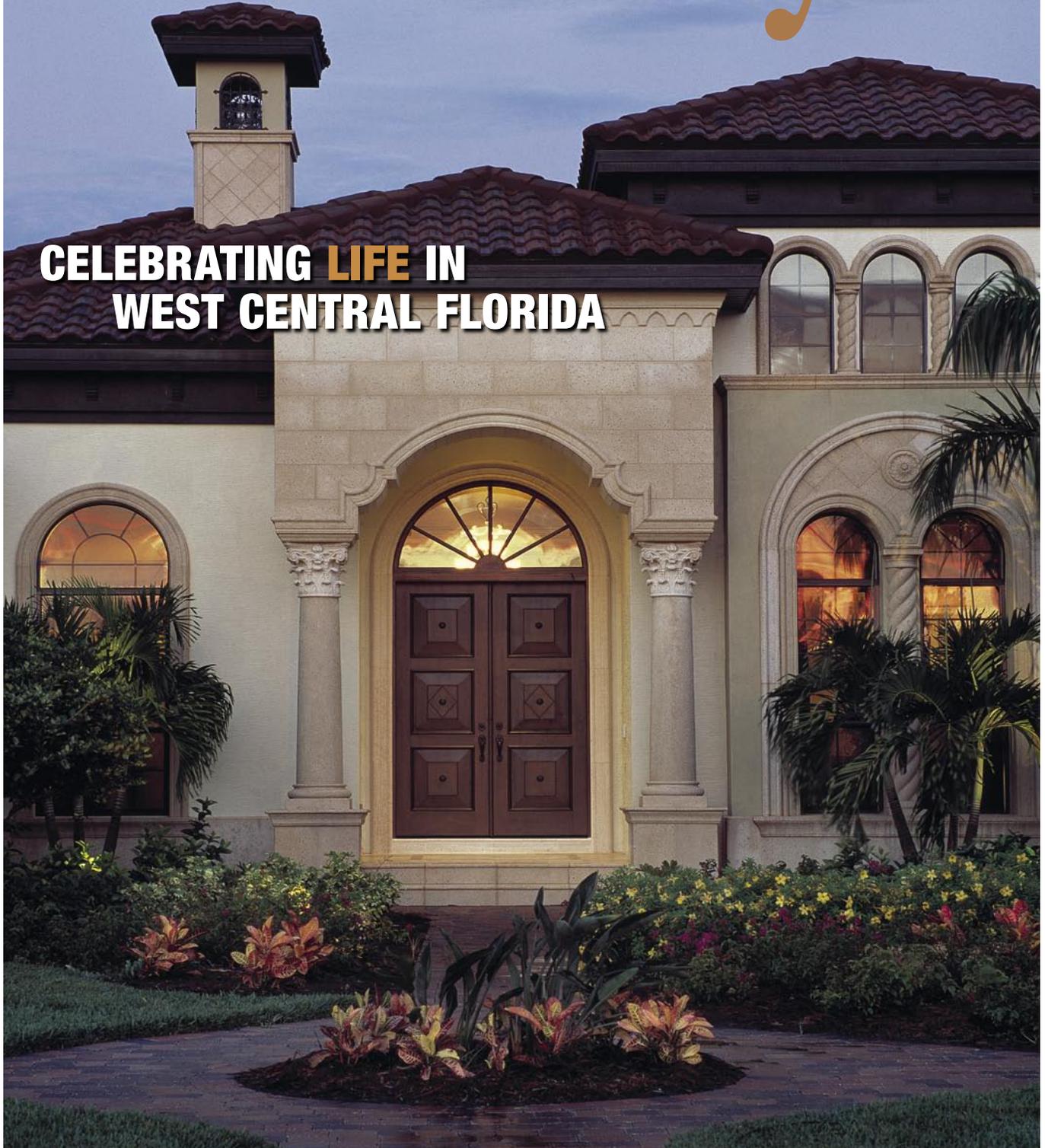


SARASOTA MAGAZINE'S Homebuyer

SARASOTA MANATEE CHARLOTTE

MEDIA KIT 2007

**CELEBRATING LIFE IN
WEST CENTRAL FLORIDA**





Celebrating Life in West Central Florida

West Central Florida is among the most desirable regions in the country in which to live, work and play. Sarasota, Manatee and Charlotte counties offer everything from amenity-rich gated communities to charming beachfront neighborhoods; from innovative mixed-use developments to hidden downtown enclaves.

There is just one publication that caters specifically to the home-buyer market—both locals and relocators—with lively editorial content and beautiful photography. *Sarasota Magazine's 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 bi-annually (March and September), *Sarasota Magazine's 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 West Central Florida's neighborhoods in all their variety—from exclusive beachfront enclaves to family-friendly mixed-use developments. Facts and figures, plus a sense of ambiance and local color.
- **Newcomer's Guide.** West Central Florida is unlike any other region of the state, and with this overview that combines hard data with interesting commentary, we tell about the region's simple pleasures and hidden treasures.
- **Trends.** Experts discuss the West Central 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 West Central 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

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

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

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



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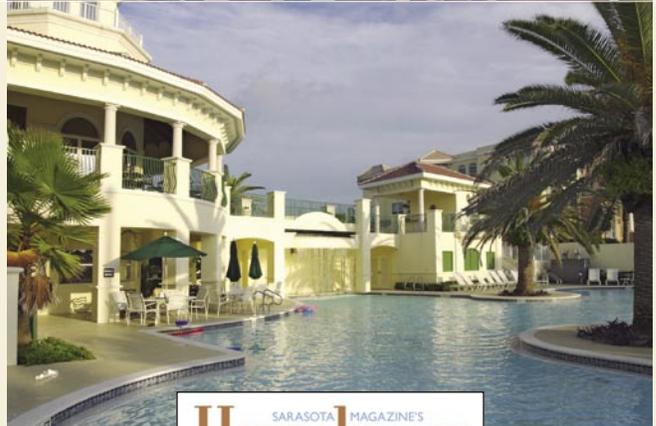
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Targeted Distribution, Qualified Readers

Sarasota Magazine's *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, 60,000 copies (30,000 copies each issue) are distributed through the following avenues:

- **Newsstands.** Paid distribution at more than 130 local, regional, state and national newsstands selected for their high traffic and their upscale demographics. Of note: *Sarasota Magazine's Homebuyer* is the only local real estate publication with a newsstand presence.
- **Real Estate Offices.** Free distribution through the region's busiest real estate offices, with a special emphasis on offices with strong relocation divisions. The region's top-volume Realtors receive individual by-mail subscriptions to maximize usage.
- **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.
- **Corporate Relocation Departments.** Bulk distribution through human resources and recruitment divisions at the region's major employers.
- **Hotels Catering to Business Clients.** Bulk distribution to selected hotels that primarily serve business travelers and relocators looking for permanent housing.
- **Internet Relocation Inquiries.** Mail distribution to out-of-area relocation inquiries generated by our interactive Web site, www.florida-homebuyer.com.
- **Executive Relocation List.** Mail distribution to top executives of major corporations throughout the West Central Florida area 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 local Home Builders Association.



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A CURTCO MEDIA PUBLICATION

Four-Color Display Ad Rates

Ad size

Full Page	\$3,900
2/3 Page	3,100
1/2 Page	2,650
1/3 Page	1,850
1/6 Page	1,000

20% discount for black and white ads.

Extra Bonus! If you are an active member of a Home Builders Association, you are entitled to an additional 10% discount.

SARASOTA Magazine's Homebuyer

2006-2007 ISSUE DEADLINES

Spring (March 2007)

Space closes Dec. 20, 2006
Materials due Jan. 3, 2007

Fall (September 2007)

Space closes June 21, 2007
Materials due June 29, 2007

SARASOTA Magazine's 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 (350 words) with color photo opposite your full-page display ad. The rate is just \$5,000 for this package—by far the most popular offered.

■ **Model Homes:** This reader-friendly section features floor plans, front elevations, text descriptions and specifications. The rate is just \$1,550 for a full page (75 words) and \$775 for a half-page (50 words).

Closeups and Model Homes are formatted sections. Text may be edited for style, and use of logos is restricted. Professional photography is available for \$175.

■ **Luxury Home Resources:** Reach our readers where they live, in this home design advertising section. Quarter-page display ads are just \$650.

■ **Reprints:** 500 single-page reprints are available free of charge for year-long Community/Builder Closeups and Model Home advertisers.

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



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Acceptable file formats. *Sarasota Magazine's Homebuyer* magazine is published electronically. Submit camera-ready artwork on Zip 100MB, CD or DVD; via e-mail or to our FTP site (contact your sales executive for instructions).

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). Illustrator files must have all text converted to outlines.

Supplied scans must be to desired size at no less than 300 dpi and saved as CMYK. (RGB and Indexed Color images not supported.) Files must be saved in EPS or TIFF format. Line art must be supplied at a minimum of 800 dpi.

Use Type 1 Postscript fonts only (preferably Adobe). TrueType fonts are not supported, and a similar font may be substituted.

Proofs required for artwork. For color guidance on press, color correct digital proof required for all digital artwork received. Color laser output not accepted for color guidance. 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 *Sarasota Magazine's Homebuyer* magazine to substandard artwork will be charged over and above regular production charges.

Production charges for ads. Contact your sales executive for prices.

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

Return of materials. All requests for return of materials 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. All ads are published for the benefit of agency and advertiser, and each is jointly liable for all 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 at cancellation. 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 camera-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.

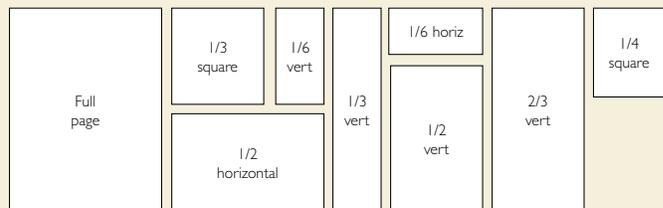
■ **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by the advertiser if copy/camera-ready materials are not received by published 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 size	16.25	10.75
Bleed size	16.50	11.00
Live area	15.75	10.25
Full page:		
Trim size	8.125	10.75
Bleed size	8.375	11.00
Live area	7.625	10.25
2/3 Vertical	4.50	9.562
1/2 Horizontal	6.875	4.687
1/2 Vertical	4.50	7.125
1/3 Vertical	2.187	9.562
1/3 Square	4.50	4.687
1/4 Square	3.3	4.4
1/6 Horizontal	4.50	2.25
1/6 Vertical	2.187	4.687

Insert and gatefold specifications: Contact your sales executive for details.



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About CurtCo Media

For two decades, CurtCo Media has operated more than 45 launched or acquired vertical magazines. Today, CurtCo serves the ultra luxury markets with a powerful network of leading life-style 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*, *Robb Report Russia*, *Art & Antiques*, *CurtCo's Digital TV & Sound*, *San Diego Magazine*, *Gulfshore Life*, *Sarasota Magazine* and a family of regional titles serving some of Florida's most exclusive markets. For more information on CurtCo Media, go to www.curtco.com.



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