

TAMPA BAY Homebuyer

Preferred
Publication of



AND HOME DESIGN RESOURCE

CELEBRATING TAMPA BAY LIVING

Media Information 2007

Choices

Bay Area School Roundup

**EXCLUSIVE
LISTINGS!**

GREAT NEW COMMUNITIES

HILLSBOROUGH, PINELLAS, PASCO, MANATEE & HERNANDO COUNTIES

TAMPA BAY Homebuyer

A CurtCo Media Publication



Celebrating Tampa Bay Living

Tampa Bay 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 waterfront neighborhoods, from innovative mixed-use developments to urban enclaves.

There is just one publication that caters specifically to the homebuyer market with lively editorial content and beautiful photography. *Tampa Bay 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 bimonthly, *Tampa Bay Homebuyer* allows advertisers to take advantage of seasonal trends while offering readers the most up-to-date information possible.

Features and Departments in Each Issue

- **Community Roundup.** An insider's guide to Tampa Bay's neighborhoods: facts and figures, plus a sense of ambience and local color.
- **Profiles.** We get up close and personal with building industry professionals who work hard to make the Tampa Bay area a better place in which to live.
- **Community Directory.** The most comprehensive and detailed listings you'll find anywhere of Tampa Bay's new home communities—in every price range.
- **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.
- **Trends.** Experts discuss the Tampa Bay 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.** What's new—from flooring to furnishings to fixtures.
- **Choices Public and Private School Directory.** A comprehensive guide to West Central Florida schools, including test scores, school grades, tuition and tips for choosing a school or district.

2007 Editorial Schedule

January/February

Editorial Features

- Green Building
- Great New Bath Fixtures

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Luxury Home Products

March/April

Editorial Features

- Downtown Living
- The Luxe Laundry

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Custom Builders
- Ultimate Kitchens and Baths (2- issue buy, also appears July/August)

May/June

Editorial Features

- Insuring Your New Home
- Outdoor Living

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Architects and Building Designers

July/August

Editorial Features

- Waterfront Living
- Fabulous Floors

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Private Schools
- Luxury Home Tour Preview
- Ultimate Kitchens and Baths

September/October

Editorial Features

- Remodeling ABC's
- Bonus Rooms

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Home Technology
- Luxury Home Tour Program

November/December

Editorial Features

- Home Financing
- Splashy New Pools

Advertising special sections

- Carefree Living Condos/Town Homes
- Who's Who – Luxury Home Products



TAMPA BAY Homebuyer

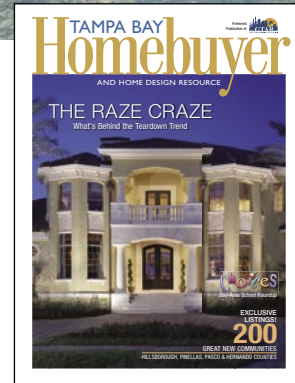
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Targeted Distribution, Qualified Readers

Tampa Bay Homebuyer is the only content-driven magazine in the region dedicated exclusively to the real estate industry.

The distribution network is designed to reach both locals and out-of-market relocators who depend upon the publication for authoritative guidance. Consequently, virtually every reader is a potential customer. Each year, 120,000 copies (20,000 copies every two months) are distributed through the following avenues:

- **Newsstands.** Paid distribution at numerous local, regional and state newsstands selected for their high traffic and their upscale demographics. Of note: *Tampa Bay Homebuyer* is the only local real estate publication with a newsstand presence.
- **Real Estate Offices.** Free distribution through nearly 300 of 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.
- **Chamber Relocation Inquiries.** Mail distribution to out-of-area relocation inquiries coming to every major chamber of commerce serving West Central 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.
- **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 11,000 homes in Hillsborough, Pinellas, Manatee, Pasco and Hernando counties. Because the mailing is done on a rotating basis, advertisers can be guaranteed to reach 100% of these homes during a six-issue schedule.
- **Special Events.** Free distribution at real estate-related events, including those sponsored by the Tampa Bay Builders Association and the Greater Tampa Association of Realtors®.



Tampa Bay Homebuyer Earns Exclusive Realtor® Association Endorsement!

The Greater Tampa Association of Realtors® evaluated all the real estate publications serving the Bay area and chose *Tampa Bay Homebuyer* as its preferred publication. That means GTAR members—the pros who sell most of the homes in this market—are encouraged to use *Tampa Bay Homebuyer* as their primary print resource when dealing with buyers, both locals and relocators. And it means that GTAR acts as a distribution clearing house, making certain that *Tampa Bay Homebuyer* is easily available to its members in the quantities they need.

Important Note. Integrity is a hallmark of all CurtCo Media's publications. Therefore, Tampa Bay Homebuyer's circulation is independently audited, ensuring advertisers that the publication delivers what it promises.

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Luxury Home Resources

Tampa Bay 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. Seventy-nine percent 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.

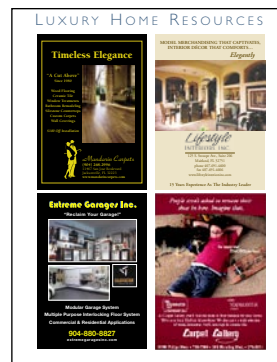
Luxury Home Resources will appear within each issue of *Tampa Bay Homebuyer*, the area's most prestigious real estate publication. This comprehensive, six-times-yearly magazine is on newsstands everywhere and in hundreds of real estate offices, model centers, builder/developer offices, home retail outlets 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"

Net Rates

6x	\$1,675	1,150	625
4x	\$1,950	1,325	725

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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.

Back Cover	\$4,420
Inside Front Cover	4,145
Inside Back Cover	4,145
Page 1	4,145
Opposite Table Of Contents	3,565
Opposite Publisher's Page	3,565

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

EXTRA BONUS! HBA 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.

Tampa Bay Homebuyer 2007 Issue Deadlines:

January 2007

Space closes	Nov. 21, 2006
Materials due	Nov. 28, 2006

March 2007

Space closes	Jan. 22, 2007
Materials due	Jan. 30, 2007

May 2007

Space closes	Mar. 21, 2007
Materials due	Mar. 28, 2007

July 2007

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

September 2007

Space closes	July 23, 2007
Materials due	Aug. 1, 2007

November 2007

Space closes	Sept. 21, 2007
Materials due	Sept. 28, 2007

Tampa Bay 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	\$4,750	\$5,150	\$5,755

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

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

■ **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	\$2,110
1/2 Page	1,250

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Electronic File Specifications

■ **Acceptable file formats.** *Tampa Bay 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 5th color inks must be labeled on proof. No rebate or discount in event of color variation.

Any revision by *Tampa Bay 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.

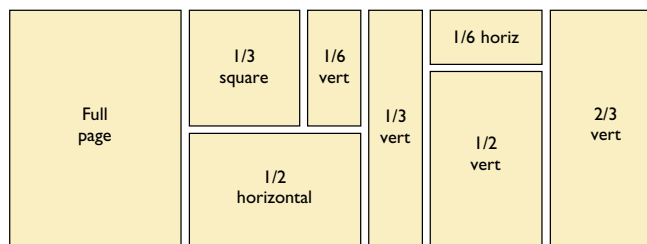
■ **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by advertiser if copy/plate-ready materials are not received by published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



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The Power of Magazines

Why Do Smart Marketers Embrace 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 Tampa Bay Homebuyer? Here Are Seven Good Reasons

1. **Audited Circulation.** With some local publications, it's hard to separate fact from fiction regarding circulation. Not so with *Tampa Bay Homebuyer*, which is independently audited to ensure accuracy.
2. **Unsurpassed Editorial.** *Tampa Bay Homebuyer* provides lively, reader-friendly content that reflects the region's real estate market in all its aspects.
3. **Affordable Advertising Rates.** The best real estate publication in the region offers advertising rates to fit any budget.
4. **Creative Advertising Packages.** By combining your display ad with a full page of editorial text and reprints, you can enjoy even wider reach and stronger impact.
5. **A Reputation for Quality.** CurtCo Media, publisher of *Tampa Bay Homebuyer*, operates a powerful network of leading national and regional luxury lifestyle publications, consistently producing award-winning, impactful magazines.
6. **Results.** Hot leads generated through *Tampa Bay Homebuyer's* interactive Internet site are regularly distributed to advertisers for personal followup.
7. **Ready-to-Buy Readers.** *Tampa Bay Homebuyer* readers don't pick up the publication as an afterthought. They have either requested a copy, purchased a copy, or have been given a copy by a real estate professional.



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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.

