

ORLANDO Homebuyer

ORANGE, SEMINOLE, OSCEOLA, LAKE, POLK AND WESTERN VOLUSIA COUNTIES



CELEBRATING LIFE IN
CENTRAL FLORIDA

ORLANDO Homebuyer

A CurtCo Media Publication



Celebrating Life in Central Florida

Central 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 lakefront neighborhoods; from mixed-use developments to hidden downtown enclaves.

There is just one publication that caters specifically to the homebuyer market—both locals and relocators. *Orlando Homebuyer* offers a glossy showcase for the region's explosive real estate industry and a comprehensive resource for consumers. Published in February, April, June, August, October and December, *Orlando 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 Resources in Each Issue

- **Community Roundup.** An insider's guide to Central Florida's neighborhoods in all their variety—from exclusive lakefront enclaves to family friendly mixed-use developments. Facts and figures, plus a sense of ambience and local color.
- **Newcomers Guide.** Central 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 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 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 Central Florida'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.

- **Preferred Interior Designers.**

A listing of the region's top ASID interior design professionals, along with their industry certifications.

- **Choices Public and Private School Directory.** Every public school in five counties is listed, including test scores, school grades and class sizes. Plus, a listing of selected private schools in six counties, including certifications and tips on choosing a private school.



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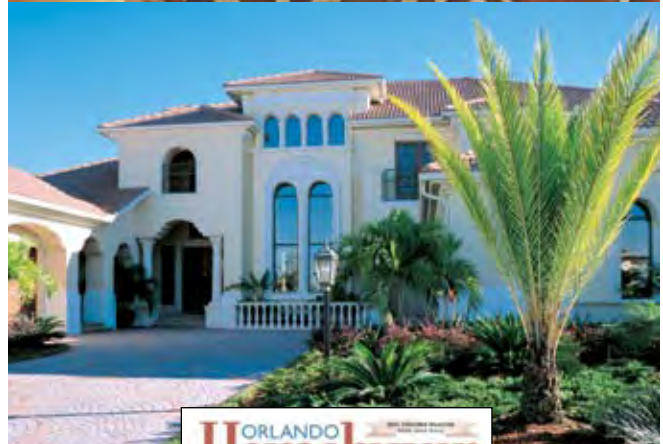
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Targeted Distribution, Qualified Readers

Orlando 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. The distribution network is carefully designed to reach potential buyers and to provide them with the information they need to make decisions.

20,000 copies each issue:

- **Real Estate Offices.** More than 350 top Realtor offices request and receive copies based on their usage; signed requestor form required. Bulk copies are also available at the Orlando Regional Realtor Association.
- **Top Realtors.** Copies are mailed to nearly 400 of the region's top real estate salespeople, based on their listings and closed sales.
- **Top Real Estate Broker/Owners.** Issues are also mailed to the brokers of the top 100 busiest real estate offices.
- **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 6,000 tri-county homes with household incomes of \$250,000 and up. Because the mailing is done on a rotating basis, advertisers will reach 100% of these homes during a three-issue schedule. Reach them twice with a six-issue schedule.
- **Hotels and Resorts.** Bulk copies (including in-room and concierge floor distribution) are distributed at more than 50 top-end business, extended-stay and tourist hotels.
- **Newsstands.** Paid copies on high-profile newsstands, including both area airports, a large number of Publix newsstands and area Barnes & Noble bookstores.
- **Relocation Inquiries.** Copies are mailed to relocation inquiries generated by our Web site, www.florida-homebuyer.com, and inquiries received by the Orlando Regional Chamber of Commerce, Economic Development Commission and Downtown Development Board.
- **Community Leaders.** Issues are mailed to all HBA members, all ASID members and local and state elected officials.
- **Model Centers, Home and Retail Outlets.** Copies are distributed to model centers, homebuilders' offices, and home improvement and design stores throughout the area.
- **Major Employers, Chamber of Commerce.** Copies are distributed in relocation departments of major employers, plus the Orlando Regional Chamber of Commerce and the Economic Development Commission offices.
- **Special Events.** Free distribution at real estate-related events, including those sponsored by the local Home Builders Association and Realtor Association.



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February/March

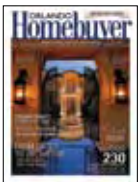
Special Issue: 2008 PREVIEW

Annual Relocation Guide: Everything a newcomer—or oldtimer needs to know about Central Florida, including neighborhood profiles, charts, tables, statistics and much more.

- **Real Estate Roundup and Where to Buy in '08:** Our eagerly awaited annual roundup of what to expect in the coming year.
- **Interior Design Preview:** What's Hot in Home Design
- **Advertising Feature:** Top 20 Communities
- **Advertising Feature:** Luxury Kitchen & Bath Showcase (Two-issue buy also appears in April/May)

Space Closes: Dec. 3, 2007

Materials Due: Dec. 10, 2007



April/May

Special Issue: BEST OF ORLANDO

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

- **Trends:** Green Building
- **Design:** Outdoor Living
- **Advertising Feature:** Five Star Realtors
- **Advertising Feature:** Luxury Kitchen & Bath Showcase (Two-issue buy also appears in February/March)

Space Closes: Jan. 28, 2008

Materials Due: Feb. 4, 2008



June/July

Special Issue: SUMMER HOME PREVIEW

What new communities and model centers will be tantalizing homebuyers this summer? See what's new.

- **Trends:** Building Design Trends
- **Design:** Specialty/Flex/Bonus Rooms
- **Advertising Feature:** Luxury Home Design & Remodeling Showcase (Two-issue buy also appears in August/September)

Space Closes: March 31, 2008

Materials Due: April 7, 2008



August/September

Special Issue: PARADE OF HOMES WINNERS

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

- **Trends:** Affordable Homes
- **Design:** Kid-friendly Designs
- **Advertising Feature:** Parade of Homes Winners
- **Advertising Feature:** Luxury Home Design & Remodeling Showcase (Two-issue buy also appears in June/July)

Space Closes: May 27, 2008

Materials Due: June 2, 2008



October/November

Special Issue: HOME DESIGN CHALLENGE

Top local architects and building designers compete to design the perfect home for a fictitious family on a real home site in Orlando.

- **Trends:** Home Design Trends
- **Advertising Feature:** Model Home Showcase
- **Advertising Feature:** Who's Who in Architecture and Home Design

Space Closes: Aug. 4, 2008

Materials Due: Aug. 11, 2008



December/January

Special Issue: CUSTOM BUILDER DIRECTORY & LUXURY HOME SHOWCASE

Profiles of Central Florida's top custom builders and a showcase of beautiful custom homes.

- **Where to Buy in '09:** Predictions of where the hot spots will be for homebuyers
- **Trends:** Boomers
- **Advertising Feature:** Top 20 Communities
- **Special Advertising Feature:** Five Star Realtors

Space Closes: Sept. 29, 2008

Materials Due: Oct. 6, 2008

PLUS

Profiles, Community Roundups, School Information, Relocation Information, Comprehensive New Community Listings



DISPLAY ADVERTISING

You only need one magazine to reach your market. *Orlando Homebuyer* offers display advertising rates designed to have minimum impact on marketing budgets while delivering maximum results.



COMMUNITY & BUILDER CLOSEUPS

This is the most popular package offered by *Orlando Homebuyer*; a double-page spread that profiles builders and developments.

CAREFREE LIVING

A consumers' guide for the active new homebuyer to condominiums, town homes and villas. Two-page spreads and full pages are available in this section.



MODEL HOMES

A reader-friendly section that features front elevations, text descriptions and specifications. No display advertising is required.

LUXURY HOME RESOURCES

This special advertising section has been developed for readers interested in refurbishing, remodeling, building or decorating their home and is available for interior designers and design-related companies.



FOR ADDITIONAL DETAILS, PLEASE CALL 407-895-7505



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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 Orlando Homebuyer? Here Are Six Good Reasons

1. **Targeted Distribution.** *Orlando Homebuyer is the region's only content-driven publication dedicated exclusively to homebuying. Everyone reading this publication does so to gather information for making home-buying decisions.*
2. **Unsurpassed Editorial.** *Orlando Homebuyer provides lively, reader-friendly content that reflects the region's real estate market in all its aspects.*
3. **Lowest Advertising Rates.** *Orlando 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 *Orlando Homebuyer* can enjoy even wider reach and stronger impact.
5. **A Reputation for Quality.** CurtCo Media, publisher of *Orlando 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 *Orlando Homebuyer's* interactive Internet site are regularly distributed to advertisers for personal followup.



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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.

