

4 ways to reach buyers

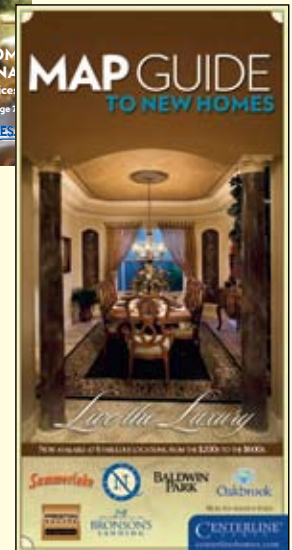
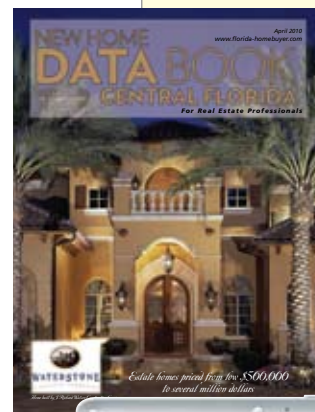
FLORIDA HOMEBUYER ORLANDO MAGAZINE

The most effective and prestigious new-home publication.



THE MAP GUIDE TO NEW HOMES

The most visible and widely circulated new-home locator map.



THE NEW HOME DATABOOK

The most indispensable new-home info resource for real-estate pros.



And our comprehensive Web site

WWW.FLORIDA-HOMEBUYER.COM



DISTRIBUTION IN ALL CENTRAL FLORIDA PUBLIX SUPERMARKETS

FLORIDA
HOMEBUYER
JACKSONVILLE ■ ORLANDO ■ TAMPA BAY

2301 Lucien Way, Suite 190, Maitland, FL 32751 ■ phone 407-647-7598 ■ fax 407-647-7796

www.florida-homebuyer.com
A Florida Homebuyer Media, LLC Publication

florida homebuyer orlando

This beautifully-designed, reader-friendly publication is the most important real-estate magazine in the region because it is objective, complete and a priceless resource for buyers.

- Comprehensive and exclusive listings of ready-to-occupy homes.
- Compelling editorial content that helps readers and sells the region.
- Stunning graphic presentation by the designer of *Vanity Fair* and *Esquire*.
- Public school information complete with State of Florida grades.
- Distribution to hundreds of Realtors, major employers, chambers, Realtor and builder associations.
- A hands-on Homebuyer Workbook that walks buyers through the entire process—from shopping to closing.

Distribution in all Central Florida Publix Supermarkets.

MULTIPLE MAJOR ACHIEVEMENT AWARD-WINNER: BEST MAGAZINE FOR CONSUMERS
MULTIPLE MAJOR ACHIEVEMENT AWARD-WINNER: BEST MAGAZINE FOR REALTORS



MONTHLY DISPLAY ADVERTISING RATES

	12 MONTHS	6 MONTHS	3 MONTHS
FULL PAGE	\$1,320	\$1,650	\$1,980
2/3 PAGE	\$1,055	\$1,325	\$1,585
1/2 PAGE	\$855	\$1,075	\$1,285
1/3 PAGE	\$595	\$745	\$890
1/6 PAGE	\$335	\$420	\$500

DISPLAY AD/ADVERTORIAL COMBO

The most popular and effective advertising package in *Florida Homebuyer Orlando* is the two-page Closeup spread, with a display ad facing an advertorial. This powerful one-two punch allows you to brand your company or community by combining the credibility of editorial with the impact of display advertising.

- The advertorial can be changed each issue at no additional charge.
- The text is written by our professional real-estate writers and approved by you.
- You receive 500 overprints in addition to exposure in the full run of *Florida Homebuyer Orlando*.



	12 MONTHS	6 MONTHS	3 MONTHS
2-PAGE SPREAD	\$2,375	\$2,700	\$3,030

* Monthly rate.

the map guide to new homes

This easy-to-use, freestanding map allows builders to spotlight new homes and communities and to guide buyers directly to their locations. Printed on eco-friendly recycled paper, *The Map Guide to New Homes* is an affordable, effective and targeted tool.

- Photographs of new homes and communities keyed to a locator map.
- Oversized panels for display advertising.
- Convenient free retail locations all over Central Florida
- Distribution to hundreds of Realtors®, major employers, Orlando Sanford International Airport, area chambers of commerce and real estate organizations, AAA, select area retail outlets including all Central Florida Blockbuster Video and Publix Supermarkets.



MONTHLY PANEL ADVERTISING RATES



FRONT OR BACK COVER

12 MONTHS

6 MONTHS

3 MONTHS

\$1,650

\$1,925

\$2,200

INSIDE FRONT/PAGE 1

\$1,375

\$1,650

\$1,925

INSIDE PANEL

\$1,155

\$1,375

\$1,650

MONTHLY SPOTLIGHT ADVERTISING RATES



SPOTLIGHT

12 MONTHS

6 MONTHS

3 MONTHS

\$275

\$330

\$385

AVAILABLE LOCALLY AT:



THE
MAP GUIDE
TO NEW HOMES

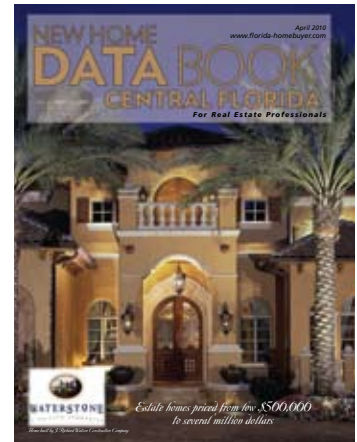
2301 Lucien Way, Suite 190, Maitland, FL 32751 ■ phone 407-647-7598 ■ fax 407-647-7796

www.florida-homebuyer.com
A Florida Homebuyer Media, LLC Publication

new home data book orlando

Florida Homebuyer Orlando, consistently recognized by the homebuilding industry as the best new home publication for Realtors, has now become an even more invaluable industry resource with the *New Home Databook/Orlando Edition*. It's a Realtor-exclusive publication, and only advertisers in *Florida Homebuyer Orlando* and *The Map Guide to New Homes* will have the opportunity to showcase their communities and homes.

- Up-to-date information on models, to-be-built plans and spec homes.
- Commission and incentive information.
- Monthly distribution to ensure timeliness.
- Distributed to 5,000 Realtors in over 350 Central Florida real estate offices.
- Premium-position display advertising available along with listings.
- Listing on the official websites of the Home Builders Association of Metro Orlando and the Orlando Regional Realtor Association as part of an exclusive partnership with Florida Homebuyer Media.



DRIVE REALTORS AND THEIR BUYERS TO YOUR COMMUNITIES FOR AS LITTLE AS **\$99 PER MONTH PER COMMUNITY**

MONTHLY DISPLAY ADVERTISING RATES

FULL PAGE GLOSSY, COLOR	\$600
FULL PAGE, BLACK-AND-WHITE	\$500
HALF PAGE, BLACK-AND-WHITE	\$325
QUARTER PAGE, BLACK-AND-WHITE	\$175

ASK ABOUT RATES FOR OUR FRONT COVERS.
AVAILABILITY LIMITED!

EXCLUSIVE PARTERSHIP WITH THE ORLANDO REGIONAL REALTOR ASSOCIATION AND THE HOME BUILDERS ASSOCIATION OF METRO ORLANDO

The Orlando Regional Realtor Association and the Home Builders Association of Metro Orlando have partnered with Florida Homebuyer Media to be the exclusive provider of new-home information via the websites of these two high-powered organizations. With the click of a mouse, homebuyers everywhere will be able to search for a new home using criteria that's most important to them; bedrooms, baths, size, price and even move-in date. Once their search is narrowed they will be able to view floorplans, elevations, and additional photos. Information about your new home community, including schools, directions, a map and contact details, will provide homebuyers with everything they need to plan their visit to your community. This is the perfect place to showcase your models, spec homes as well as to-be-built product. Call today to find out how you can participate.

Community Name	Address	Model	Price	Bedrooms	Bathrooms	Size (sq ft)	Move-In Date	Call
Baytrastone	10000 Baytrastone Blvd	Baytrastone	\$500,000	3	2	1,800	Q3 2010	407-647-7598
...

NEW HOME
DATA BOOK
ORLANDO

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www.florida-homebuyer.com
A Florida Homebuyer Media, LLC Publication

The only comprehensive new-community oriented site on line, featuring a huge searchable database that's second to none as well as terrific editorial content found in *Florida Homebuyer Orlando* and Web exclusives.

- The Web's only complete new-community database.
- Multiple search options making it user-friendly.
- Lead generation tools ensuring instant response.



ASK ABOUT RATES FOR
ENHANCED COMMUNITY
LISTINGS, E-BROCHURES, E-BLASTS AND BANNER ADS.

additional services

MAJOR REALTOR EVENTS.

Big or small, our team handles it all—invitations, signage, catering, RSVP management, giveaways and day-of-event staffing. Find out why the region's top builders have increasingly looked to us for exciting and effective grand openings and other events.

E-ZINE EXPOSURE.

Our lively and exciting e-zine has become a must-read in the real-estate industry. Find out how you can become a featured builder or community through e-zine exposure.

PROMOTIONAL FLYER DELIVERY SERVICE.

Our representatives are in hundreds of Realtor offices every month. Would you like a flyer or a brochure hand-delivered to the region's busiest offices? Let us handle it for you.