

FLORIDA

Preferred  
Publication of



# HOMEBUYER

## TAMPA BAY

2010  
MEDIA  
INFORMATION

The most  
**effective and  
prestigious  
home publication**

**Great New  
Communities**  
Hillsborough,  
Pinellas, Pasco,  
Hernando and  
Polk Counties

See inside for  
**everything you  
need to know**



## 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. *Florida Homebuyer Tampa Bay* 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, *Florida Homebuyer Tampa Bay* allows advertisers to take advantage of seasonal trends while offering readers the most up-to-date information possible. 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**.

### Features and Departments

- **Editorial.** Compelling editorial content that helps readers and sells the region.
- **Neighborhoods.** 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.
- **New Community Resources.** The most comprehensive and detailed listings you'll find anywhere of Tampa Bay's new home communities—in every price range. This directory is not limited to just advertisers. Our public schools are now crossed references with the appropriate community for a one-stop need-to-know guide.
- **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.

- **Public and Private School Directory.** A comprehensive guide to West Central Florida schools, school grades, tuition and tips for choosing a school or district.

### February/March

*Editorial Features:*

- Relocation Guide/Real Estate Round-up
- Green Building

*Advertising Special Sections:*

- Where to Buy
- Communities/Builders of Distinction

### April/May

*Editorial Features:*

- Non Traditional- Urban Living/Custom Building/On Your Lot
- Green Building

*Advertising Special Sections:*

- Smart Moves/First Time Homebuyers
- Communities/Builders of Distinction

### June/July

*Editorial Features:*

- Mid year special market report
- Green Building

*Advertising Special Sections:*

- Model Homes
- Communities/Builders of Distinction
- Military Map

### August/September

*Editorial Features:*

- Neighborhood Special Report
- Green Building

*Advertising Special Sections:*

- Parade of Homes Winners
- Communities/Builders of Distinction

### October/November

*Editorial Features:*

- Neighborhood Special Report
- Green Building
- Good Neighbor Awards

*Advertising Special Sections:*

- Smart Moves/First Time Homebuyers
- Communities/Builders of Distinction

### December/January

*Editorial Features:*

- Vacation and second homes
- Green Building


*Advertising Special Sections:*

- Military Map
- Communities/Builders of Distinction
- 25 Most Beautiful Rooms

## Targeted Distribution, Qualified Readers

**F**lorida Homebuyer Tampa Bay 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. Copies are distributed through the following avenues:

- ▶ **Exclusive** - Florida Homebuyer Tampa Bay is the only new home real estate magazine with free distribution in the lobbies of over 60 local Publix supermarkets and is direct mailed to affluent, remodel ripe neighborhoods throughout the bay area. 
- ▶ **Real Estate Offices.** Free distribution through 300 of the region's top selling real estate offices, with a special emphasis on offices with strong relocation divisions. The region's top-selling Realtors® receive individual by-mail subscriptions to maximize usage. **Realtors are the key to targeted distribution as each agent uses our publication as a resource guide to aid buyers in their search for a new home in the Tampa Bay area. Getting directly to the consumer who is looking to purchase a home is the most direct and efficient method of new home advertising.**
- ▶ **Local Board of Realtors.** Bulk delivery to the Greater Tampa, Pinellas, Polk, West Pasco and East Pasco Board of Realtors.
- ▶ **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®.
- ▶ **Internet Relocation Inquiries.** Mail distribution to out-of-area relocation inquiries generated by our interactive Web site, [www.florida-homebuyer.com](http://www.florida-homebuyer.com). These red-hot leads are also distributed to advertisers for personal followup in addition to the leads you receive every day from our site.
- ▶ **Newsstands.** Paid distribution at numerous local, regional and state newsstands selected for their high traffic and their upscale demographics. Of note: Florida Homebuyer Tampa Bay is the only local real estate publication with a newsstand presence.
- ▶ **Corporate Relocation Departments.** Bulk distribution through human resources and recruitment divisions at the region's major employers.
- ▶ **Chambers of Commerce.** Mail distribution to out-of-area relocation inquiries coming to every major chamber of commerce serving West Central Florida. In addition, we are located as a resource guide for walk-in traffic to the Tampa, Clearwater and St. Petersburg Chambers.

- ▶ **Hotels Catering to Business Clients.** Bulk distribution to selected hotels that primarily serve business travelers and relocators looking for permanent housing.
- ▶ **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.
- ▶ **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 high-income homes in Hillsborough, Pinellas, Pasco, Polk 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.

### Florida Homebuyer Tampa Bay Earns Exclusive Realtor® Association Endorsement!

The Greater Tampa Association of Realtors® evaluated all the real estate publications serving the Bay area and chose *Florida Homebuyer Tampa Bay* as its preferred publication. That means GTAR members—the pros who sell most of the homes in this market—are encouraged to use *Florida Homebuyer Tampa Bay* 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 *Florida Homebuyer Tampa Bay* is easily available to its members in the quantities they need.

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**HOMEBUYER**  
**TAMPA BAY**

813-777-4282 fax 813-948-0623 [www.florida-homebuyer.com](http://www.florida-homebuyer.com)

A Florida Homebuyer Media, LLC Publication

## Impact In Print or Online

The only comprehensive new-community oriented site online, featuring a huge searchable database that's second to none as well as terrific editorial content found in *Florida Homebuyer Tampa Bay* 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.

## e-zines

### 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.



# 2010 rate card

## DISPLAY AD MONTHLY RATES

	12 months	6 months	2 months
Full-Page	\$1,320	\$1,520	\$1,823
2/3 Page	1,058	1,215	1,460
1/2 Page	858	985	1,185
1/3 Page	593	680	820
1/6 Page	335	380	458

## PREMIUM POSITIONS

\*Must have a 12x advertising schedule. Monthly rate.

Back Cover	\$2,210
Inside Front Cover	2,073
Inside Back Cover	2,073
Page 1	2,073
Opposite Table Of Contents	1,783
Opposite Publisher's Page	1,783

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

**EXTRA BONUS! TBBA 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 TBBA membership.**



## Florida Homebuyer Tampa Bay Offers Value-Added Opportunities to Standard Display Advertising

➤ **Communities and Builders of Distinction.** 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.

➤ **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](http://www.florida-homebuyer.com). Enhanced listings are available for an additional cost.

	12 months	6 months	2 months
2 Page Spread	\$2,375	\$2,700	\$3,030

\*All rates are monthly.

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## FLORIDA HOMEBUYER TAMPA BAY 2010 ISSUE DEADLINES:

### February 2010

Space closes Jan. 25, 2010  
Materials due Feb. 1

### April 2010

Space closes Mar. 1  
Materials due Mar. 8

### June 2010

Space closes May 2  
Materials due May 9

### August 2010

Space closes Jul. 4  
Materials due Jul. 11

### October 2010

Space closes Sept. 6  
Materials due Sept. 13

### December 2010

Space closes Nov. 1  
Materials due Nov. 8

## 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 FLORIDA HOMEBUYER TAMPA BAY? HERE ARE FIVE GOOD REASONS

1. **Ready-to-Buy Readers.** *Florida Homebuyer Tampa Bay* 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.**
2. **Unsurpassed Editorial.** *Florida Homebuyer Tampa Bay* provides lively, reader-friendly content that reflects the region's real estate market in all its aspects.
3. **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.
4. **Results.** Hot leads generated through *Florida Homebuyer Tampa Bay's* interactive Internet site are regularly distributed to advertisers for personal followup.
5. **Affordable Advertising Rates.** The best real estate publication in the region offers advertising rates to fit any budget.



# 2010 rate card

## ELECTRONIC FILE SPECIFICATIONS

➤ **Acceptable file formats.** *Florida Homebuyer Tampa Bay* 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 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 or Adobe Openface fonts.

➤ **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 *Florida Homebuyer Tampa Bay* magazine to substandard 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 off-set 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.)
<b>Two-page spread:</b>		
Trim	16.25	10.75
Bleed	16.5	11.00
Live area	15.75	10.25
<b>Full page:</b>		
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 Vertical	3.3125	4.687
1/6 Horizontal	4.5	2.25
1/6 Vertical	2.187	4.687

For insert and gatefold specifications, contact your sales executive.

