

ALL NEW! NOW TWICE THE REACH!

FLORIDA

Preferred
Publication of



HOMEBUYER WEST COAST

COVERING WEST FLORIDA FROM
HILLSBOROUGH, PINELLAS, PASCO,
HERNANDO, POLK, SARASOTA
AND MANATEE COUNTIES

2010
ADVERTISING
INFORMATION

THE REGION'S MOST EFFECTIVE AND
PRESTIGIOUS NEW-HOME PUBLICATION



MEMBER OF





Celebrating Life in Stunning West Florida

The coastal and inland counties hugging the Gulf of Mexico and stretching from Tampa through Sarasota are among the most desirable places to live in the United States. From lively urban centers in Tampa and St. Petersburg to the rural, rolling hills around Brooksville and Dade City; from the family-friendly neighborhoods of Bradenton to the fun and funky arts center of Sarasota—this special region has it all.

There's just one publication that caters specifically to the new-home market—both locals and relocators—with beautiful photography, compelling editorial and detailed data. That's *Florida Homebuyer West Coast* (formerly *Florida Homebuyer Tampa Bay* and *Florida Homebuyer Sarasota-Manatee*).

Published bimonthly, *Florida Homebuyer West Coast* allows advertisers to take advantage of seasonal trends while offering readers the most up-to-date information possible. This polished, professional publication is the most important real-estate magazine in the region because it's objective, complete and a priceless resource for buyers.

Features and Departments

- **Neighborhood Roundup.** A community-by-community guide to West Florida's neighborhoods in all their variety.
- **Green Building.** What's new in the hottest area of new-home construction, including trends and cutting-edge technologies.
- **Education.** All about local public and private schools, including school grades and test scores.
- **Remodeling.** A special section produced in conjunction with local professional associations for remodelers.
- **Community Listings.** The most comprehensive new-home community listings in print or online, including move-in-ready homes.

FLORIDA HOMEBUYER WEST COAST 2010 ISSUE DEADLINES:

February 2010

Space closes Jan. 25
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

Targeted Distribution, Qualified Readers

Florida Homebuyer West Coast 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.

- **Publix Distribution.** *Florida Homebuyer West Coast* is the only new-home magazine with free distribution at the entrances to more than 100 Publix supermarkets from Hillsborough south through Sarasota counties.
- **Real Estate Offices.** *Florida Homebuyer West Coast* is the preferred publication of the Greater Tampa Association of Realtors and of hundreds of major realty offices. That why it's delivered, by request, to nearly 400 offices.
- **Local Boards of Realtors.** *Florida Homebuyer West Coast* is available at realtor associations in Tampa, Pinellas, Polk, West Pasco, East Pasco, Sarasota and Bradenton.
- **Direct Mail.** *Florida Homebuyer West Coast* is mailed to out-of-state subscribers to *Sarasota Magazine*, many of whom subscribe specifically to get new-home information in preparation for a move.
- **Corporate Relocation Departments.** *Florida Homebuyer West Coast* is delivered, by request, to the region's major employers for use in relocation packages.
- **Chamber Relocation Packages.** *Florida Homebuyer West Coast* is distributed through virtually every chamber of commerce in West Florida, either in their lobbies or as part of relocation packages.
- **Internet Relocation Inquiries.** *Florida Homebuyer West Coast* has the most comprehensive new-home database on the Web. Copies of the publication are mailed to everyone who comes to our site and requests information.
- **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.
- **And More.** *Florida Homebuyer West Coast* is distributed through selected model centers, retail outlets, business hotels and special events.



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TOTAL CIRCULATION:

NOW 20,000 PRINTED COPIES PLUS THOUSANDS MORE ACROSS
THE COUNTRY WHO VIEW THE PUBLICATION ONLINE.

FLORIDA
HOMEBUYER
WEST COAST

Tampa office: phone: 813-777-4282 • fax: 813-948-0623 • www.florida-homebuyer.com
Sarasota office: phone: 941-487-1100 • fax 941-487-1138 • 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 West Coast* 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

	6x (1 year)	3x (6 months)	1x (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
1/4 Page	450	580	620
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-and-white ads may deduct 15% from the published display ad rates.

EXTRA BONUS! Any Builder Association member receives an additional 5% discount off the published display ad rates. This is our way of thanking you for supporting the industry through your Association membership.



➤ **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.

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

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

➤ **Reprints.** 500 single-page reprints are \$300 for year-long Community/Builder Closeups and Model Home advertisers.

*All rates are monthly.

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 WEST COAST? HERE ARE FIVE GOOD REASONS

1. **Ready-to-Buy Readers.** *Florida Homebuyer West Coast* readers don't pick up the publication as an afterthought. **If they're reading it, that means they're looking for a home.**
2. **Unsurpassed Editorial.** *Florida Homebuyer West Coast* 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 West Coast'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.



FLORIDA
HOMEBUYER
WEST COAST

150
GREAT NEW
COMMUNITIES

Remodeling
Make your home more eco-friendly.

Green Building
Let Uncle Sam help you out.

School Days
Up-to-date FCAT scores, grades.

Neighborhoods
Join our insiders on a grand tour.

September/October 2009
www.florida-homebuyer.com

USE IT OR LOSE IT
The \$8,000 Tax Credit is About to Expire. If You're a Buyer, Here's What You Need to Do.

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ELECTRONIC FILE SPECIFICATIONS

▶ **Acceptable file formats.** *Florida Homebuyer West Coast* 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 West Coast* 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 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.

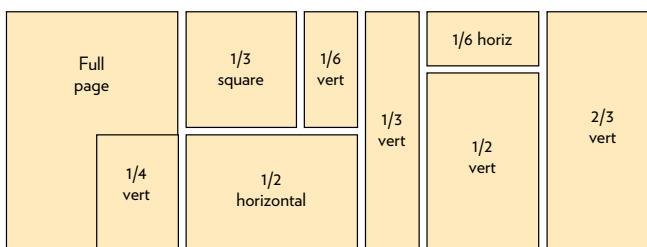
▶ **Cancellations.** Absolutely no cancellations or alterations of ad size accepted after space closing date. Publisher reserves right to repeat a previous ad or prepare and insert an ad without prior approval of copy or layout by advertiser if copy/plate-ready materials are not received by published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



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