

3 WAYS TO REACH BUYERS.



1

FLORIDA HOMEBUYER ORLANDO MAGAZINE

The region's most effective, prestigious and complete new-home publication.

2

THE MAP GUIDE TO NEW HOMES

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

3

THEFLORIDAHOMEBUYER.COM

The most up-to-date new-home database anywhere, in print or online.

FLORIDA
HOMEBUYER
ORLANDO

2700 Westhall Lane, Suite 128, Maitland, FL 32751 ■ (O) 407-647-0225 ■ (C) 407-448-8414

■ fax 407-647-0145 ■ www.thefloridahomebuyer.com

A Florida Home Media, LLC Publication

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 home builder associations, as well as 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 Home-buyer 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 * Monthly rate.	\$2,375	\$2,700	\$3,030

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 7-11's.



MONTHLY PANEL ADVERTISING RATES

	12 MONTHS	6 MONTHS	3 MONTHS
Front or Back Cover	\$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

	12 MONTHS	6 MONTHS	3 MONTHS
Spotlight	\$275	\$330	\$385

2700 Westhall Lane, Suite 128, Maitland, FL 32751 ■ (O) 407-647-0225 ■ (C) 407-448-8414

■ fax 407-647-0145 ■ www.thefloridahomebuyer.com

A Florida Home Media, LLC Publication

THEFLORIDAHOMEBUYER.COM

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
- › 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.

2700 Westhall Lane, Suite 128, Maitland, FL 32751 ■ (O) 407-647-0225 ■ (C) 407-448-8414

■ fax 407-647-0145 ■ www.thefloridahomebuyer.com

A Florida Home Media, LLC Publication