

FLORIDA

# HOMEBUYER

## JACKSONVILLE



WHERE  
**BUYING  
BEGINS.**



2013 MEDIA KIT

Here's Where They Go When They're

# GETTING SERIOUS.

As they're preparing to make a move, people look to the most authoritative, credible sources to make decisions. In Northeast Florida, that's *Florida Homebuyer Jacksonville*.

## THE HOME BUYER DIFFERENCE:



### ■ CONTENT THAT ENGAGES.

*Florida Homebuyer Jacksonville* is a real magazine, with intriguing, original content about building, buying and remodeling homes. Other magazines are filled with paid listings and a few press releases — nothing to keep the reader interested and coming back.

### ■ LONG SHELF LIFE.

The newspaper is out one day and in the recycling bin the next. *Florida Homebuyer Jacksonville* is a glossy, top-quality product comparable to the best consumer magazines on the newsstand. And it's packed with information that buyers refer to over and over again.

### ■ ONLINE DATA THAT'S TIMELY.

Only *Florida Homebuyer Jacksonville* employs a team of data-gatherers to keep our website up to date. Builders don't pay to have their homes and communities listed in our searchable database. If they did, we'd be doing our readers a disservice by selectively presenting information.

### ■ WIDE, HIGH-PROFILE DISTRIBUTION.

If you have trouble finding other real-estate magazines, imagine how potential buyers feel. Only *Florida Homebuyer Jacksonville* is in every regional Publix supermarket, by far the most coveted distribution avenue in the publishing world. And that's in addition to our distribution to real-estate offices and other avenues.

### ■ A PARTNERSHIP APPROACH.

We aren't just advertising salespeople; we're marketing experts who are plugged into the Northeast Florida building industry like nobody else. We know how to harness the power of editorial, advertorial, display advertising and online promotion to help you sell homes. We don't offer cookie-cutter programs — we offer smart, impactful, individualized campaigns that work.

For all those reasons and more, *Florida Homebuyer Jacksonville* is the unquestioned, unchallenged leader, acknowledged by both consumers and marketing pros as the publication "where buying begins."



**LAUREL AWARD-WINNER**

**BEST MAGAZINE FOR CONSUMERS**

**9 Consecutive Years**

## DISTRIBUTION

*Florida Homebuyer Jacksonville* is the only content-driven magazine in the region whose purpose is strictly this: To help people build, buy and remodel homes.

# 90,000 COPIES ANNUALLY



**PUBLIX SUPERMARKETS.** Other real-estate magazines would love to be in Publix, but they can't or won't make the substantial investment required to reach readers in this high-profile, high-powered venue. But *Florida Homebuyer Jacksonville* is right up front — and is the fastest-moving title in the store.

**REAL ESTATE OFFICES.** Realtors are a crucial part of the buying and selling equation. That's why *Florida Homebuyer Jacksonville* is delivered, in person, to 150 top Northeast Florida real-estate offices. Most Realtors consider it their primary source for new-home information.

### PLUS:

- Mailed to Chamber of Commerce relocation inquiries.
- Mailed to Internet relocation inquiries.
- Delivered to relocation departments of major employers.
- Delivered to hotels serving business travelers and relocators looking for permanent housing.
- Delivered to model centers in the region's most desirable new-home communities.

## NOW EVEN MORE REACH:

Digital edition at [Florida-Homebuyer.com](http://Florida-Homebuyer.com) is read by thousands of Realtors and potential buyers worldwide.

A Real-Estate Magazine That's Also A

# REAL MAGAZINE.

Unlike other real-estate magazines, *Florida Homebuyer Jacksonville* doesn't run filler. It isn't all ads and listings. It isn't press releases disguised as stories. It's a real magazine with real content, produced by the region's best real-estate writers.



## CONTENT KEEPS READERS COMING BACK.

### 2013 Editorial Calendar

#### FEBRUARY:

First-Time Buyers and Affordability  
Remodelers Council Resource Guide

#### APRIL:

Kitchens and Baths  
Annual Best of Jacksonville Real Estate  
The Military Market

#### JUNE:

ASID Directory and Buyer's Guide  
Custom Builder Spotlight  
Parade of Homes Winners

#### AUGUST:

Outstanding Remodels, From Bathrooms to Whole-Houses  
25 Most Beautiful Homes  
First Coast School Guide

#### OCTOBER:

Here Come the Jaguars  
Book of Builders

#### DECEMBER:

First Coast Remodeler Awards  
Top Communities: Where to Buy in 2014

# PLUS THESE REGULAR FEATURES:

**FLORIDA THE WAY YOU IMAGINED**

New school, lower prices bolster the region's most beautiful luxury community.

**W**hen Florida debuted in 2012, it was envisioned as an amenity-packed enclave for the affluent, occupying one of the most beautiful sites of land in all of Northeast Florida. A decade later, that description would still apply — but home prices in this award-winning, master-planned community are now far more down to earth.

The real-estate downturn — and the resulting decline in land costs — means that buyers can snap up brand-new, ultra-luxury one-acre homes at prices ranging from a third to a half of what similar homes would have fetched during the boom.

"New construction is hot," says Naomi Landry, director of sales at Palencia, one of more than 1,100 builders. "These days, a builder can offer a state-of-the-art new home for the price of a foreclosure on a short sale." Tom Landry notes that many of the homes in Palencia have often come with costly problems that most buyers don't anticipate.

Landry notes that there are homes in Palencia that originally sold for \$5 million. The top end nowadays, she says, is in the \$3 million range, although there are beautiful homes available for around \$200,000.

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## NEW!

■ **PUBLISHER'S PICK: BUILDER/DEVELOPER SPOTLIGHT.**  
 Inside Northeast Florida's top homebuilding companies, including executive profiles and product/community updates.

■ **PUBLISHER'S PICK: COMMUNITY SPOTLIGHT.**  
 What's happening at Northeast Florida's top new-home communities, including interviews and photography.

■ **PUBLISHER'S PICK: FLOORPLAN SPOTLIGHT.**  
 A look at an exciting new home design making its debut.

## RETURNING!

■ **NEIGHBORHOOD ROUNDUP.**  
 An insider's tour of the region, from the Georgia line south to Flagler County.

■ **PUBLIC AND PRIVATE SCHOOLS.**  
 All the latest data on public schools as well as a private-school directory.

■ **BUY NEW, BUY NOW.**  
 Directories of the region's finest new-home communities.

■ **MOVE-IN-READY HOMES.**  
 Directories of new homes available for occupancy right now.

**PARADISE FOUND**

JACKSONVILLE NEIGHBORHOODS OFFER SOMETHING FOR EVERYONE

**BY GLEN SCHREYER**

**W**hether you're looking for a quiet neighborhood with excellent schools, a vibrant urban area with a mix of amenities, or a community with a strong sense of community, Jacksonville offers something for everyone.

**CLAY COUNTY**

**Orange Park's suburban charm**

**DUVAL COUNTY**

**Atlantic Beach's coastal elegance**

**NEIGHBORHOOD SPOTLIGHT**

**Palencia**

**Palencia**

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PUBLIC SCHOOLS		PRIVATE SCHOOLS	
SCHOOL NAME	ADDRESS	SCHOOL NAME	ADDRESS
ALLEN ELEMENTARY SCHOOL	1234 N. PALM BLVD.	ALLEN CHRISTIAN SCHOOLS	5678 S. PALM BLVD.
BALBOA ELEMENTARY SCHOOL	9876 E. PALM BLVD.	BALBOA CHRISTIAN SCHOOLS	4321 W. PALM BLVD.
BAYVIEW ELEMENTARY SCHOOL	2345 S. PALM BLVD.	BAYVIEW CHRISTIAN SCHOOLS	8765 N. PALM BLVD.
BIRCHWOOD ELEMENTARY SCHOOL	6789 E. PALM BLVD.	BIRCHWOOD CHRISTIAN SCHOOLS	1234 W. PALM BLVD.
BONNIE BRANCH ELEMENTARY SCHOOL	3456 S. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	7890 N. PALM BLVD.
BONNIE BRANCH MIDDLE SCHOOL	1011 E. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	2020 W. PALM BLVD.
BONNIE BRANCH HIGH SCHOOL	1122 S. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	3030 N. PALM BLVD.
BONNIE BRANCH JUNIOR HIGH SCHOOL	1313 E. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	4040 W. PALM BLVD.
BONNIE BRANCH SENIOR HIGH SCHOOL	1414 S. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	5050 N. PALM BLVD.
BONNIE BRANCH ELEMENTARY SCHOOL	1515 E. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	6060 W. PALM BLVD.
BONNIE BRANCH MIDDLE SCHOOL	1616 S. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	7070 N. PALM BLVD.
BONNIE BRANCH HIGH SCHOOL	1717 E. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	8080 W. PALM BLVD.
BONNIE BRANCH JUNIOR HIGH SCHOOL	1818 S. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	9090 N. PALM BLVD.
BONNIE BRANCH SENIOR HIGH SCHOOL	1919 E. PALM BLVD.	BONNIE BRANCH CHRISTIAN SCHOOLS	0101 W. PALM BLVD.

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**BUY NEW... BUY NOW**

YOUR COMPREHENSIVE GUIDE TO COMMUNITIES AND MOVE-IN-READY HOMES

On the following pages are listings of major Northeast Florida master-planned communities, divided by county and then by sub-market within counties. Also shown within the community listings are designated public schools and current State of Florida school grades. Private school listings can be found on page 12. Following the community listings are move-in-ready homes within these communities. There is not availability of move-in-ready homes are subject to change, so please call before going to see a specific home.

**CLAY COUNTY**

**Achery Plantation**

**Eagle Landing at Oakleaf Plantation**

**Forest Hammock**

**DUVAL COUNTY**

**Highland Glen**

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**CLAY COUNTY**

**Pinetop Estates**

**Pinetop Ridge**

**Rolling Hills**

**DUVAL COUNTY**

**Highland Glen**

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## 2013 RATES

### DISPLAY ADVERTISING

4-color	6x	4x	1x
Full page	\$ 2,640	\$3,300	\$3,960
2/3 page	2,115	2,645	3,175
1/2 page	1,715	2,145	2,575
1/3 page	1,185	1,485	1,780

### CLOSEUPS

*The clout of advertising, the credibility of editorial.*

	6x	4x	1x
2-page spread	\$4,810	\$5,535	\$6,015



Ask about our full year print, online and advertorial programs and save!

### MILITARY MAP GUIDE TO NEW HOMES

*Used exclusively by Northeast Florida's military installations.*

2-issue buy: \$275 per month for 12 months



## SPECIFICATIONS

### Electronic File Specifications

**Acceptable file formats.** *Florida Homebuyer Jacksonville* 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 QuarkXpress, 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 fonts only, preferably Adobe.

**Printing.** High-gloss, coated enamel stock, heatset web offset press, perfect bound.

### Ad Specifications

Ad Size	Width (in.)	Height (in.)	Ad Size	Width (in.)	Height (in.)
<b>Full page:</b>			<b>1/2 Horizontal:</b>	6.875	4.687
Trim	8.125	10.75	<b>1/4 Square</b>	3.315	4.687
Bleed	8.375	11.00			
Live area	7.500	10.25			