

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 instantly packed online 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 year-of-the-new home for the price of a foreclosure on a short sale." Time-honored might appear to be the language, but offers come with caveats: 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.

**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 SORREY

**W**hether you're looking for a new home or a place to invest, Jacksonville's diverse neighborhoods offer something for everyone. From the historic downtown area to the sprawling suburbs, there's a community for every taste.

**CLAY COUNTY**  
Clay County is a beautiful area with a rich history. It's home to some of the best scenery in the state, and it's a great place to live. Whether you're looking for a new home or a place to invest, Clay County has something for everyone.

**DUVAL COUNTY**  
Duval County is a vibrant area with a rich history. It's home to some of the best scenery in the state, and it's a great place to live. Whether you're looking for a new home or a place to invest, Duval County has something for everyone.

**PUBLIC SCHOOLS**

County	School District	Website
Alachua	Alachua County Schools	www.alachuaschools.net
Alford	Alford County Schools	www.alford.k12.fl.us
Baker	Baker County Schools	www.baker.k12.fl.us
Baldwin	Baldwin County Schools	www.baldwin.k12.fl.us
Bandolph	Bandolph County Schools	www.bandolph.k12.fl.us
Brevard	Brevard County Schools	www.brevard.k12.fl.us
Broward	Broward County Schools	www.broward.k12.fl.us
Calhoun	Calhoun County Schools	www.calhoun.k12.fl.us
Charlotte	Charlotte County Schools	www.charlotte.k12.fl.us
Clay	Clay County Schools	www.clay.k12.fl.us
Collier	Collier County Schools	www.collier.k12.fl.us
Columbia	Columbia County Schools	www.columbia.k12.fl.us
DeSoto	DeSoto County Schools	www.desoto.k12.fl.us
Duval	Duval County Schools	www.duval.k12.fl.us
Flagler	Flagler County Schools	www.flagler.k12.fl.us
Franklin	Franklin County Schools	www.franklin.k12.fl.us
Gadsden	Gadsden County Schools	www.gadsden.k12.fl.us
Gulf	Gulf County Schools	www.gulf.k12.fl.us
Hamilton	Hamilton County Schools	www.hamilton.k12.fl.us
Hardee	Hardee County Schools	www.hardee.k12.fl.us
Heath	Heath County Schools	www.heath.k12.fl.us
Hendry	Hendry County Schools	www.hendry.k12.fl.us
Hernando	Hernando County Schools	www.hernando.k12.fl.us
Hillsborough	Hillsborough County Schools	www.hillsborough.k12.fl.us
Indian River	Indian River County Schools	www.indianriver.k12.fl.us
Jefferson	Jefferson County Schools	www.jefferson.k12.fl.us
Levy	Levy County Schools	www.levy.k12.fl.us
Liberty	Liberty County Schools	www.liberty.k12.fl.us
Lynn	Lynn County Schools	www.lynn.k12.fl.us
Madison	Madison County Schools	www.madison.k12.fl.us
Manatee	Manatee County Schools	www.manatee.k12.fl.us
Marion	Marion County Schools	www.marion.k12.fl.us
Meeker	Meeker County Schools	www.meeker.k12.fl.us
Monroe	Monroe County Schools	www.monroe.k12.fl.us
Nassau	Nassau County Schools	www.nassau.k12.fl.us
Oklawaha	Oklawaha County Schools	www.oklawaha.k12.fl.us
Orange	Orange County Schools	www.orange.k12.fl.us
Osceola	Osceola County Schools	www.osceola.k12.fl.us
Polk	Polk County Schools	www.polk.k12.fl.us
Putnam	Putnam County Schools	www.putnam.k12.fl.us
St. Johns	St. Johns County Schools	www.stjohns.k12.fl.us
St. Leon	St. Leon County Schools	www.stleon.k12.fl.us
St. Lucie	St. Lucie County Schools	www.stlucie.k12.fl.us
Sumter	Sumter County Schools	www.sumter.k12.fl.us
Talman	Talman County Schools	www.talman.k12.fl.us
Taylor	Taylor County Schools	www.taylor.k12.fl.us
Union	Union County Schools	www.union.k12.fl.us
Volusia	Volusia County Schools	www.volusia.k12.fl.us
Wakulla	Wakulla County Schools	www.wakulla.k12.fl.us
Washington	Washington County Schools	www.washington.k12.fl.us
Wayne	Wayne County Schools	www.wayne.k12.fl.us
Worth	Worth County Schools	www.worth.k12.fl.us

**PRIVATE SCHOOLS**

Private schools offer a variety of educational options. From religious schools to independent schools, there's a private school for every family. For more information, visit [www.private-schools.com](http://www.private-schools.com).

**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. Please note availability of move-in-ready homes are subject to change, so please call before going to see a specific home.

**CLAY COUNTY**

**Actery Plantation** **NEW**  
A beautiful community with a rich history. It's home to some of the best scenery in the state, and it's a great place to live. Whether you're looking for a new home or a place to invest, Actery Plantation has something for everyone.

**Eagle Landing at Oakleaf Plantation** **NEW**  
A beautiful community with a rich history. It's home to some of the best scenery in the state, and it's a great place to live. Whether you're looking for a new home or a place to invest, Eagle Landing at Oakleaf Plantation has something for everyone.

**Forest Hammock** **NEW**  
A beautiful community with a rich history. It's home to some of the best scenery in the state, and it's a great place to live. Whether you're looking for a new home or a place to invest, Forest Hammock has something for everyone.

## 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



### 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	7.375	10.00			