FLORIDA

HOMEBUYER JACKSONVILLE







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 HOMEBUYER DIFFERENCE:



PEORIDA FLORIDA SIST CONSUMER MAGAZINE PROPER JACKSONVILLE 200 GEAT NEW COMMUNITIES Wow's The Word Salarca 2010 Remodeling Anneal Wirenz Gurk Appell Grand Tour Insides Koulde 1 to the Regions Clee & Floring Scheel Guide Educational Abhernathese on the First Coast. The Magazine The M

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



NEW FEATURE: MOVE-IN-READY HOMES
FLORIDA

PROPERTY OF THE PROP

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 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.





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:

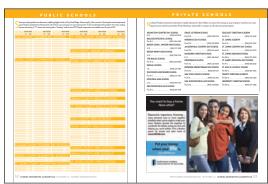
First Coast Remodeler Awards Top Communities: Where to Buy in 2014



PLUS THESE REGULAR FEATURES:









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: FLOOPLAN 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.



2013 RATES

DISPLAY ADVERTISING

6x	4x	1x	
•••••	••••	•••••	
\$ 2,640	\$3,300	\$3,960	
2,115	2,645	3,175	
1,715	2,145	2,575	
1,185	1,485	1,780	
	\$ 2,640 2,115 1,715	\$ 2,640 \$3,300 2,115 2,645 1,715 2,145	

1x

CLOSEUPS

The clout of advertising, the credibility of editorial.

6x 4x

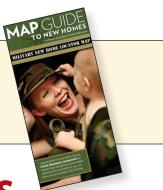
2-page spread \$4,810 \$5,535 \$6,015



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.)		
Full page:			1/2 Horizontal:	6.875	4.687		
Trim	8.125	10.75					
Bleed	8.375	11.00	1/4 Square	3.315	4.687		
Live area	7.375	10.00	•				
			•				