



# FLORIDA HOME BUYER

CENTRAL FLORIDA EDITION

Welcome to the new *Florida Homebuyer: Central Florida Edition!* The state's most awarded and respected new-home publication has a new look and some great new features – but it's still the authoritative source for newcomers and the most high-profile media booster of the new-home industry.

## CONTENT BUYERS NEED

Every issue of *Florida Homebuyer: Central Florida Edition* contains:

- Features of the most exciting new models and floorplans as well as builder profiles.
- Regional reports that tell buyers, especially newcomers, what's special about each county and spotlights major new developments.
- Selected listings, by county, of the hottest new-home developments in Orange, Osceola, Lake, Seminole, Polk and Volusia Counties.
- Public-school grades and test scores for each county -- updated whenever they change and the methodology explained.
- NEW! A custom-home section called *Manor*, which focuses on custom homes and builders and discusses the ins and outs of building a home suited just for you.

## EFFECTIVE DISTRIBUTION

*Florida Homebuyer: Central Florida Edition*, which distributes 20,000 copies in print, is distributed in a way that ensures it will impact buying:

- More than 300 Realtor offices, directly to Realtors who have for years used it as their No. 1 resource for helping their buyers navigate the new-home market.
- Local and regional chambers of commerce and economic-development organizations as well as major employers, who use it entice corporate and individual relocators.
- Newsstands of select Publix supermarkets, with a cover price so you can be sure those who pick up a copy are serious buyers.

## WEB PRESENCE: [thefloridahomebuyer.com](http://thefloridahomebuyer.com)

A digital edition of every issue is on our website, [thefloridahomebuyer.com](http://thefloridahomebuyer.com), along with – bar none – the most comprehensive searchable database of new-home communities you'll find on the web.

*Florida Homebuyer: Central Florida Edition* is every new-home builder's biggest ally. The editorial message – which is credible because it's real editorial – reinforces the message that you should

buy now, and buy new! That's why the most savvy builders – including most of the national and international companies – have continued to use *Florida Homebuyer: Central Florida Edition* as a key component of their media message.

## 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	10.00
Full page:		
Trim	8.125	10.75
Bleed	8.375	11.00
1/2 Horizontal:	6.875	4.687

## ADVERTISING RATES:

	1X	2X	4X
Two Page Spread	\$6,000	\$5,000	\$4,000
Full Page	\$4,500	\$3,500	\$2,500
Half-Page	\$3,000	\$2,500	\$1,500

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