ABOUT CENTRAL FLORIDA LIFESTYLE

Central Florida Lifestyle is Orlando’s premier community magazine, mailed to affluent residents throughout Orange, Osceola, and Seminole counties.

Our upscale magazine covers health and wellness, dining, fashion, home and leisure, travel and much more. Every month Lifestyle delivers unique content about your local community.

Lifestyle has the largest direct-mailed circulation of any other local magazine in the tri-county region. We reach the most affluent Central Florida residents every month, with a median Household Income of over $120,000. With two unique editions, Lifestyle magazines deliver quality content about your lifestyle and local community.

AUDIENCE TOUCHPOINTS FOR OUR ADVERTISERS

PRINT FLEXIBILITY & REACH
- Monthly, Full Color Print Magazine
- Directly Mailed to Affluent Homes
- 240, 848 Readers
- Distributed at 4 Local Chambers of Commerce
- Distributed at Community Events
- Hyper Local Zones
- Annual Special Sections and Themed Issues

DIGITAL FLEXIBILITY & REACH
- Digital Editions
- Banner Ads
- Native Advertising
- Email Campaigns
- Video
- Calendar of Events
- Giveaways
- Social Media Sponsorships
DISTRIBUTION
Central Florida Lifestyle reaches more affluent readers than any other local magazine in the tri-county region. We take a hyper-local approach in reaching our audience in targeted distribution zones.

CIRCULATION HIGHLIGHTS & TARGETED MARKETING

**SOUTHWEST EDITION**
- Windermere
- Dr. Phillips
- MetroWest
- Winter Garden
- Hunter’s Creek
- Celebration

Balmoral, Isleworth, Keene’s Pointe, Lake Butler Sound, Bay Hill, Cypress Point, Orange Tree, Phillips Landing, Viscaya, Almond Tree, Vista Royal, Summerport and many more.

- Zip Codes: 32819, 32836, 34734, 34761, 34786, 34787, 32835, 32837, 34747
- Average Household Income: $142,000

**CENTRAL/ EAST EDITION**
- Winter Park
- Downtown Orlando
- Lake Nona
- Waterford Lakes Area
- Avalon Park
- Oviedo / Winter Springs

Waterford Lakes, Stoneybrook East, Eastwood, Avalon Park, Lake Nona, Baldwin Park, Thornton Park, Windsong and many more.

- Zip Codes: 32825, 32827, 32832, 32765, 32708, 32789, 32792, 32801, 32803, 32805, 32814
- Average Household Income: $128,000

**ADDITIONAL LIFESTYLE CIRCULATION:**
- Local Chambers of Commerce
  - East Orlando Chamber of Commerce
  - Oviedo-Winter Springs Chamber of Commerce
  - West Orange Chamber of Commerce
  - Winter Park Chamber of Commerce
- Lifestyle sponsored events (20+ per year)
  - JCC Taste of the J
  - Taste of Winter Park
  - Best Fest – The Taste of West Orange
  - East Orlando Celebrates Education Day
  - Taste of Oviedo
  - Winter Park Autumn Art Festival
  - Taste of East Orlando
  - Work Well Winter Park
  - Winter Springs Festival of the Arts
  - Central Florida’s BBQ Blowout
  - Various local golf tournaments & business expos

**TOTAL MONTHLY READERSHIP**
- **240,848+**
- Total Monthly Readership per issue

**TOTAL MONTHLY DISTRIBUTION**
- **60,000+**
- Total Monthly Distribution per issue

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**SOUTH WEST**

**CENTRAL/EAST**
DEMOGRAPHICS

Central Florida Lifestyle readers are educated, affluent, socially engaged, culturally active.

WHAT THIS MEANS FOR OUR ADVERTISERS:
• Zoned, effective target marketing
• 240,848 readership per issue
• Direct-mailed and subscription
• Reach most affluent neighborhoods
• Lowest Cost Per Thousand
• 50:50 Advertising/Editorial ratio
• Added value options
• Apple Newstand
• Google Play

READERSHIP
Readers per issue 240,848+
Read every single month 84%
Regularly receive 99.3%
Retain until next issue 61%

PERSONAL
Female Readers 59%
Male Readers 41%

AGE CATEGORIES
Average Reader Age 46
21-34 22%
35-54 53%
55-74 23%

COVERS & FEATURES
Covers and features spotlight local businesses, people and current events of the Central Florida community through award winning photography, layout design and editorial writing.

DEPARTMENTS
• Bon Appétit
• Calendar of Events
• Chamber News
• Expert Advice
• Homestyle
• How You Can Help
• In Style
• In The Kitchen
• Local Life
• On The Town
• Places to Go
• Someone You Should Know
• School News
• Snapshots
• Sports & Recreation
• Tech Trends
• Your Health
• Your Local

EDITORIAL CONTENT

2017 EDITORIAL CALENDAR

JANUARY
• Resolution or Revolution? Take Back Your Health, Wealth and Time
• Cutest Pet Contest
• Remember When – A Look Back at Central Florida in the 1970s
Special Advertising Section: Meet the Vet/Vet Health

FEBRUARY
• Wedding Trends
• Great Date Night Getaways
• Central Florida’s African American History Museum

MARCH
• Luck of the Irish – Best Irish Pubs and Restaurants
• Cutest Baby Contest
• Spring Break Destinations that Won’t Break the Bank
Special Advertising Section: Top Private Schools (Spotlight on Education)

APRIL
• Spring Fever! Central Florida’s Top Outdoor Seating Restaurants
• Outdoor Home Improvements/Your Outdoor Oasis: DIY
• Choosing the Right Home Builder

MAY
• Moms Making a Difference in the Community
• Mom’s Guide to Better Health in Her 30s, 40s, 50s and Beyond
• Gift Guide for Moms, Dads & Grads
• Central Florida’s Future: Valedictorians Making a Difference

JUNE
• Summer Service Hours for Kids
• Father’s Guide to health & Wellness
• Staycation: Your Guide to Destination Florida
Special Advertising Section: Your Guide to Central Florida Attorneys

JULY
• Great Grilling Ideas, Products and Appliances
• All-American Recipes with a Twist
• Through a Child’s Eyes: Quotes from Central Florida’s Youth on Freedom
Special Advertising Section: Central Florida’s Top Golf Course Resorts and Spas

AUGUST
• Back to School by Grade Level
• Getting Your Home Ready to Sell: A Realtor’s Guide
• Organize Your Life and Your Home
Special Advertising Section: Dental/Orthodontic Resource Guide

SEPTEMBER
• Local Artists and Authors
• Lifestyle Art Contest
• Spotlight on Teachers
Special Advertising Section: Eye Health and Vision Health

OCTOBER
• Health and Wellness Feature Fall! DIY Treats and Décor
• Central Florida Ghost Myth Busters
Special Advertising Section: Central Florida Medical Guide

NOVEMBER
• Best Thanksgiving Buffets – Making Your Day Easy
• Cooking from Scratch for the Traditional Baker
• Surviving the Holidays
• What to Look for in a Pet Sitter or Boarder

DECEMBER
• Your Guide to Central Florida’s Best Holiday Events
• Creating New Holiday Traditions
• Back Health: Core Basics to Support Your Back

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ADVERTISING SPECIFICATIONS

DEADLINES FOR MATERIALS
On or before the 1st of each month prior to issue date. Example: September 1 is the deadline for our October issue.

AD REQUIREMENTS
- High Resolution PDFs preferred, with all fonts and images embedded.
  Create ad composition in Adobe Creative Suites: Illustrator, Photoshop & Indesign
- PLEASE MAKE SURE ALL IMAGES ARE HIGH RESOLUTIONS
  Images must be 300 DPI resolution at 100% of the size they are to be used or bigger.
  - All photos must be in CMYK format and saved as TIFF or EPS files.
  - Please do not flatten layered files.
  - Maximum density for color build is 280.
  - Coupon borders around offers in ads will not be accepted.
  - If we receive materials that do not meet our specifications, a production charge will be incurred.

ADVERTISING RATES

PER ZONE PER MONTH

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Exclusive Positions
Lead In Pages (Your Health, Expert Advice, Your Local) $695
Sponsor Banners $395
Masthead (2/3 page) $1,495
Promotional Features
1 Page $2,795

All rates shown are net and non-commissionable.
Space Deadline: First of the month for prior to issue date. Example: May 1 is the deadline for the June issue.
Guaranteed Position: Add 15 percent to net rate, minimum full page.
Billing and Terms: First insertion and credit application are due upon signing for all new advertisers or first three months of advertising must be pre-paid. Cover packages must be paid upon contract signing.

COVER PACKAGES & PREMIUM POSITIONS

Southwest A
Windermere, Dr. Phillips, MetroWest, Winter Garden (22,500 circulation)

Front Cover $8,995
Back Cover $3,995
PC & IBC $3,995

Southwest B
Hunter’s Creek & Celebration (7,500 circulation)

Front Cover $3,995
Back Cover $1,695
PC & IBC $1,695

Central/East A
Winter Park, Downtown, Oviedo, Winter Springs (15,000 circulation)

Front Cover $6,495
Back Cover $2,500
PC & IBC $2,500

Central/East B
Lake Nona, Waterford Lakes, Avalon Park (15,000 circulation)

Front Cover $6,495
Back Cover $2,500
PC & IBC $2,500

All cover package includes professional writer and photography.
Southwest A cover package includes cover and 2 page editorial spread.
Southwest B cover package includes cover and 1 page editorial spread.
Central/East A cover package includes cover and 1 page editorial spread.
Central/East B cover package includes cover and 1 page editorial spread.

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CONTACT US

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Target Your Audience.