

**PREMIERE
COMMUNITY MAGAZINE**

**60,000
MONTHLY DISTRIBUTION**

**240,848
READERSHIP**

20
18

CENTRAL FLORIDA
LIFESTYLETM
MAGAZINE

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



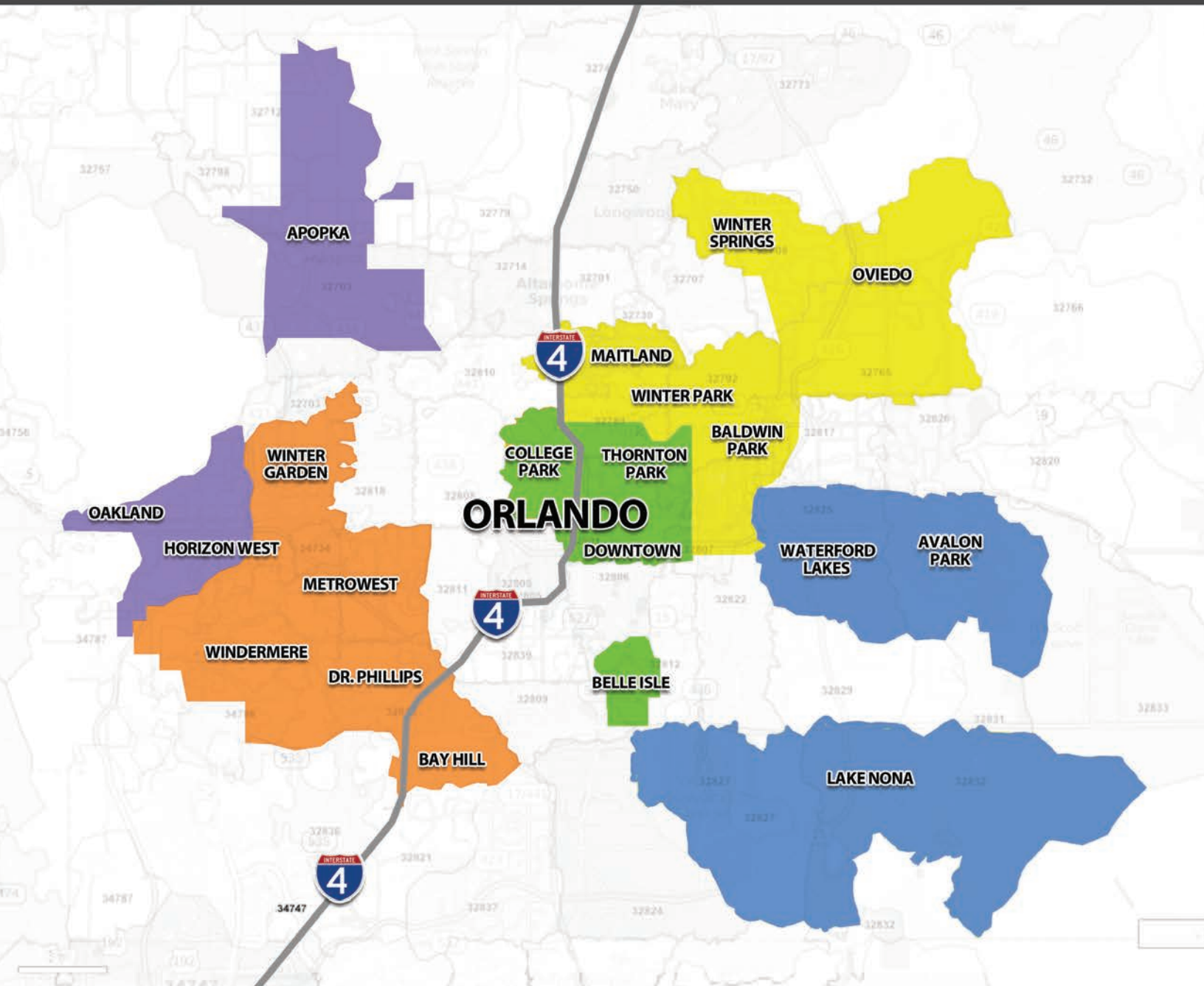
PRINT FLEXIBILITY & REACH

- 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



- NORTHWEST:** Horizon West, Apopka, Oakland
- CENTRAL:** Belle Isle, Downtown Orlando, Thornton Park, College Park
- NORTH:** Maitland, Winter Park, Oviedo, Winter Springs, Baldwin Park
- SOUTHWEST:** Windermere, Dr. Phillips, Bay Hill, Metrowest, Winter Garden
- EAST:** Lake Nona, Waterford Lakes, Avalon Park



Contact Kristi Gomen for more information.
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CIRCULATION HIGHLIGHTS & TARGETED MARKETING

SOUTHWEST EDITION

- Windermere
- Dr. Phillips
- Metrowest
- Winter Garden
- Horizon West
- Apopka
- Oakland

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
- Maitland
- Downtown Orlando
- Lake Nona
- Waterford Lakes Area
- Avalon Park
- Oviedo / Winter Springs
- Belle Isle

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

Zip Codes

32825, 32827, 32828, 32832, 32765, 32708, 32789, 32792, 32801, 32803, 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)

- 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
- Winter Springs Festival of the Arts
- Central Florida's BBQ Blowout
- Various local golf tournaments & business expos

EXCLUSIVE MICROLOCAL CONTENT

In each zoned edition there will be exclusive content pertaining to each zone.

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%

EDITORIAL CONTENT

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

2018 EDITORIAL CALENDAR

JANUARY

- Cutest Pet Contest
- Pet Health & Wellness
- Financial Fitness Tips for the New Year

*Special Advertising Section:
Directory for a Better 2018*

FEBRUARY

- 2018 Wedding Trends
- DIY Wedding: Decor, Favors, etc.
- Keeping Your Heart Healthy

*Special Advertising Section:
Wedding Planners & Caterers*

MARCH

- Cutest Baby Contest
- Recipes: Turning Your Favorite Kid Snack into an Adult Treat
- Kids Health & Wellness
- Spring Break Guide

*Special Advertising Section:
Top Private Schools (Spotlight on
Education)*

APRIL

- Hot Home Tech
- Designer Tips for Creating Your Dream Home
- Realtor Guide: What to Look for in a New Home and How to Sell
- Spring Cleaning Tips & Tricks

*Special Advertising Section: Summer
Camp Guide*

MAY

- Mother's Day Gift Guide
- Mom's Guide to Better Health in Her 30s, 40s, 50s and Beyond
- DIY Spa Night at Home

*Special Advertising Section: Summer
Camp Guide*

JUNE

- Luxurious Gifts for the Dad Who Has Everything
- Men's Health & Wellness
- How Orlando Grew Into a Sports Mecca

*Special Advertising Section: Central
Florida's Top Golf Course Resorts
and Spas*

JULY

- Summer BBQ Recipes
- Travel Bucket List: Splurge Worthy Vacations
- Veteran Profiles
- DIY Decorations for 4th of July

*Special Advertising Section:
Publisher's Top 5 Travel Picks*

AUGUST

- Back to School Fashion for All Ages
- 12th Grade Timeline: Guide to Applying for College
- Making the Most of Your Final Days of Summer

*Special Advertising Section: Dental &
Orthodontic Resource Guide*

SEPTEMBER

- Lifestyle's Annual Art Contest
- Local Author Profiles
- Central Florida's Top Musicians
- How to Prepare the Ultimate Tailgate

*Special Advertising Section:
Eye Health and Vision Health*

OCTOBER

- I Survived: Real Stories of Living Through Scary Situations
- Health & Wellness Tidbits
- Fall Activities Guide

*Special Advertising Section: Meet
the Doctor*

NOVEMBER

- Reader's Favorite Holiday Recipes
- Planning a Friendsgiving
- Dealing with Diabetes
- How Technology Brings People Together During the Holidays

DECEMBER

- Holiday Gift Guide
- Changing up the New Year: Using Themes Instead of Resolutions
- Back Health: Core Basics to Support Your Back

ADVERTISING SPECIFICATIONS

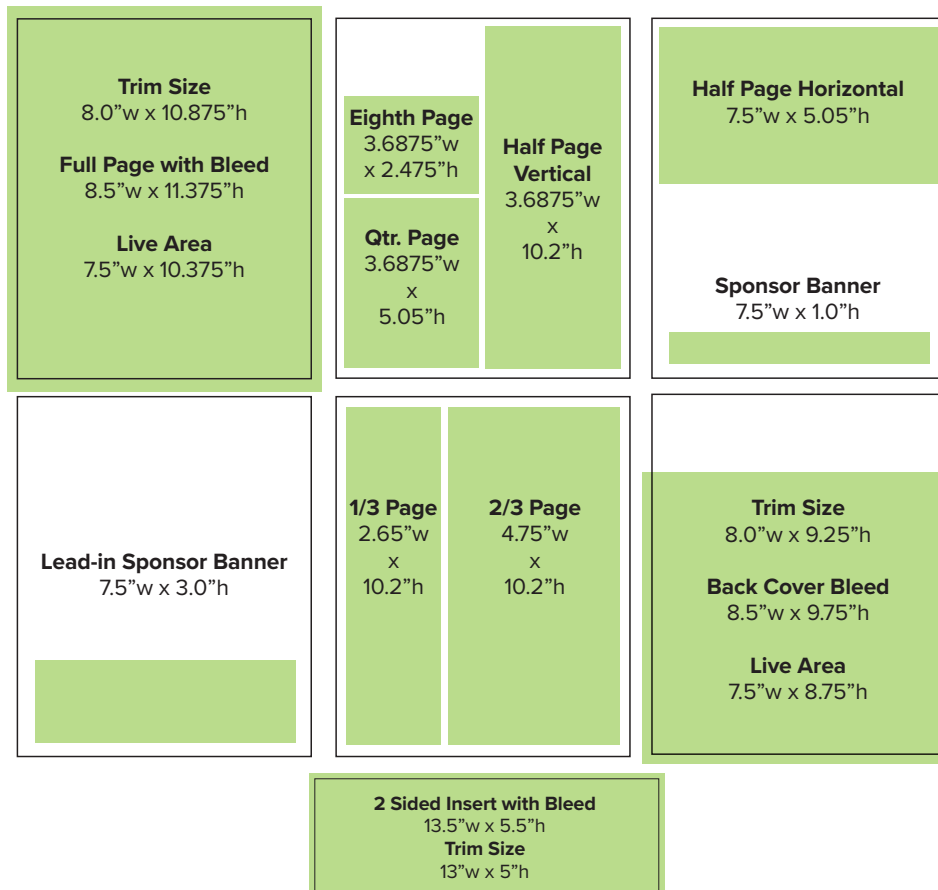
DEADLINES FOR MATERIALS

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.





CONTACT US

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