

## JANUARY

### Editorial:

The Unstoppables—People Always on the Go

### Special advertising section:

A New Year, A New You

**Space Deadline/Materials:** Nov 16

## FEBRUARY

### Editorial:

Valentine's Day Dining

Romantic Escape(s)

V-Day Gifts

### Special advertising section:

Annual School Guide

Private k-12 schools,

Colleges and graduate programs

**Space Deadline/Materials:** Dec 14

## MARCH

### Editorial:

Top Dentists

Paint the Town

### Special advertising section:

Dentist Profiles

**Events:** Paint the Town

**Space Deadline/Materials:** Jan 18

**Profile Space Deadline:** Jan 13

## APRIL

### Editorial:

Rising Stars Under 40

Orlando's Best Lawyers

Spring Fashion

### Special advertising section:

Lawyer Profiles

**Events:** Best Lawyers

**Space Deadline/Materials:** Feb 15

**Profile Space Deadline:** Jan 13

## MAY

### Editorial:

Annual Dining Awards

Dining Hall of Fame

Mom's Day Gifts

### Special advertising section:

5-Star Wealth Management

Go Red for Women

Summer Getaways

**Events:** Dining Awards

**Space Deadline/Materials:** March 14

## JUNE

### Editorial:

Home Design and Outdoor Living:

Patios, Pools, Furniture, Kitchens,

Grills, Entertaining

Father's Day Gifts

**Space Deadline/Materials:** April 18

## JULY

### Editorial:

50 Most Powerful People in Orlando

Plastic Surgery Update

### Special advertising section:

Cosmetic Surgeon Profiles

**Events:** 50 Most Powerful

**Space Deadline/Materials:** May 16

**Profile Space Deadline:** May 11

## AUGUST

### Editorial:

Best of Orlando

### Special advertising section:

Resident Entertainment Guide

**Space Deadline/Materials:** June 13

## SEPTEMBER

### Editorial:

Pet Issue

Best Vets

Arts Season Guide

### Special advertising section:

Veterinarian Profiles

**Space Deadline/Materials:** July 18

**Profile Space Deadline:** July 13

## OCTOBER

### Editorial:

Fall Fashion

Halloween

### Special advertising section:

Susan G. Komen for the Cure

**Space Deadline/Materials:** Aug 15

## NOVEMBER

### Editorial:

Best New Restaurants

Orlando Rising

**Space Deadline/Materials:** Sept 19

## DECEMBER

### Editorial:

Orlando's Best & Top Doctors

Christmas Gifts

### Special advertising section:

Physician Profiles

5-Star Realtors

**Events:** Best & Top Doctors

**Space Deadline/Materials:** Oct 17

**Profile Space Deadline:** Oct 12

## In Every Issue

### Pulse

Quick reads on people, places and topics that define Orlando. Your guide to fashion, travel, tech and gadgets, health and beauty, and home decor

### Dine

Reviews of restaurants and our list of the best places to dine

### Scene

The best of the month's arts & entertainment calendar, culture and the social scene

Planning calendar subject to change without notice



For over 65 years, *Orlando* city magazine has reflected the lifestyle and interests of an upscale, educated readership. The award-winning magazine's mission is to offer readers compelling local content that is both entertaining and informative to provide information that will drive decision making. Dining, travel, entertainment, the arts, style, people and trends—if it's part of Orlando's lifestyle, you'll find it covered in *Orlando* magazine.

### Targeted Distribution Includes:

#### Subscribers

#### Newsstands

- Publix Supermarkets
- Whole Foods
- Fresh Market
- Barnes & Noble
- Books-a-Million

#### Waiting rooms

Targeted, select mailings to high-income Zip codes

#### Select hotels

- Waldorf Astoria
- Hilton Bonnet Creek
- Orlando Hilton
- Rosen Shingle Creek
- The Grand Bohemian
- Celebration Hotel
- Doubletree by Hilton

#### Local community events

#### Orlando magazine signature events

- Best Lawyers
- Paint the Town
- Annual Dining Awards
- 50 Most Powerful People in Orlando
- Best Doctors

#### Orlando business organizations

- Orlando Regional Chamber of Commerce
- Downtown Orlando Information Center
- Winter Park Chamber of Commerce
- Hispanic Chamber of Commerce

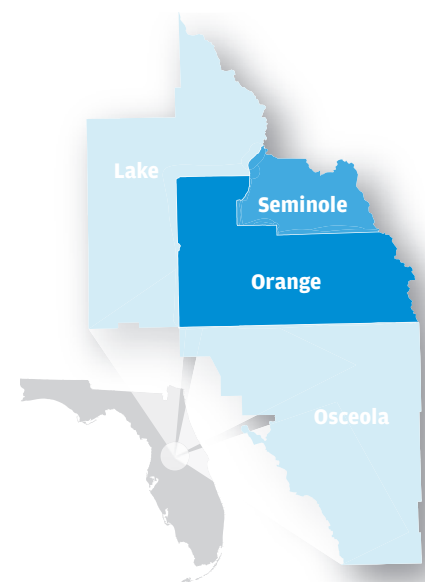
Total Monthly Circulation

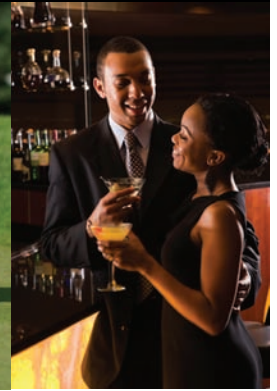
**35,000**

BPA Audited 2010

Total Monthly Readership

**160,000**





## DEMOGRAPHICS

### READER PROFILE: OUR READERS WILL BECOME YOUR VERY BEST CUSTOMERS!

Female	53%
Male	47%

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Married	82%
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### AGE

21-34	5%
35-54	56%
25-54	60.2%
55+	23%

### INCOME

Average household income	\$251,500
Average net worth	\$2 million
Earn \$150,000-\$249,900	26%
Earn \$250,000 or more	27%

### EDUCATION

College graduate or more	75%
Post graduate	31%

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Belong to private clubs, professional organizations	49%
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### EMPLOYMENT

Owner or partner in a business	30%
Home office set-up	77%
Managers within a corporation	44%
Total managerial/professional	45%

### REAL ESTATE

Own home	98%
Average primary home value	\$881,000
Home valued over \$1 million	17.2%
Plan to remodel in next 12 months	60%

### READERSHIP INFORMATION

Read every issue	68%
Consider advertisers in <i>Orlando</i> magazine to be of a higher quality than in other media	70%
Average time spent with each issue	29.4 minutes
Rated <i>Orlando</i> magazine "Excellent/Very Good"	85%

### DINING & ENTERTAINMENT

Average times readers have dined out in the past 30 days at a quality restaurant	9 times
Dined out at casual chain restaurant (Outback, Chilis etc.) 1-2 times per week	41%

Source: Monroe Mendelsohn Research January 2008