



What makes it so appealing?  
 It's the magazine with  
 the connection to  
 readers... community...  
 marketing partners.

**Orange**  
 APPEAL 2011 Media Info



a virtual community  
for central florida women

**Orange Appeal** was launched in 2008 to serve the growing market of **educated, active women** in the Central Florida area. From day one the focus has been on them! Each issue is filled with women to watch representing a diverse range from the area's top business leaders to industrious entrepreneurs as well as key players in the non-profit arena.

**Women are born multi-taskers** and they want information and entertainment that coincides with all facets of their lives.. and they want it their way. **Orange Appeal** delivers the highest quality content and design in the **print publication**; the up-to-the-minute digest of special events and highlighted happenings is sent directly in the **bi-weekly e-newsletter**; additional information is updated regularly on the **website** ([www.orangeappeal.com](http://www.orangeappeal.com)); **Orange Appeal's monthly events** bring the best partnerships to life.

Each issue of **Orange Appeal** is distributed directly to readers in Central Florida. Approximately 12,000 copies are mailed and thousands more are delivered to key community outlets (Orlando Museum of Art, Orange County Regional History Center, The Ritz-Carlton Spa plus additional salons, spas and retailers) and special events. **Orange Appeal** is also in-room at the **Waldorf Astoria Orlando** and **Grand Bohemian Hotel**.

## 2011 Editorial Calendar

### JAN/FEB 11

Women of the Year ☺ **Weddings**: Stunning Sparklers and Creative Cakes ☺ Romantic Rendezvous  
☺ Valentine's Day Dining ☺ Romantic Rooms

### MAR/APR 11

Flirty Fashions ☺ Hometown Hot Spots ☺ **Looking Good**: Anti-Aging Options ☺ Spring's Best Offerings  
☺ Health Updates

### MAY/JUN 11

Celebrations: **Mother Daughter Duos** ☺ Sizzling Summer Sandals ☺ Patio & Pool Pleasers ☺ Seasonal Resort Specials

### JUL/AUG 11

Raves & Faves: things we love ☺ Grilling & Chillin' ☺ **Back to School Cool** ☺ Teed Up: Golf Getaways  
☺ Health Updates ☺ Designers to Watch

### SEP/OCT 11

Fashion Focus: **Model Survivors** ☺ Accessories & Accents ☺ Makeover Madness: Head to Toe Updates  
☺ Fall Events Preview

### NOV/DEC 11

Divine Dressing: holiday style ☺ **Faces of Philanthropy**  
☺ Sweet Treats & Savory Flavors ☺ Deck the Halls

### HOLIDAY 11

**A special issue of shopping, dining and festivities**

# Orange APPEAL

"Thank you so much for all the things that you do for our community and the amazing people who live here. You make our city a better place to be and live. All of your efforts are so very much appreciated by so many. Orange Appeal is awesome."



## 2011 Advertising Rates

POSITION	6X	3X	1X
INSIDE FRONT COVER	\$2,795	\$3,295	(3X min)
SPREAD	\$2,600	\$3,150	\$4,250
BACK COVER	\$2,995	(6X only)	
INSIDE BACK COVER	\$1,995	\$2,600	(3X min)
FULL PAGE: RH/first 40	\$1,695	\$2,050	\$2,700
FULL PAGE	\$1,295	\$1,550	\$2,100
TWO-THIRD PAGE	\$850	\$1,000	\$1,375
HALF PAGE	\$695	\$825	\$1,075
THIRD PAGE	\$395	\$475	\$625
SIXTH PAGE	\$250	\$295	\$395

## Production Schedule

ISSUE	EDITORIAL	ADS DUE
JAN/FEB 11	11/15/10	12/15/10
MAR/APR 11	01/15/11	02/05/11
MAY/JUN 11	03/15/11	04/05/11
JUL/AUG 11	05/15/11	06/05/11
SEP/OCT 11	07/15/11	08/05/11
NOV/DEC 11	09/15/11	10/05/11
HOLIDAY SPECIAL	10/15/11	11/05/11

# In Good Company

## 2010 CLIENTS INCLUDE...



Angela Gutekunst Anne Brownlee Advanced Centre for Plastic Surgery Annie Russell Theatre  
Apfel Dental Practice Architectural Artworks Arnold Palmer Hospital Bay Hill Jewelers Be On Park  
Bella Bella Bridesmaid Cida's Consignment Coralia Leets CRAVE Dora Mae Dr. Clifford Clark Dr.  
Scott Rotatori Historic Dubsdread Ballroom Earth Inspired Living Eden Spa Eola Eyes Fiorella's  
Cucina Toscana Florida Hospital Flourish Event & Floral Design Fountain Doctors Funky  
Monkey Wine Company Gary Lambert Salon Gay Harrison Jewelry Harding Anti-Aging  
Center Lifestyle Management Group Heathrow Country Estates Hilton  
Orlando Jacobson's Lake Highland Preparatory School Lee James Floral Designs  
Marvaldi Hair & Makeup Studio Mennello Museum of American Art My French  
Neighbor Orange County Regional History Center Orlando Aesthetic Institute Orlando  
Ballet Orlando Broadway Series Orlando Health -Dr. Phillips Hospital Orlando Museum  
of Art Orlando Omni Resort at ChampionsGate Orlando Watch Co. Panera Bread Paris Market  
Park Plaza Gardens Pellegrini Homes Physician Associates Pointe Orlando Prime Outlets  
Primera Reflections Dermatology Robb and Stucky Interiors Salvation Army Sarah Eagan, Re-  
altor Scott Laurent Collection Seaside Bank Siegel's Clothing Company Spice & Tea  
Exchange Stella Luca Salons Ten Thousand Villages The Bistro The Collection Bridal The  
Doggie Door The Mall at Millenia The Mongram Merchant The Pure Hart The Ritz-Carlton  
Orlando The Villa Timothy's Gallery Traditions on Park Tuni Urban Life Management Walk on Water Washburn Imports  
Wearable art Weddings Unique West Green Law Winnie Palmer Hospital Wolfe Rizer Workscapes

## Ad Specifications

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**Trim: 9" x 10.875"; matte coated stock, 133 lpi; please keep color densities below 285 for optimum printing results.**

**FULL PAGE:** Nonbleed: 7.708" x 9.708"  
**WITH BLEED:** 9.25" x 11.125" (trim + .125" all sides)  
**LIVE AREA: 7.708" x 9.708"**  
*(all necessary text and images must fit within this space)*

**2/3 PAGE VERTICAL:** 5.042" x 9.708"

**1/2 PAGE HORIZONTAL:** 7.708" x 4.708"

**1/2 PAGE VERTICAL:** 5.042" x 7.063"

**1/3 PAGE VERTICAL:** 2.375" x 9.708"

**1/3 PAGE HORIZONTAL:** 5.042" x 4.708"

**1/6 PAGE HORIZONTAL:** 5.042" x 2.27"

### Acceptable Formats:

High resolution PDF, JPEG, TIFF. File size should be 300 dpi.  
Send to [kate@orangeappeal.com](mailto:kate@orangeappeal.com)  
For large file delivery, you can use [yousendit.com](http://yousendit.com)