

Orange
APPEAL

INTERIOR
APPEAL

Orlando
WOMEN'S
CONFERENCE

magazines, events, e-news
social media & more

2017



HIGHLY ENGAGED READERS
YOU CAN REACH 9 TIMES A YEAR!

6 ISSUES

JAN/FEB, MAR/APR,
MAY/JUN, JUL/AUG,
SEP/OCT, NOV/DEC

The **HIGHEST** quality print publications in the market: 13,000 copies direct mailed in-home to active, affluent women in the most desirable zip codes including **Lake Mary/Heathrow, Longwood, Maitland, Winter Park, College Park, Baldwin Park, Dr. Phillips/ Bay Hill/Windermere, Lake Nona and Celebration.**

An additional 1,000 copies are delivered to select retailers, resort spas, community and charity events.

ONLINE Editions... each complete issue is available online via the website and Facebook page.

The **MOST** comprehensive e-newsletter is sent out to 3,500 opt-in subscribers bi-weekly.

Social Media and connections... from event photos, posts and blogs to calendars and special offers, orangeappeal.com, Facebook, Twitter & Instagram

The **BIGGEST** day for women is the Orlando Women's Conference held each spring. orlandowomensconference.com

And MORE! We work with clients on special events, projects and more. It's personal.

Appeal Media & Events is owned and operated by a mother-daughter team. Christi Ashby and Kate Slentz believe that getting out and building relationships is the most important part of their jobs. It also leads to great original stories and captivating concepts.



3 ISSUES

SPRING/SUMMER,
FALL, WINTER.

WE KNOW WOMEN!

A **HIGHLY ENGAGED**
AUDIENCE YOU CAN
REACH ALL YEAR!

Orange
APPEAL

In **EVERY** issue of **Orange Appeal**...

Fashion; dining, things to do and see; home design; entertaining; women to watch; health and beauty updates; and key community events. The most content of any Central Florida magazine!

RELEVANT, RELATABLE, BEAUTIFUL.



JAN/FEB
women of the year
decadent desserts
weddings
health updates
PROFILES: Realtors*
EDIT CLOSE: 11/23

MAR/APR
spring fashion
Orlando Women's Conference
entrepreneurs
posh patios
PROFILES: Health & Wellness*
EDIT CLOSE: 1/23

MAY/JUN
moms, dads & grads
cool clothes
skin care updates
lunches & brunches
PROFILES: TBD*
EDIT CLOSE: 3/24

JUL/AUG
coastal appeal
weddings
fab friends
arts preview
PROFILES: Realtors*
EDIT CLOSE: 5/26

***PROFESSIONAL PROFILES:** special advertorial section for women in specific categories.

SEP/OCT
fall fashions
PINK PAGES!
winning & dining
PROFILES: Attorneys*
EDIT CLOSE: 7/24

NOV/DEC
philanthropy
holiday designs
gift guide
PROFILES: Banking & Financial Advisors*
EDIT CLOSE: 9/22



INTERIOR
APPEAL

In **EVERY** issue of **Interior Appeal**...

Art and architecture; designer focus: from accessories to hardware; entertaining in style; room by room; trade secrets; total transformations; design dilemma; and showroom shopping.

SPRING/SUMMER
pools, patios & gardens
colors of the season
kitchen updates & makeovers
EDIT CLOSE: 2/24

FALL
elegant estates
art & artists
holiday entertaining
EDIT CLOSE: 6/24

WINTER
trend report
all about texture
homes with personality
EDIT CLOSE: 10/23

Orlando
WOMEN'S
CONFERENCE

The 7th annual one-day event filled with informative, interactive sessions, exhibits, keynote luncheon and power reception is Friday, April 7, 2017 at Loews Sapphire Falls Resort. For details on sponsorships or exhibit spaces, contact kate@orangeappeal.com

appealmedia&eventsgroup
magazines, events, e-news
social media & more

WE KNOW WOMEN!

orangeappeal.com
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Orange APPEAL INTERIOR APPEAL Orlando WOMEN'S CONFERENCE

For combination packages
(ORANGE APPEAL,
INTERIOR APPEAL and the
ORLANDO WOMEN'S
CONFERENCE)
offering the best
possible pricing,
please contact us!

AD SPECIFICATIONS

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"

Acceptable Formats: high resolution PDF, JPEG, TIFF.
File size should be 300 dpi.

AD DEADLINES

ORANGE APPEAL INTERIOR APPEAL

JAN/FEB OA	12/9
MAR/APR OA	2/10
Spring/Summer IA	3/10
MAY/JUN OA	4/10
JUL AUG OA	6/9
Fall IA	7/10
SEP/OCT OA	8/10
NOV/DEC OA	10/9
Winter IA	11/10
JAN/FEB OA	12/8

2016 AD RATES

POSITION	9X	6X	3X
INSIDE FRONT COVER	\$2,295	\$2,595 (6X min)	
BACK COVER	\$2,595 (9X only)		
INSIDE BACK COVER	\$1,695	\$1,995 (8X min)	
FULL PAGE: RH/first 40	\$1,495	\$1,695	\$1,995
FULL PAGE	\$1,195	\$1,495	\$1,695
TWO-THIRD PAGE	\$850	\$1,000	\$1,375
HALF PAGE	\$695	\$825	\$1,075
THIRD PAGE	\$495	\$550	\$595

Please contact us about special sections, spread and
insert rates.

FULL PAGE

2/3 PAGE

1/3 PAGE V

1/3 PAGE H

1/2 PAGE V

1/2 PAGE H