

Orange
APPEAL

INTERIOR
APPEAL

Orlando
WOMEN'S
CONFERENCE

magazines, events, e-news
social media & more



2019



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 4,500 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!



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.

2019



JAN/FEB
Women of the Year
Health Updates
Weddings
Professional Profiles:
REALTORS*
EDIT CLOSE: 11/26

MAR/APR
Spring Fashion
Women Who Own It!
Orlando Women's
Conference program
Professional Profiles:
Women Business Owners
EDIT CLOSE: 1/25

MAY/JUN
O-wards!
Seasonal Celebrations
Skin Care
Professional Profiles:
Health & Wellness*
EDIT CLOSE: 3/25

JUL/AUG
Coastal Appeal
Eye on Arts
Summer Must-Haves
Weddings
EDIT CLOSE: 5/24

SEP/OCT
Fall Fashion
Wining & Dining
Pink Pages
Season Tickets:
Arts Organizations*
EDIT CLOSE: 7/26

NOV/DEC
Philanthropy & Giving
Holiday Happenings
Professional Profiles:
Financial Advisors*
Guide to Giving:
Area Nonprofits
EDIT CLOSE: 8/25



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; design dilemma;
total transformations; and showroom shopping.

*special promotional sections;
please contact us for rates



SPRING/SUMMER
Latest in Landscaping
Cool Pools & Patios
All About Color
EDIT CLOSE: 2/25

FALL
Eye on Arts
Entertaining Ideas
Designers' Homes
EDIT CLOSE: 6/25

WINTER
Furnishing Trends
High-Tech Homes
Light It Up!
EDIT CLOSE: 10/25

Orlando
WOMEN'S
CONFERENCE

The 9th annual one-day event filled with informative, interactive
sessions, exhibits, keynote luncheon and power reception will be
Thursday, April 18, 2019 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	12/7
MAR/APR OA	2/5
Spring/Summer IA	3/8
MAY/JUN OA	4/5
JUL AUG OA	6/7
Fall IA	7/8
SEP/OCT OA	8/7
NOV/DEC OA	10/4
Winter IA	11/8
JAN/FEB OA	12/9

2019 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