



Media Kit 2010

Retirement Planning Guide

The Retirement Planning Guide is a reader service section located at the back of the magazine. Each ad receives a reader service number that readers can use to request information from advertisers using a bound-in reader service card or by visiting the Web site www.WhereToRetire.com. Retirement Planning Guide advertisers are listed on the “Free Info” page in the magazine and on www.WhereToRetire.com. If a display ad is run in concert with a Retirement Planning Guide ad, readers will also be referred to the display ad page at the bottom of the Retirement Planning Guide ad (ie: “See our ad on page 92”).

An advertiser will receive leads that include the name, address and, when provided, the verified E-mail address of readers that request more information from that specific advertiser.

These leads may be sent in a variety of ways:

1. A mailed hard copy list with publisher-printed mailing labels
2. An E-mailed ASCII text file
3. An E-mailed Excel spreadsheet
4. Any combination of the above options

Advertisers specify how they would like to receive their leads.

The Retirement Planning Guide ads are formatted in house and are available in two sizes: Plan AA and Plan A.

Plan AA: Six ads per page. Advertiser sends a 4/C image and 75 words of copy to the publisher.

Plan A: 12 ads per page. Advertiser sends a 4/C image and 30 words of copy to the publisher.

Retirement Planning Guide Ad Materials

Images supplied digitally are preferred. Please see Production Specifications. Images and copy for the planning guide can be sent on disk to the address below, attention Dave Hart, or via E-mail to dhart@wheretoretire.com. Publisher does not provide proofs of Retirement Planning Guide ads.