



Media Kit 2010

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City & Town Profiles

In each issue, *Where to Retire* spotlights four or five destinations that are attracting retirees, including undiscovered and low-cost havens. Every profile is chock-full of candid resident interviews and information on state and local taxes, cost of living, housing costs and health care. Readers across the country examine our profiles to find viable relocation options.

Features

Where to Retire feature stories showcase a variety of regions great for retirees seeking specific lifestyles or opportunities. Past articles include “8 Enriching Towns for Art and Music Lovers,” “8 Fabulous Winter Wonderlands,” “Terrific Home Buys, Great Lifestyles” and “8 Enticing Towns for New Careers.”

Special Feature, 2010

In each issue this year, *Where to Retire* will feature “Ready for the Rebound,” a series highlighting cities and towns that have great home buys now and are poised to flourish as the economy recovers.

Discoveries

Our popular Discoveries department features three to five news briefs on emerging trends, newly developed master-planned communities and timely topics of interest to relocating retirees.

Best Neighborhood

Where to Retire's closing department, Best Neighborhood profiles an established master-planned community that suits active retiree lifestyles with a variety of home styles and amenities.

Retirement Adviser

Editor Mary Lu Abbott answers reader questions dealing with a wide range of retirement relocation issues.

Financial Consultant

Economic aspects are a big part of relocation decisions. In this department, we explore a wide range of financial issues that arise when relocating, including tax consequences, insurance coverage and the ins and outs of buying and selling homes.