



## Media Kit 2010

### Editorial Profile

*Where to Retire* tells its readers who's moving where and why. It goes beyond well-known, popular Sunbelt spots, reaching across the country to spotlight smaller towns and undiscovered havens with lower costs of living.

*Where to Retire* is filled with vital information on climate, state and local taxes, cost of living, housing costs, health care, crime and other important issues, plus lively and candid interviews with retirees who have relocated, including their tips on what to look for and what to look out for.

*Where to Retire* even tells its readers how to find the best neighborhoods and developments to suit active retiree lifestyles, how to buy and sell a home, and how to get involved in a new community.

It is the authoritative source of useful information for the 700,000 Americans who move to new towns to retire every year.

The industry of retirement migration already generates billions of dollars a year in sales of everything from real estate to financial services, health care, utilities and entertainment. It is responsible for a massive geographical redistribution of wealth and income, and if you're involved or thinking of getting involved in attracting retirees to your state, town or development, *Where to Retire* is the place to start.