

# 5 WAYS RETIRE in Georgia MAGAZINE

## WILL DELIVER EFFECTIVE ADVERTISING

Effectively showcasing all of Georgia's regions with timely information, updates and special features!



# 1

**OUR TOP QUALITY MAGAZINE, COMPLEMENTED BY A STIMULATING WEBSITE** will provide timely information and features on the State of Georgia from a retiree's perspective. We will offer first-hand insight and testimonials from scores of individuals who have elected to make Georgia their final home. Our ad-to-feature ratio will be an eye-appealing 50/50. Striking photography, maps and graphics will also be an important element of our final product. Guest authors and professionals, representing a wide array of fields will offer sound advice to our readers. From health issues, to financial matters, to continuing education opportunities, to leisure events and activities — you'll find it all in **Retire In Georgia Magazine!**

# 2

**PUBLISHING TWICE A YEAR WILL GIVE YOU THE OPPORTUNITY TO CHANGE YOUR MESSAGE TO YOUR AUDIENCE** every six months. We offer discounted two-time contracts. We only collect 1/3 down before we go to press, with the balance due upon delivery of the finished product. By publishing twice a year, we will also be able to visually present the best of two Georgia seasons — Spring/Summer and Fall/Winter. Prime positions will be sold on a first-contracted/first-serve basis and will require a two-time insertion for that calendar year.

# 3

**BASED ON AN ANNUAL PRODUCTION OF 150,000 COPIES (COVERING TWO EDITIONS), THE ANNUAL EXPOSURE RATING** for the print can be conservatively estimated at more than 525,500 readers, based on a pass-along readership of 3.50 persons per copy. Additionally, the website dynamics are even stronger, with an anticipated 3.5 million hits. These numbers will climb even higher with the production of our products through strategic linkage techniques with major search engines. (We are already linked with one of our co-owner/partner's popular sites: [www.buygeorgia.com](http://www.buygeorgia.com), featuring Georgia Community Magazines and Georgians Newsletter. This site is currently receiving 10,000 + hits per day.)

# 4

**DIVERSE DISTRIBUTION PER ISSUE OF THE 75,000 MAGAZINES PRODUCED EACH ISSUE** will include 30,000 to Georgia State Welcome Centers, Georgia Chambers of Commerce and selected advertisers who come in contact with potential retirees... Complimentary direct mail to over 25,000 targeted households or professional offices... 5,000 complimentary copies at trade shows or events, catering to retiree attraction... The final 15,000 will be distributed in response to website and magazine subscriptions. Limited copies will be available on newsstands or other outlets.

# 5

**RESEARCH & DEVELOPMENT WILL BE ONGOING AND WE HAVE ALREADY INTERVIEWED "FOCUS GROUPS" AND STATE AGENCIES.** We have the assistance of the Small Business Development Center, the University of Georgia Applied Research Department, and other state agencies. As we build our subscription base, we plan to conduct our own trend research/segmentation analyses with a custom reader response card and through extensive marketing. According to Dr. Mark Fagan at Jacksonville State University, Georgia is the fourth fastest-growing state in the country since 2000 and ranks 6th for those persons 65+. He reports that in-migrating retirees bring an average of \$400,000 in assets and a \$40,000 average annual income. We were very proud to launch our new company in April of 2006 by sponsoring the speaking engagement in Atlanta of noted Wake Forest University Professor of Sociology and author of Retirement Migration in America, Dr. Charles Longino. The topic of his speech, "Retirement Migration Trends in Georgia: Who's Coming, Who's Going, and Why", will be a feature in our inaugural edition.



### ADDED BONUS!

At no additional cost, all of our publications in their entirety are placed in PDF form on our website!