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RETIRE *in* Georgia .com

Discover Why Middle Georgia's Lake Region Is Becoming A Retirement Haven (page 14)

Festivals & Fun 'round Georgia (page 10)
"Frankly My Dear"... (page 12)
Here's To Your Health (page 26)
"Nest Egg" Advice (page 30)
Where To Live: Lifestyle Choices (page 47)
Look Who's Retiring in Georgia (page 48)
Tall Tales & Georgia Backroads (page 57)

Example cover mock-up, for illustration purposes only



JUST WHO IS OUR TARGET AUDIENCE?

According to the most recent available data, 26% of Georgia's in-migrating retirees were coming from Florida. Other key states contributing to Georgia's claim as one of the most actively sought-out retirement destinations were: New York, Alabama, North Carolina, Tennessee and Illinois. In contrast to other leading retiree states, Georgia is gaining more retirees than it is losing. Research shows that for every one relocating retiree, seven others considered relocation. Another important fact is that for each of these retiree decisions, the prospective retiree took three trips staying an average of 5 days per trip. For the time these retirees are in Georgia making their retirement decision, they are in essence tourists. Under the radar is the fact that Georgia is undergoing an in-state migration of retirees. For example, in a recent five-year period, the four-county metro Atlanta region lost over 14,000 retirees to other counties within the state, so a major market for our publication will be those four counties. Another purpose of our publication will be to retain those who might be considering leaving our state. When you consider the numbers for all of the above, this conservatively equates to over 112,000 individuals per year, or more than 784,000 individuals over the next seven years who are considering either relocating or staying in Georgia!

OUR TARGETED AUDIENCE WILL BE:

- ✦ Active Lifestyle individuals from ages 50+ to Golden Years
- ✦ Individuals of Upper-Middle Income status
- ✦ Individuals considering investing in an amenity-rich lifestyle community, retirement community, or desirable Georgia community.

Yes, the time has come ...

And Retire In Georgia Magazine will deliver the information this target audience seeks! At Georgia Lifestyles Publishing, Inc. we pledge our best efforts to serve you and welcome you as a potential client.

EXPECT USER-FRIENDLY, INFORMATIVE FEATURES IN EVERY ACTION-PACKED EDITION!!!

*From The Ghosts On the Coasts ...
To Magic Mountain Folklore ... The Masters In Augusta ...
College Football ... "Here's To Your Health" Column ...
The Peachtree Road Race ... New Retirement Communities In Georgia ...
Legal & Financial Matters in our "Nest Egg" column ...
Hiking the Appalachian Trail ... Key Festivals & Fun 'Round Georgia...
"Frankly My Dear"... Tall Tales & Georgia Backroads ...
Fishing and Boating Events ... and special features by guest columnists
in a variety of fields!*

The above is just a sampling of a few of the upcoming topics and regular features you can expect in Retire in Georgia Magazine! Back issues of all of our editions will be online at: www.RetireInGeorgia.com in addition to other valuable information and updates that will keep you logging on for more!

