



YOUR LIFE. YOUR MAGAZINE.



Containing a rich blend of editorial, full-color photography and enticing advertising, **Orlando Signature** includes regular features such as:

- Community
- Style
- Escape
- Wellness
- Home
- And Much More!
- Indulge

Orlando Signature is published 12 times per year by the Orlando Sentinel Media Group, publisher of the market's leading daily newspaper. The editorial staff includes award-winning Tribune Publishing and Orlando Sentinel journalists, columnists and photographers.

AUDIENCE

Orlando Signature delivers dynamic, upscale, socially engaged readers with a rich, fashion savvy and luxurious lifestyle. Our audience profile includes areas with affluent early adopters and influencers. Readers are engaged and socially aware about community events and happenings and have disposable incomes to spend and enjoy life.

Orlando Signature's controlled distribution targets the most desirable and upscale households with the greatest spending power. This audience tends to have household incomes above \$75,000, they're between 35 and 60 years old, highly educated and homeowners.

UNPARALLELED BENEFITS FOR OUR ADVERTISERS

- Distributed in the Orlando Sentinel – an AAM audited, Pulitzer Prize-winning newspaper
- Prime visibility placement in the Orlando Sentinel newspaper
- Targeted to subscribers in high income zip codes

FREQUENCY

Published 12 times per year

PUBLISHER

Orlando Sentinel Media Group | Tribune Publishing

TOTAL DISTRIBUTION

45,000 copies circulated in Orange and Seminole counties, concentrated in Lake Mary/Heathrow, Winter Park/Downtown, Windermere/Dr. Phillips/Winter Garden and Winter Springs/Waterford Lakes. Copies will also be available at key retail locations and local businesses.



EDITORIAL

CONTENT THAT EMPOWERS & INSPIRES

Orlando Signature's high-quality editorial content is backed by the powerful resources of the Orlando Sentinel. The brand speaks to our readers' values and focuses on what's important, providing our audience with the actionable tools and relatable inspiration they need to lead a vibrant and fulfilling life.

Our established magazine contributors, many of whom are celebrity columnists and reader favorites, empower our audience with fresh ideas and inspiring insight on how to get the most out of everything. Our award winning columnists include Heather McPherson, Matt Palm and others!



2016 EDITORIAL CALENDAR

EDITORIAL THEMES	
January	Sports Issue (Super Bowl parties, Face Behind the Voice)
February	Power Couples / Wedding Guide
March	Food Issue
April	Travel Issue
May	Summer Fashion Issue / Mother's Day
June	Men's Issue (Father's Day, Outdoor Entertaining)
July	Technology
August	Best of/Spa Focus
September	Local Celebrity Issue
October	The Arts & Luxury Issue
November	Gift Guide / Holidays at Home
December	The Glitz & Glamour Issue

ALL DATES AND THEMES ARE SUBJECT TO CHANGE



DISTRIBUTION

POWERFUL, VISIBLE, TARGETED

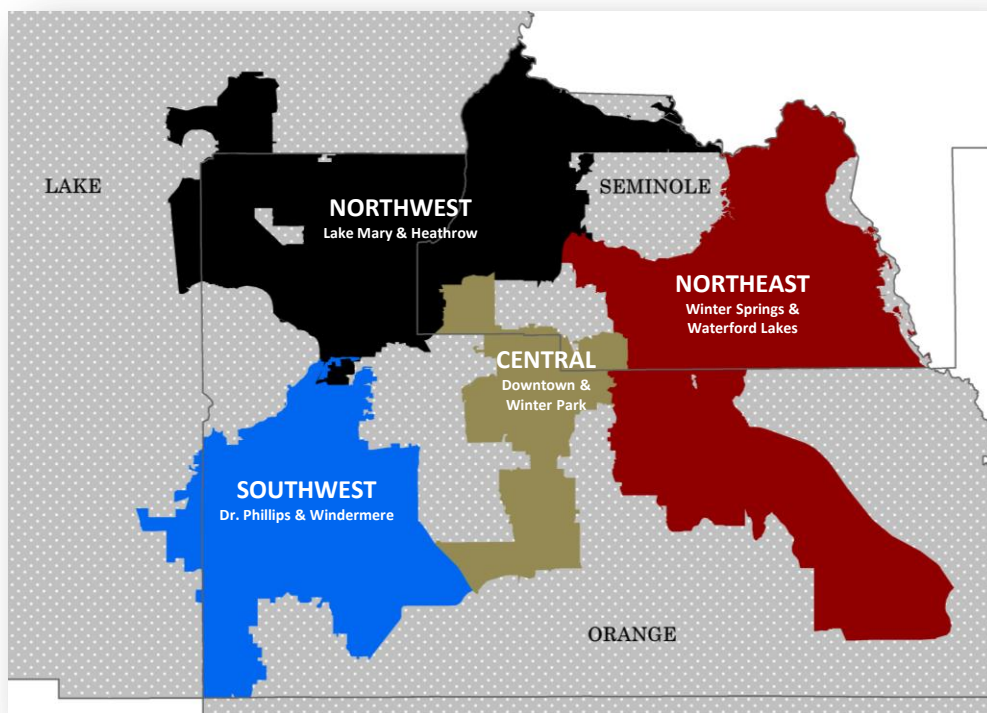
We deliver information on the people, ideas and opportunities in our community of affluent game changers and disrupters who are advancing our market across the globe.

Reach Central Florida's influential leaders with the most powerful distribution method among high-end magazines. **Orlando Signature** is distributed with the area's leading daily newspaper, Pulitzer Prize-winning Orlando Sentinel.



MARKET DISTRIBUTION

CENTRAL	SOUTHWEST	NORTHWEST	NORTHEAST
Downtown & Winter Park 32714, 32751, 32789, 32792, 32803, 32804, 32806, 32809, 32812, 32814	Dr. Phillips & Windermere 32819, 32835, 32836, 34734, 34761, 34786, 34787	Lake Mary & Heathrow 32703, 32712, 32746, 32750, 32757, 32771, 32779	Winter Springs & Waterford Lakes 32708, 32732, 32765, 32766, 32792, 32817, 32825, 32826, 32828, 32833
Total Distribution: 45,000 Readership: 175,500 Average Readers Per Issue: 3.9*			



Source: *National readers per issue average, for Lifestyle & Entertainment magazines, is 3.9. Source: GFK MRI, Spring 2014; Orlando Sentinel Internal Estimates 2015



PRINT ADVERTISING

FULL RUN

	12 INSERTIONS	6 INSERTIONS	1 INSERTIONS
Covers (Back, Inside Front, Page 3)	\$4,225	\$4,650	\$5,100
Double Truck	\$7,000	\$8,000	\$9,125
Full Page	\$3,125	\$3,350	\$3,650
1/2 Page	\$1,700	\$1,900	\$2,100
1/4 Page	\$900	\$1,000	\$1,100

+ BONUS: Each print ad will be digitized to OrlandoSignature.com. Our system extracts key information from your ad and shares that data with search engines, helping boost your businesses' organic ranking efforts.

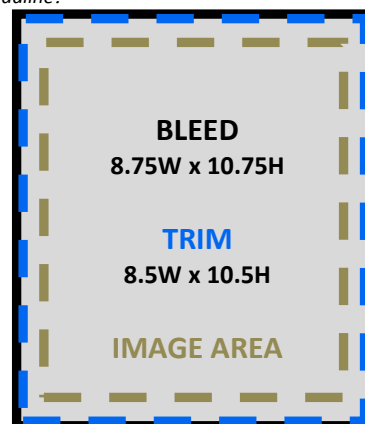
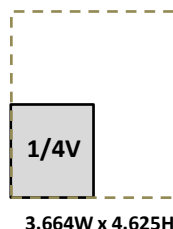
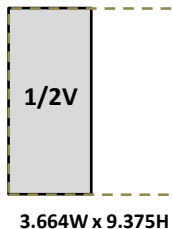
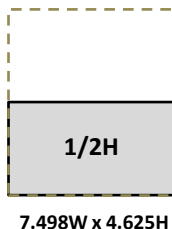
All Rates Are Net. *Premium Positions Available.

2016 DEADLINES

PUBLICATION	SPACE / MATERIAL IN FOR PROOF	PROOF RETURN / NO PROOF
January 31	January 4	January 11
February 28	February 1	February 8
March 27	February 29	March 7
April 24	March 28	April 4
May 22	April 25	May 2
June 26	May 31	June 6
July 31	July 5	July 11
August 28	August 1	August 8
September 25	August 29	September 2
October 23	September 26	October 3
November 20	October 24	October 31
December 18	November 17	November 23

****Material deadline if no proof is required. If a proof is needed, material deadline is the same as space deadline.**

AD SPECIFICATIONS





PRINT ADVERTISING

ZONES

	12 INSERTIONS	6 INSERTIONS	1 INSERTIONS
Full Page	\$850	\$975	\$1,100
1/2 Page	\$475	\$550	\$650
1/4 Page	\$250	\$290	\$350

+ BONUS: Each print ad will be digitized to OrlandoSignature.com. Our system extracts key information from your ad and shares that data with search engines, helping boost your businesses' organic ranking efforts.

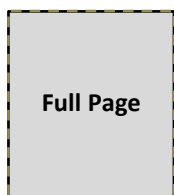
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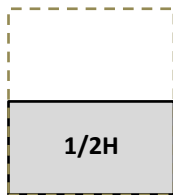
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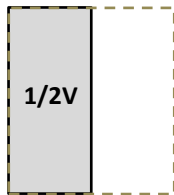
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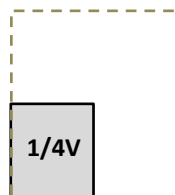
7.498W x 9.375H



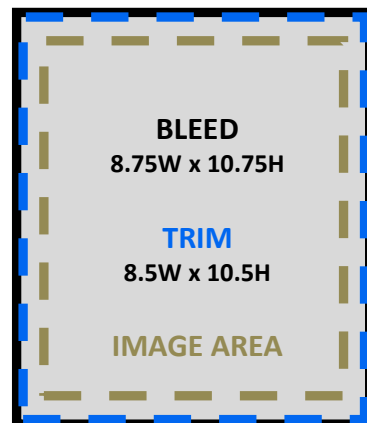
7.498W x 4.625H



3.664W x 9.375H



3.664W x 4.625H





DIGITAL ADVERTISING

ORLANDOSIGNATURE.COM

Continue to engage the most desirable and upscale households, with the greatest spending power, through OrlandoSignature.com. Keeping user engagement and experience in mind, our website can be accessed through all devices - ensuring that our readers can always access the inspiration they're looking for, from our content and your brand messaging.

TARGETING

Increase your ROI and boost relevancy by aligning your brand messaging alongside content that enhances your product and service offerings. Example channels and galleries to target:

- Homepage
- Signature Cocktails
- Wellness
- Chic Homes
- Event Galleries
- Beauty & Fashion Tips



AD SIZES

	SIZE	SOV	HOMEPAGE	CHANNEL
Cube	300x250	20%	\$250	\$200
Leaderboard*	728x90	20%	\$200	\$200
Barker**	Multiple	20%	\$250	\$200
Interstitial	800x600	20%	\$300	\$200

All Rates Are Net. *Below the scroll **\$100 Setup Fee.

ADVERTISING OPPORTUNITIES

CHANNEL SPONSOR - \$375

- One (1) Month on Channel of Choice
- 20% Share of Voice
- Cube and Leaderboard Ad Units above scroll

GALLERY SPONSOR - \$250

- One (1) Month on Gallery of Choice
- 20% Share of Voice
- Cube, Leaderboard and 7th click

HOMEPAGE SPONSOR - \$500

- One (1) Month on Homepage
- 20% Share of Voice
- Cube & Lower Leaderboard Ad Units

WEBSITE FEATURES

- Visual Browsing
- Even More Video Content
- Continuous Scrolling of Content
- One Platform - ALL Devices