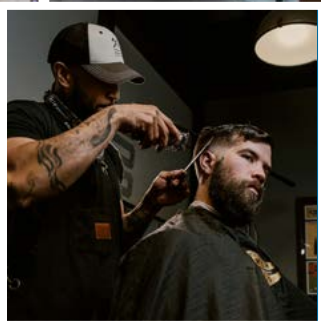




horizon west
MAGAZINE

the voice of a thriving community



Where Horizon West Businesses Grow, Lead and Celebrate!



Horizon West

DEMOGRAPHICS



POPULATION

75k & growing to 90k+ in next few years

HOUSEHOLDS

70% built out as of Winter 2023 and sales of new homes are the strongest in Orange County & in top 3 in nation - growing to 36k+

YOUNG FAMILIES

Median age 35

MALE/FEMALE

51/49%

HOUSEHOLD INCOME

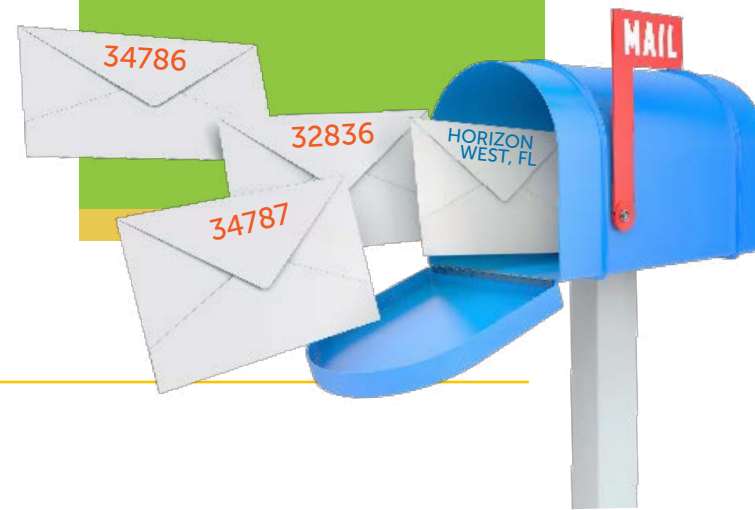
AMONG THE HIGHEST IN ORANGE COUNTY

Average: \$124,247

Median: \$105,909

AREA

32.7 square miles



Horizon West is the fastest growing community in Orange County, Florida, known for its dynamic and diverse population. With a blend of young professionals, families and retirees, the area offers a vibrant mix of cultures, educational backgrounds, and economic levels.

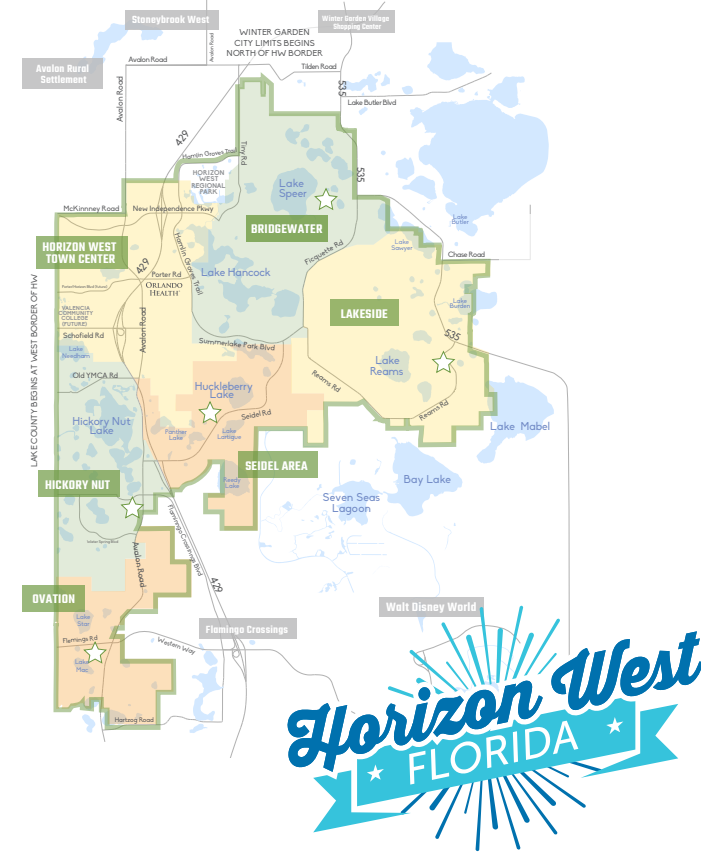
The region's strong population growth, high homeownership rates and well-educated residents make Horizon West an ideal location for business and investment. The key demographic statistics on these pages highlight the area's potential and provide valuable insights for connecting with this engaged community.

Reach the Right People

Our Audience

Horizon West Magazine is read, followed and engaged with by a diverse local audience, ranging from local residents to business owners and leaders in the Horizon West area.

Our readership includes professionals, families and community advocates, all of whom value quality content that reflects their interests and passions as related to living life to the fullest in the community of Horizon West.



Our local audience reach connects your brand to the people most likely to be your customers.

Age: 25-55 years

Income Level: Well-educated younger professionals with upper-middle to high income

Interests: Health & wellness, community, local events, business, lifestyle, education, family activities

Geography: Focused on Horizon West, Florida, plus nearby surrounding areas

Engagement: Community-wide eyes are on our print and digital content, engaging with us at local events, following our social channels and receiving our eBlasts and direct mail pieces



Mark Your Calendar

The Year at a Glance

january

LIVING IN Horizon West
Annual Resource Guide

10k annual distribution



space open for the 10TH ANNUAL resource guide

spring

Good Stuff Awards Voting Opens



position your brand alongside the best brands

mid summer

HEALTHY IN Horizon West
Annual Lifestyle Magazine

10k annual distribution



reach locals who have health top of mind year round

late summer

Good Stuff Awards Voting Closes



rally your fans to vote your brand as the best in HW

mid fall

Horizon West Good Stuff Expo



showcase of local health offerings - body, mind & spirit

Good Stuff Gala Awards Dinner & Ceremony



celebrate, uplift and build your circle of support amongst fellow thriving leaders and business owners in Horizon West

Horizon West Magazine a la carte RATE CARD

for best value combine by becoming an Community Excellence Advocate PLUS receive discounts on additional marketing benefits

LIVING in Horizon West
HEALTHY in Horizon West

10K annually of each publication distributed free via racks across 32 sq miles of Horizon West

Wraparound Cover Sponsor	\$8,400	
2 Page Spread	\$7,400	\$13,900 (save \$900)
Inside Cover	\$4,795	\$8,920 (save \$670)
Full Page	\$3,995	HIGHEST SAVINGS \$7,000 (save \$990)
Community Contributor - per page	\$400 (with any CEA)	\$800
Half Page	\$2,495	\$4,640 (save \$350)
Quarter Page	\$1,695	\$3,220 (save \$170)
Located in Marketplace Section		
Insert - bound/perforated	\$2,995	\$5,740 (save \$250)
Insert - loose drop-in	\$495 per 1k (design & printing available as creative service)	

Digital

	MONTHLY	ANNUALLY	CEA DISCOUNT
Social Media: Done-for-You we create & share fresh, authentic content across our social platforms - 2 per month	\$177	\$2,000 (save \$124)	10% OFF Annual
Social Media: Self Posting to Groups post weekly as your biz in 3 HW focused groups	\$29	\$328 (save \$20)	INCLUDED
Social Group Cover Image "Takeover"	\$100	\$900 (save \$300)	10% OFF Annual
Directories • Featured Listing	\$70	\$770 (save \$70)	10% OFF Annual
Signature Branded Video Clip in HWMag Website Homepage Loop	\$150	\$1,650 (save \$150)	10% OFF Annual
Signature Branded Photo on Prominent Page of HWMag Website	\$100	\$1,000 (save \$200)	10% OFF Annual
Ad in SPOTLIGHT Eblast	\$50	\$500 (save \$100)	10% OFF Annual
Business Spotlight Editorial Story	\$250 1 post	\$500 posted across social 6x in year	10% OFF Annual

Creative Assets, Services & Consulting

Professional Photography & Videography details of shoot determines cost	\$500 - \$2,500+	10% OFF
360° Virtual Tour space size/details impact cost	\$500 - \$2,500+	10% OFF
Graphic Design & Printing	\$80/hr design printing quotes provided per job	15% OFF DESIGN
VIP Day	\$750 6-hr strategy session to tackle your biggest business challenge: branding, marketing, process systems setup, growth planning or streamlining operations w/ prep, on-site consulting and follow-up.	10% OFF
Business Growth Playbook Workshops	\$15-\$50 depending on workshop	INCLUDED
Good Stuff Expo & Awards Gala		INCLUDED based on CEA Level
Good Stuff Sponsorship Benefits	Such as: Sponsor Logo, Category by, Voting Banner, Mic Time	
Good Stuff Expo Vendor	\$50 + \$100 prize donated to HWMag & similar giveaway at table	\$50 FEE WAIVED
Tickets to Next Gala	\$100pp \$760 corporate table of 8 (save \$40) Virtual \$50	-

Year-Round Exposure For Only the Most Dedicated Partners

Choose from one of four annual tiers or lets collaborate to create a **CUSTOM PROPOSAL** tailored to your goals

Community Excellence Advocates



Becoming a CEA is hands down the greatest marketing value to reach the consumers of the Horizon West community.



Our Community Excellence Advocate (CEA) sponsorship tiers are designed for businesses and organizations that want to fully integrate with the heartbeat of Horizon West. These exclusive partnership levels bundle our most impactful advertising, storytelling and program/event sponsorship opportunities into the most **cost-effective packages** that maximize

visibility and brand alignment with the best of the best organizations in Horizon West.

By becoming a CEA, you gain year-round exposure, priority positioning in Horizon West Magazine, featured recognition at signature events and a platform that connects you directly with engaged residents and business leaders. Each tier offers **strategic combinations of print, digital and experiential marketing** to ensure your brand is not just seen—but truly celebrated.

Community Leader *You Determine Budget | Annual or Monthly*

For brands who want to lead, shape and anchor the Horizon West ecosystem - build a custom plan:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Preferred Pricing - up to 50% on a la carte offerings | <input checked="" type="checkbox"/> Business Playbook session access |
| <input type="checkbox"/> _____ Ads in monthly SPOTLIGHT eBlasts | <input type="checkbox"/> Virtual Tour <input type="checkbox"/> Photography <input type="checkbox"/> Graphic Design Services |
| <input type="checkbox"/> Weekly Self-posting in 3 Horizon West Facebook groups | <input type="checkbox"/> Community Contributor - topic expert editorial |
| <input type="checkbox"/> _____ Done-for-You Social Posts across all 7+ channels - FB, IG, Linked In | <input type="checkbox"/> Print Issue Ads in 2 Annual issues: ___ Full Page ___ Inside Cover ___ Wrap Cover ___ Half Page |
| <input type="checkbox"/> Featured Website Directory Listing(s) | <input type="checkbox"/> Social Group Cover Takeover: ___ GS ___ KZ ___ HWE |
| <input type="checkbox"/> Good Stuff Gala & EXPO ___ Sponsor Logo ___ Banner Ad ___ Category by ___ Voting Page Banner Ad ___ Mic Time ___ EXPO Table | <input type="checkbox"/> Signature Video Clip on HWM website |
| | <input type="checkbox"/> Business Spotlight Editorial Story on Website |

Ideal for: Market leaders seeking long-term influence.

Community Builder *\$500 annually | \$50/month*

For businesses who want foundational visibility and community presence:

- 1 Ad per year in monthly SPOTLIGHT eBlasts
 - Weekly Self-Posting in 3 Horizon West Facebook groups
 - Featured Website Directory Listing(s)
 - Good Stuff EXPO Vendor Table
 - Business Playbook Session access
 - Preferred Pricing on all a la carte offerings
- CHOOSE ONE OF THE FOLLOWING:
- 4 Done-for-You Social Posts per year
 - Community Contributor of a Full Page article as topic expert published in 1 print issue & in Good Reads on website

Ideal for: New businesses, budget-conscious brands, or those wanting a starting point.

Digital Momentum *\$1,995 annually | \$185/month*

For businesses seeking consistent online visibility across local channels that matter.

- 4 Ads per year in monthly SPOTLIGHT eBlasts
 - Weekly Self-Posting in 3 Horizon West Facebook groups
 - 12 Done-for-You Social Posts per year across 7+ channels - FB, IG, Linked In
 - Social Group Cover Image "Takeover" - 1mo
 - Highlighted Website Directory Listing(s)
 - Branded Video Clip on HWM website
 - Banner Ad in Good Stuff Voting Pages
 - Business Playbook session access
 - Good Stuff EXPO Vendor Table
 - Preferred Pricing on a la carte offerings: **ADD Display Ad in magazines for 50% off**
- TIP - Considering more than quarter page? Community Spotlight includes full page and gives you additional FREE benefits!

Ideal for: Service providers and brands prioritizing digital reach.

Community Spotlight *\$4,495 annually | \$397/month*

For businesses working to build authority & awareness thru multi-channel visibility presence.

EVERYTHING IN DIGITAL MOMENTUM:

- 6 Ads per year in monthly SPOTLIGHT eBlasts
- Weekly Self-Posting
- 12 Done-for-You Social Posts per year
- Social Group Cover Image Takeover - 1mo
- Highlighted Website Directory Listing(s)
- Branded Video Clip on HWM website
- Banner Ad in Good Stuff Voting Pages
- Business Playbook session access
- Good Stuff EXPO Vendor Table
- Preferred Pricing on a la carte offerings

PLUS PRINT PRESENCE, CREATIVE ASSETS, SPONSORSHIP & MORE DIGITAL EXPOSURE:

- Full Page Ad in next issue of Living in or Healthy in HW
 - Business Spotlight Editorial Story - website/social
 - Good Stuff Sponsorship Benefits: Logo, Category by
- CHOOSE ONE OF THE FOLLOWING:**
- Virtual Tour 1 Hour Photography Session
 - 4 Hours of Graphic Design Services
 - Community Contributor of a Full Page article as topic expert published in 1 print issue

Ideal for: Established local businesses brands building authority.

BENEFITS PROVIDE 50% OFF PRINT ADS

INCLUDES FP PRINT AD VALUED AT \$3,995

Just a Few We've Partnered With
Thriving Together in Horizon West

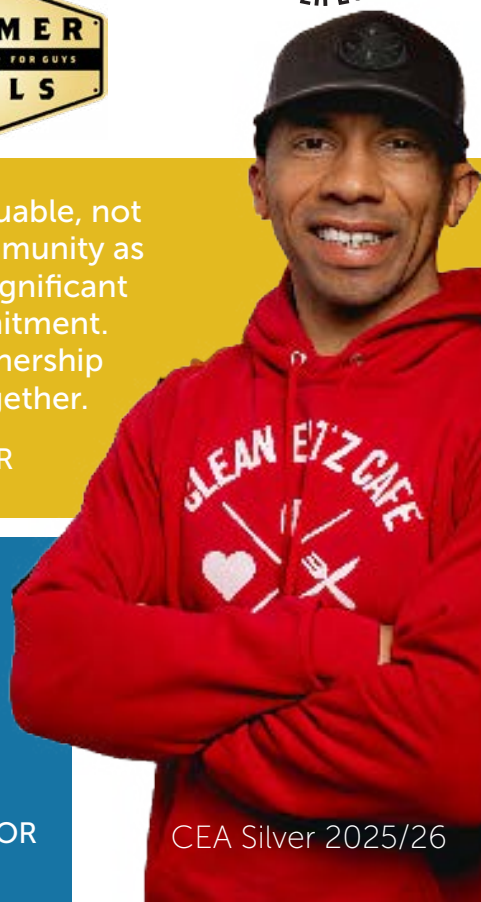


"Horizon West Magazine has been invaluable, not only to my business but also to our community as a whole. Your dedication has made a significant impact, and I truly admire your commitment. I look forward to continuing our partnership and making a positive difference together.

ANTHONY FERGUSON • RESTAURATEUR

"I have partnered with Horizon West Magazine since 2019 because of the great response for our services in the Horizon West market and the commitment of the HW Magazine team to not only our amazing community but to my success.

ANDY ORTIZ • PRIVATE INVESTMENT ADVISOR



CEA Silver 2025/26

CEA Gold 2025

Horizon West Magazine * SPECS

LIVING in Horizon West
 HEALTHY in Horizon West

	Bleed	Trim	Live
2 Page Spread	17" x 11.125"	16.75" x 10.875"	16.25" x 10.375"
Inside Cover	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
Full Page	8.625" x 11.125"	8.375" x 10.875"	7.875" x 10.375"
Half Page - Horizontal	NA	7.5" x 5"	7.5" x 5"
Half Page - Vertical	NA	3.75" x 10	3.75" x 10
Quarter Page in Marketplace Section	NA	7.5" x 2.5"	7.5" x 2.5"
Insert - bound/perforated	6.88" x 4.5"	6.5" x 4"	leave .67 margin on spine edge for insertion leave .25 margin on loose end
Insert - loose drop-in	min 5" x 7" – max 8" x 10.5"		

Good Stuff Guide

	Bleed	Trim	Live
Full Page	6.125" x 9.125"	6" x 9"	5.5" x 8.5"
Half Page	6.125" x 4.625"	6" x 4.5"	5.5" x 4"

Creative Assets

LOGOS: Vector AI or EPS gives the best quality and flexibility for resizing and design. HiRes transparent PNG gives next level of quality and flexibility. HiRes JPG is last preference.

PHOTOS: HiRes JPG is preferred for best quality and flexibility for resizing. Original files from photographer are ideal. Once cropped and compressed and uploaded to social media or other websites, the file loses quality and will not print at the quality desired.

year round

Unique Creative Content & Local Exposure

- Virtual Tours
- Brand Photography & Videography
- Enhanced Directory Listings

Horizon West

FLORIDA



13790 Bridgewater Crossings Blvd Ste 1080
Horizon West/Windermere, FL 34786

Let's Discuss Partnering and Thriving Together in Horizon West...

Dan Barnhart or Cynthia Dailey

407-574-2477 x2 • info@HorizonWestMagazine.com

Dive into details and/or move forward online at
HorizonWestMagazine.com/Advertise

