



horizon west MAGAZINE

the voice of a thriving community

MEDIA KIT 2025/26



About Us

Horizon West Good Life Guides

At Horizon West Magazine, we're more than just a publication—we're a vibrant part of the community. We shine the spotlight on the stories, people and businesses that make Horizon West truly special. As the premier magazine of this thriving community, we provide a platform for local leaders, entrepreneurs and advocates to amplify their unique contributions and make an impact.

Our mission is simple yet powerful: to activate, connect and celebrate those who are shaping the future of Horizon West. Through our printed pages, digital content and creative services we aim to inspire growth, foster meaningful relationships and empower the individuals and organizations that make this community thrive.

Living, working and playing alongside you in the heart of Horizon West, our team is dedicated to highlighting the opportunities, offerings and excellence that make this place more than just a location—it's a community where everyone can evolve, succeed and live the good life!



Speaking on Horizon West

Our leaders are available for speaking engagements to share insights, trends and stories about the Horizon West community. Let's connect!

Horizon West Magazine is a powerful platform that reflects the pride, passion and commitment of the people who live and work here. As local Horizon West leaders we are dedicated to creating meaningful partnerships that align with our values and ensure businesses and organizations feel seen, heard and appreciated in the community they've chosen to call home.

Cynthia Dailey, Publisher/CEO
Dan Barnhart, CEO

HOW WE AMPLIFY Your Brand

At Horizon West Magazine, we provide purposefully crafted opportunities to help businesses and organizations connect with our engaged, community-driven audience in Horizon West.

Whether you're looking to build brand awareness, showcase your expertise or promote a special event, our strategic advertising and partnership options ensure you're seen, heard and valued in Horizon West and beyond.

9th ANNUAL EDITION

2ND AWARDS SEASON

NEW FOR 2025/26



Guide

LIVING in HORIZON WEST ANNUAL RESOURCE GUIDE

Packed full of all the details needed in order to know the HW community inside and out.

10K copies distributed year-round via racks in popular storefronts and restaurants all across Horizon West.

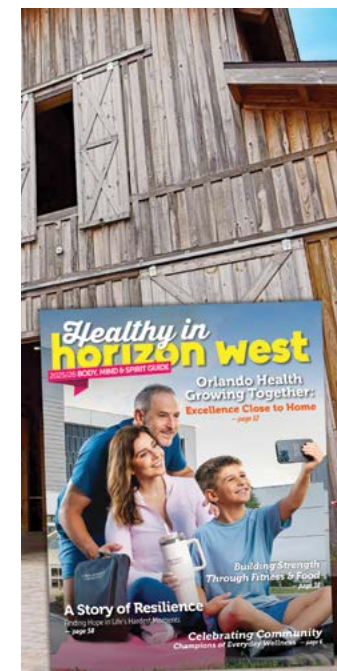


Honor

GOOD STUFF AWARDS, GALA & GUIDE

The community casts their votes annually for the enterprises that bring joy to our neighborhood.

We then celebrate the winners at our annual gala and share a directory of winners via the printed and digital Good Stuff Guide.



Inpire

HEALTHY in HORIZON WEST ANNUAL LIFESTYLE MAGAZINE

Inspiring community members to embrace all Horizon West has to offer to live life to it's fullest – body, mind & soul.

10k copies distributed year-round via racks in health-related businesses across Horizon West.



Spotlight

VIRTUAL TOURS BUSINESS PHOTOGRAPHY & VIDEOGRAPHY ENHANCED DIRECTORY

Our creative services are designed to help you showcase your business in the most compelling way—capturing attention, building trust and creating meaningful connections within the Horizon West community.

Mark Your Calendar

The Year at a Glance

january

LIVING IN
Horizon West
Annual Resource Guide

space open for the
9th annual resource guide

may

Healthy in
Horizon West Expo

showcase of local health
offerings - body, mind & spirit

june

Good Stuff Awards
Voting Opens

position your brand alongside
the best brands

july

HEALTHY IN
Horizon West
Annual Lifestyle Magazine

reach locals who have health
top of mind year round

august

Good Stuff Awards
Voting Closes

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

september

Good Stuff Gala
Awards Dinner & Ceremony

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

october

Good Stuff Guide
Printed Guide
& Digital Directory

keep your brand visible all year
aligned with the best

Horizon West Magazine

a la carte RATE CARD

for best value compare to CEA levels on pg 7

LIVING in Horizon West
HEALTHY in Horizon West

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

- 2 Page Spread
- Inside Cover
- Full Page
- Half Page
- Quarter Page
Located in Marketplace Section
- Insert - bound/perforated
- Insert - loose drop-in

Good Stuff Guide
Printed Directory of Good Stuff Award Winners

- 2.5k annually
- Full Page
- Half Page

Good Stuff Awards Gala

- Cocktail Hour B2B Vendor Table
or Desert Hour Parting Gift Table
- Tickets to Next Gala

Digital

Social Media: Done-for-You
we create & share fresh, authentic content
across our social platforms

Social Media: Self Posting to Groups
post weekly as your biz in 3 HW focused groups

Branded Video Clip
in HWMag Website Homepage Loop

Signature Branded Photo
on Prominent Page of HWMag Website

Ad in SPOTLIGHT Eblast

Creative Assets, Services & Consulting

Professional Photography
& Videography
details of shoot determines cost

360° Virtual Tour
space size/details impact cost

VIP Day

6-hour one-on-one strategy session to tackle your biggest business challenge. Perfect
for branding, marketing, process systems setup, growth planning goals or streamlining
operations. Includes prep, on-site consulting and follow-up for next step accountability.

SINGULAR PUBLICATION	BOTH PUBLICATIONS
\$7,400	\$13,900 (save \$900)
\$4,795	\$8,920 (save \$670)
\$3,995	HIGHEST SAVINGS \$7,000 (save \$990)
\$2,495	\$4,640 (save \$350)
\$1,695	\$3,220 (save \$170)
\$2,995	\$5,740 (save \$250)
\$495 per 1k (design & printing available as creative service)	

ONLY	W/ 1 PUBLICATION	W/2 PUBLICATIONS
\$995	\$895 (save \$100)	\$795 (save \$200)
\$550	\$475 (save \$75)	\$450 (save \$100)

\$200	
\$100pp	\$760 corporate table of 8 (save \$40)

MONTHLY ANNUALLY

Social Media: Done-for-You	\$177	\$2,000 (save \$124)
Social Media: Self Posting to Groups	\$29	\$328 (save \$20)
Branded Video Clip	\$150	\$1,650 (save \$150)
Signature Branded Photo	\$100	\$1,000 (save \$200)
Ad in SPOTLIGHT Eblast	\$50	\$500 (save \$100)

\$500 - \$2,500+

\$500 - \$2,500+

\$750

Community Excellence Advocates

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.



▶ Choose from one of four tiers or let's collaborate to create a **CUSTOM PROPOSAL** tailored to your goals

Website Feature



Virtual Biz & Residential Tours



Professional Photos/Video

SILVER	GOLD	PLATINUM	DIAMOND	CUSTOM
20% Off - Half or Larger	30% Off - Half or Larger	✓ HALF Pg Interior	✓ FULL Pg Interior	
20% Off - Half or Larger	30% Off - Half or Larger	✓ HALF Pg Interior	✓ FULL Pg Interior	
✓ Simple	✓ Simple	✓ Highlighted + Landing Page + Links	✓ Featured + Enhanced Page + Links	
50% Off	50% Off	✓	✓	
50% Off	50% Off	✓	✓	
✓ Text	✓ Text	✓ Logo	✓ Logo	
		✓	✓	
	✓ 1 per year	✓ 2 per year	✓ 4 per year	
✓ 3 Social Credits + Self Posting	✓ 6 Social Credits + Self Posting	✓ 12 Social Credits + Self Posting	✓ 24 Social Credits + Self Posting	
	✓ \$25 Boost	✓ \$50 Boost	✓ \$100 Boost	
	✓ 500 words	✓ 750 words	✓ 1k words	
✓	✓	✓ Clickable	✓ Clickable as Presenting Sponsor	
✓	✓	✓	✓ as Presenting Sponsor	
✓ Text	✓ Logo	✓ Logo	✓ Logo as Presenting Sponsor	
		✓	✓	
	✓ HALF Pg Interior	✓ FULL Pg Interior	✓ BackCover	
20% Off	20% Off	✓	✓ Premium Location	
	✓	✓	✓	
		✓	✓	
			✓	
		✓ 2 Comp Tickets	✓ 5 Comp Tickets	
✓ \$250 Off	✓ \$500 Off	✓ \$1,000 Off	✓ \$1,500 Off	
✓ \$250 Off	✓ \$500 Off	✓ \$1,000 Off	✓ \$1,500 Off	
\$15 per workshop	\$15 per workshop	\$15 per workshop	✓ as Presenting Sponsor	
✓	✓	✓	✓	
✓	✓	✓	✓	

Good Stuff Guide listed in GSA Benefits section

Ad in Next **HEALTHY** in Horizon West

Directories • Celebrity

Signature Branded Video Clip
(in HWMag Website Homepage Loop)

Featured as Supporter on Website

Ad in SPOTLIGHT eBlast

Boost Budget (Facebook/Instagram one-time)

Good Stuff Awards Benefits

Logo on Signage at Awards Gala

Name/Logo in Printed Good Stuff

Award Category Sponsored By...
(logo on site and at gala - category you are NOT nominated in)

Ad in Printed Good Stuff Guide
(+ banner ad in digital version)

Vendor Table at Gala - limitations apply*

Banner Ad (on Relevant Category Voting Ballot Pgs)

MC 1 Minute Mention at Awards Gala

5 Minutes on Mic During Awards Gala

Tickets to Next Awards Gala

Photography or Video (scope = cost)

360 Virtual Tour (scope = cost)

Advocate Benefits

HW Business Growth Playbook Workshops

HW CEA Digital Badge

HW CEA Window Cling Badge

Customized Benefits

A la carte pricing for relevant components, specifications and due dates, are outlined on alternate page.



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

HORIZON WEST MAGAZINE - MEDIA KIT

A detailed map of the Horizon West area in Florida. The map features several color-coded regions: Stoneybrook West (light blue), Winter Garden (light green), WINTER GARDEN CITY LIMITS BEGINS NORTH OF HW BORDER (yellow), Avalon Rural Settlement (grey), HORIZON WEST TOWN CENTER (green), BRIDGEWATER (green), LAKESIDE (yellow), SEIDEL AREA (orange), Ovation (yellow), and FLORIAN (blue). Major roads are shown as grey lines with labels like A-90, SR 58, SR 56, SR 57, SR 52, SR 53, SR 54, SR 55, SR 56, SR 57, SR 58, SR 59, SR 60, SR 61, SR 62, SR 63, SR 64, SR 65, SR 66, SR 67, SR 68, SR 69, SR 70, SR 71, SR 72, SR 73, SR 74, SR 75, SR 76, SR 77, SR 78, SR 79, SR 80, SR 81, SR 82, SR 83, SR 84, SR 85, SR 86, SR 87, SR 88, SR 89, SR 90, SR 91, SR 92, SR 93, SR 94, SR 95, SR 96, SR 97, SR 98, SR 99, SR 100. Water bodies include Lake Speer, Lake Hancock, Lake Reams, Lake Mabel, Bay Lake, Seven Seas Lagoon, and Walt Disney World. Other landmarks include the University of Central Florida, Orlando Health, and the Orange County Jail. The map also shows the location of the new city limits north of the highway border.



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

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

