

CENTRAL FLORIDA
LIFESTYLE[®]
MAGAZINE

2022-2023 **MEDIA KIT**



ALTAMONTE SPRINGS | COLLEGE PARK | HORIZON WEST | LAKE NONA | WINDERMERE | WINTER GARDEN | WINTER PARK

AVOLON PARK | WATERFORD LAKES | OVIEDO | WINTER SPRINGS

Lake Nona

JUNE 2021

LIFESTYLE™

ABOUT US

Central Florida Lifestyle® Magazine is Orlando's premier award-winning community magazine, directly mailed to affluent residents throughout Orange, Osceola, and Seminole counties.

Our color covers and key feature spreads spotlight local businesses, people and current events in the Central Florida community.

Our upscale magazine covers health & wellness, dining, fashion, home and leisure, travel and much more. Every month Lifestyle® Magazine delivers unique content about your local community.



GET NOTICED GET FEATURED

www.centralfloridalifestyle.com

SERVING OUR COMMUNITIES

Central Florida Lifestyle® Magazine has the largest direct-mailed circulation of any other local magazine in the region.

We reach the most (248,000+) affluent Central Florida residents every month , with a median Household Income of over \$120,000. With 8 unique editions, Lifestyle® Magazines deliver quality content about your lifestyle and local community.

Our award winning photography, layout design and editorial writing showcases the people and places that make Central Florida a truly special place to live, work and play.

VETERAN OWNED
SMALL BUSINESS

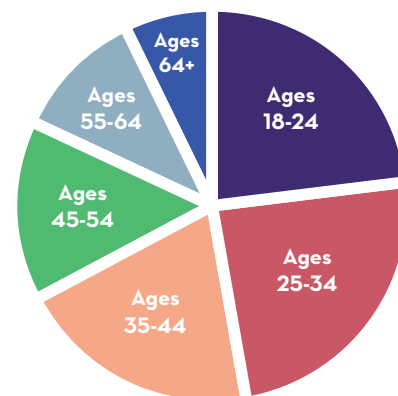
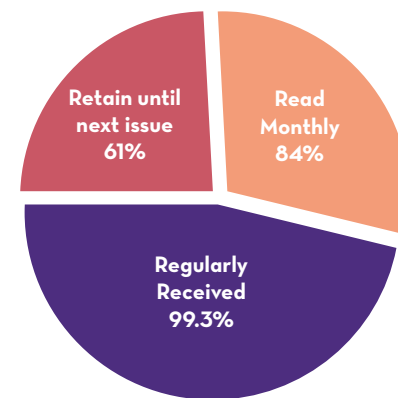




REACH YOUR AUDIENCE

DIGITAL FLEXIBILITY & REACH

- Digital Editions
 - Banner Ads
 - Native Content
 - Email Campaigns
 - Video
 - Calendar of Events
 - Giveaways
 - Social Media Exposure
 - Weekly Newsletter
 - Sponsored Post
- Mailchimp Contacts 17k+
 - Mailchimp Subscribers 13k+
 - Weekly Newsletter Open Rate: 20%+
 - Facebook followers 11k+

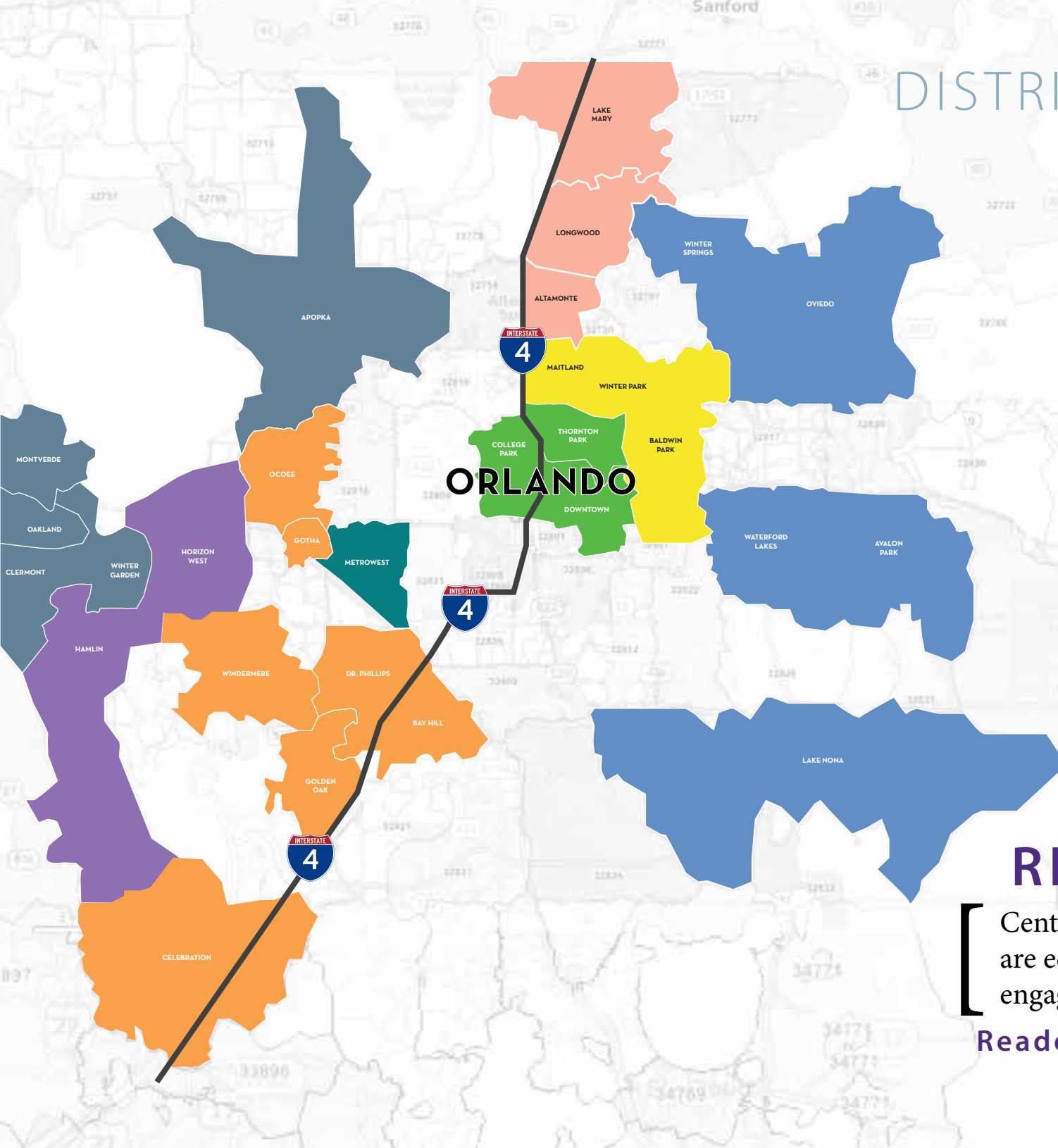


PRINT FLEXIBILITY & REACH

- Monthly, Full Color, High-quality Print Magazine
- Directly Mailed to Affluent Homes
- 240,848 Monthly Readers
- Distributed at Chambers of Commerce
- Distributed at Community Events
- Hyper Local Zones
- Special Sections & Issues
- Annual Contests

**Average Reader
Age 38**

DISTRIBUTION MAP



- COLLEGE PARK
- ALTAMONTE SPRINGS
- LAKE NONA
- METROWEST
- WINDERMERE
- WINTER GARDEN
- HORIZON WEST
- WINTER PARK

READERSHIP

Central Florida Lifestyle readers
are educated, affluent, socially
engaged and culturally active.

Readers per issue 240,848+



DIGITAL EXPOSURE

DIGITAL SPECS

Leaderboard Banner 728 x 90 px

Large Square Banner ... 300 x 600 px

Small Square Banner ... 300 x 250 px

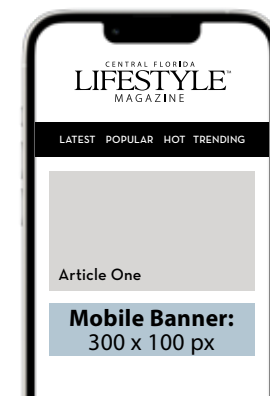
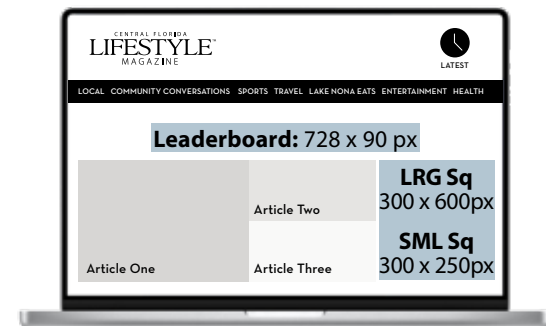
Mobile Banner 300 x 100 px

Mailchimp Contacts 17k+

Mailchimp Subscribers 13k+

Weekly Newsletter Open Rate: 20%+

Facebook followers 11k+



SPECIAL PACKAGE PRICING

NEW ADVERTISER SPECIAL

We are offering a New Advertiser Special that includes coverage in all 8 zones, as well as a (1) Social Media Post on the Central Florida Lifestyle Magazine main Facebook page (5-7 sentences).

2 PAGE ADVERTORIAL

For a 2 Page Advertorial that includes (1) Social Media Post.

OVERRUNS

Pricing bases on quantity and we need to get a quote from the printer.

COVER FOR MULTIPLE MAGAZINE ZONES

Cover for Multiple Magazine Zones that includes a 2 Page Spread, as well as a (1) Social Media Post on the Central Florida Lifestyle Magazine main Facebook page (5-7 sentences).

COVER FOR (1) MAGAZINE ZONE

Cover for (1) Magazine Zone that includes a 2 Page Spread, as well as a (1) Social Media Post on the Central Florida Lifestyle Magazine main Facebook page (5-7 sentences).

For special bundle packaging contact a sales representative at 407-449-2022

www.centralfloridalifestyle.com





Don't Let Pain Affect Your Game

Dr. Mitchell Supler of the **Masson Spine Institute** helps patients get back into an active, pain-free life after an injury.

Dr. Mitchell Supler, pioneer in neurosurgery specializing in minimally invasive spine surgery and sports spine medicine, is an advocate for providing patients who suffered a spinal injury with a holistic treatment plan focused on prevention, wellness, fitness, treatment and full recovery.

At the Masson Spine Institute, where he works alongside Dr. Robert Masson, internationally recognized sports spine neurosurgeon, he ensures injured patients get back to doing what they love without risk of repeat injury.

After being properly treated for spinal injuries, his patients come out on the other side ready to get back to an active, pain-free life, doing what they enjoy—whether that means getting back on the golf course, running a marathon, or working with Disney World.

For the Love of Neurosurgery and Golf

While attending the University of Florida School of Medicine, Dr. Supler learned he loved neuroscience. “I was just absolutely consumed with nervous systems, the brain, the



spinal cord, and I just thought this was the coolest thing, and from that point on, I knew I had to do something in the neurological field, and with neurosurgery. I felt I was making a difference in people's lives,” says Dr. Supler.

A true Floridian, Dr. Supler is a fan of the sunshine and what not in the office or operating room, his desk is largely filled with greens—the green on the golf course that is. He was just 10-years-old when he picked up his first golf club.

“My dad came into the living room and said ‘son, would you like to learn how to play golf?’ and in a 10-year-old, the first thing I said was ‘no,’” says Dr. Supler with a chuckle. “He asked me again, and I thought, I guess I gave the wrong answer, and I said ‘yes,’ and I’m so glad I did.”

He continued to enjoy the game and played on his high school team. Once he got to college and medical school, he didn’t have too much time for it, but later on he was able to re-ignite himself in it.

“There is just something about the game. It’s not a group sport. You’re playing against yourself. Always trying to improve yourself, which is also

a good metaphor for how I live my life,” says Dr. Supler.

It wasn’t until in about his 40s that he realized he could combine his passion for golf with his profession.

“Today I am able to incorporate my love for golf with my passion for neurosurgery and really helping people, while living in Florida where the weather is fantastic and golf is enjoyed by many,” says Dr. Supler.

A Holistic Approach to Recovery

While a properly executed golf swing may not appear particularly stressful, it requires perfect hip movement to not cause injury. Because the hip joint is a ball-and-socket joint, the hip has a lot of range of motion. This large range of motion is a key component of a proper golf swing.

The spine was never meant to rotate. It can bend and extend, but it was not designed to turn. So, if you’re trying to swing a golf club and if your hips don’t move properly, you can start to make your lumbar spine rotate. As a result, you can become injured.

“As a surgeon, if you just treat the spine and send a patient to go back

playing golf without identifying why and how they got injured in the first place and making a plan to correct that, you’re just setting them up for injury again,” says Dr. Supler.

This is why Dr. Supler looks at the whole person, how they’re moving, and whether or not they have other issues such as their hip movement that would need to be improved, or if they need their thoracic spine (the middle section of the back) to be more mobile.

“It’s really a holistic approach for me to help people who want to play any many sports, but particularly golf. To be able to succeed at what they want to do and enjoy out of life, we have to look at everything,” Dr. Supler says.

Making a Difference, One Case at a Time

For 25 years, Dr. Supler has been caring for patients and providing his expertise as a pioneer in spine surgery. While he excels in the treatment of recreational and professional golfers with spinal disorders, he also treats other conditions that affect the spine.

“My main goal is to get you back to doing what you love – whatever that means to you. If you have pain when you play pickle ball, let’s get you back on the court. If you want to be able to roam Walt Disney World, let’s get you back out there,” says Dr. Supler.

Dr. Supler’s first priority is to understand the nature of the problem, its consequences, the goals of the patient, the pattern of aggravation, the mechanics of the problem and its compensation pattern, and ultimately how these all play into the role of surgery and the type of surgery that can be offered.

“What I do for a living is extremely rewarding. I had a patient who had instability in her lower back / lumbar spine. She had previously received a lot of different treatments that just didn’t work. I identified the problem and treated it with a minimally invasive surgery. This patient had a dramatic recovery. She walked the Disney Princess Half Marathon shortly after treatment. She came back to my office and gave me her medal. It now hangs proudly in my office,” says Dr. Supler.

He successfully performed a cervical disc replacement on Dr. Masson who, within 8 months, summited Mt. Kilimanjaro, the tallest mountain in Africa. Dr. Masson was also able to compete in the grueling Rolex 24 Hours of Daytona without a concern for his neck impeding his driving.

Dr. Supler’s knowledge, training and experience make him an asset to the Masson Spine Institute. He is dedicated to using the latest, proven technology and applying it to each individual patient.



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407.449.8585 | MassonSI.com

Dr. Robert Masson is an internationally recognized neurosurgeon who specializes in micro-reconstructive spine surgery and sports spine surgery. He also serves as director of the Orlando Health Health Central Hospital JCAHO accredited Spine Center of Excellence.

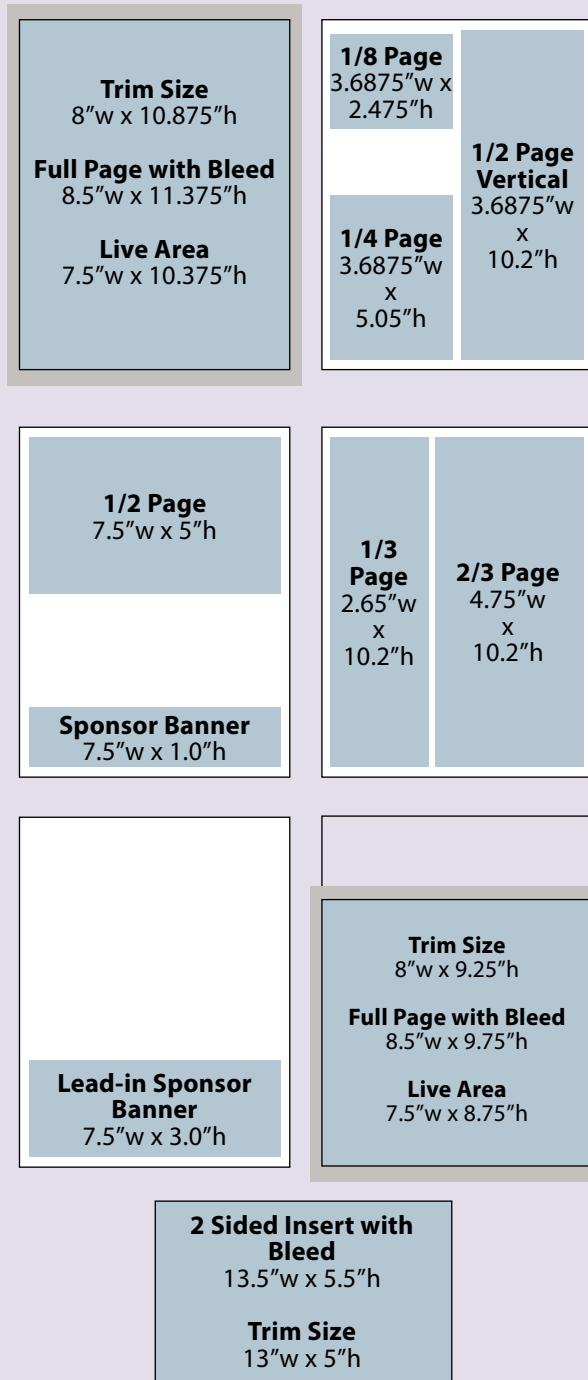


Dr. Mitchell Supler brings over 20 years of neurosurgical expertise to the Masson Spine Institute. He graduated with honors from the University of Florida College of Medicine, receiving the Loyola Award for Excellence in Neurosurgery. He completed his residency in Neurosurgery (12 years of rigorous training) at the University of Florida in 1996, training alongside Dr. Robert Masson. He has been certified by the American Board of Neurological Surgery since 1999.

He is certified by the Tillet Performance Institute, the world’s leading educational organization dedicated to the study of how the human body functions in relation to the golf swing. He is certified with 8Motion, the industry leader in wireless, human motion learning for the sports, fitness and medical industries. Dr. Supler was featured speaker at The World Golf Fitness Summit, and has been a regular guest on the SiriusXM PGA Tour Radio show “Inside the Ropes”.

He is also the Director of the Neuroscience Center of Excellence at Orlando Health Central Hospital.

MAGAZINE SPECS



Printing..... Commercial Web Offset
 Cover Stock..... 100# Glossy Cover
 Inside Stock..... 60# Glossy Text
 Bleed Size..... 8.5" x 11.375"
 Trim Size..... 8" x 10.875"

PRINT ADVERTISING

Full Page Bleed..... 8.5" x 11.375"
 Full Page Trim 8" x 10.875"
 Back Cover Bleed 8.5" x 9.75"
 Half Page Horizontal... 7.5 x 5"
 Half Page Vertical..... 3.6875" x 10.2"
 Quarter Page 3.6875" x 5.05"

PRE-BUILT/CAMERA-READY ADS

BUILD FILES WITH **300 DPI** CMYK IMAGES.

CREATE 100% CMYK PDF OF AD USING
 "ADOBE PRESET: HIGH QUALITY PDF"
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SUBMIT 300 DPI, HIGH RES, CMYK
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