

Bring New Life **TO YOUR NEIGHBORHOOD**

WITH A CUSTOM, QUARTERLY, COFFEE TABLE-WORTHY MAGAZINE THAT
REFLECTS THE QUALITY OF THE COMMUNITY YOUR RESIDENTS CALL HOME.



The Creative Stable, Inc.

BETTER YET, IT PAYS FOR
ITSELF. WE PROVIDE
ALL THE CREATIVE,
PRODUCTION, PRINTING
AND DISTRIBUTION FOR
YOU AND RECOUP ALL THE
HOA COSTS THROUGH OUR
ADVERTISING PARTNERS.

FOLLOW IN THE FOOTSTEPS OF LAKE JOVITA LIFE

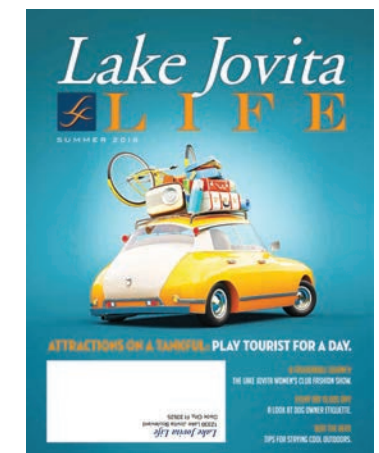
IN JUST FIVE YEARS, IT HAS BECOME A TRUSTED SOURCE OF COMMUNITY PRIDE.

Every quarter, more than 700 residents of this luxury golf and country club community in Dade City, Florida receive Lake Jovita Life in their mailbox. In it, they find features of interest, community news, and a Service Directory of product and service providers that are recommended by their neighbors. Lake Jovita Life has not only become a source of information, but a source of pride in the fact that the community's HOA offers a publication that matches the quality that surrounds them.

HOW IT WORKS

First, we create custom content based upon interviews with the HOA leadership and through reaching out to residents for story ideas, group activities, and special events. We also ask for Service Directory submissions and begin building that database of providers from the start.

Then we calculate how many copies your community and advertiser base will require and negotiate printing and distribution costs on your behalf. Once we have enough advertisers secured for the first issue, we go to press. The HOA covers costs up-front and is reimbursed by the advertisers within 30 days. Insertion order contracts are required of all advertiser, protecting the HOA should there be a non-payment or other accounting issue. We handle all the paperwork and accounting for you.



WHY DO YOU NEED IT?

Your residents are discerning. That's why they live where they do. They expect the finer things in life, and your community's communications should be no different. A high-end, glossy, magazine with provocative content and community news not only helps with resident retention, it's also a great marketing tool for prospects who are considering a move to your community.

HOW TO GET STARTED.

We calculate all costs in advance for your approval, based upon the number of homeowners we'll be reaching. Then we provide all the services needed to bring it together, including editorial reporting and writing, design, advertising sales and support, production, printing, mail delivery prep, and postage.

Media costs are covered by advertisers who are required to commit to which issues they'll be placing ads in, so we always have an indication and contractual obligation of expected revenue.

Success breeds success. Advertisers will quickly learn that an ad in the publication of an affluent neighborhood and a potential Service Directory recommendation can turn these affluent prospects into valued customers.

WHAT LAKE JOVITA READERS SAY:

"My husband and I fight over who gets to read it first every time it arrives."

"It's always fresh and full of things we didn't know about Florida since we just moved here."

"I bring the most recent issue with me when I go back to New York each summer in case I need a serviced provider while I'm away."

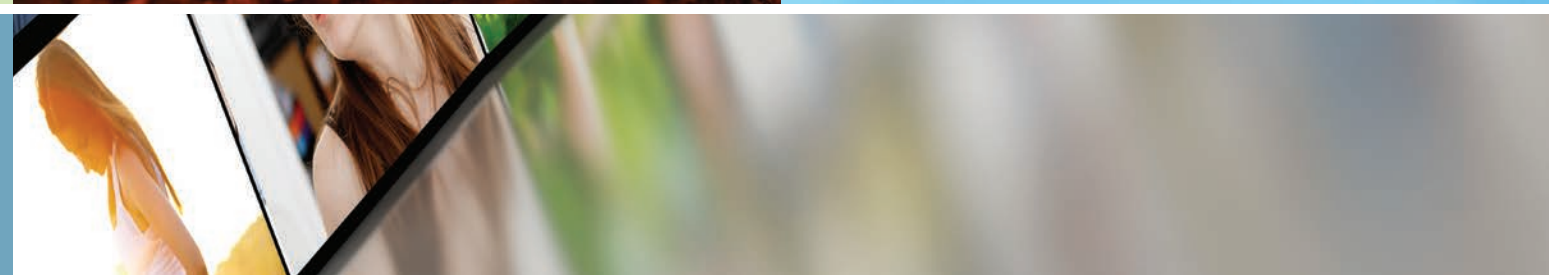
"It just keeps getting better and better."

READY TO ADD SOME NEW LIFE TO YOUR NEIGHBORHOOD?

There are two ways to reach us. You can contact the Editor-In-Chief Jennifer Frazier directly at 813-991-2334 or via email at jennifer@thecreativestable.com. Or you can reach out to our Community Liaison Debbie Radsick at 813-361-6276 or via email at debbie@thecreativestable.com to get started today. Your residents will thank you.

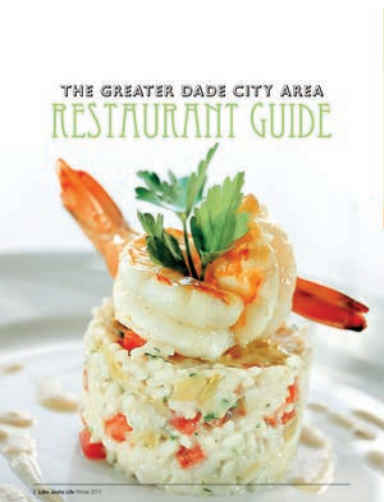
WHAT WE COVER

RESIDENTS ENJOY HIGH-LEVEL JOURNALISTIC COVERAGE OF THE STORIES WITH THE GREATEST POTENTIAL TO IMPACT THEM THE MOST AND BRING THEM TOGETHER.



One-Tank DESTINATION NEWS

OUR DESTINATION FEATURES HELP RESIDENTS BECOME MORE FAMILIAR WITH THEIR SURROUNDINGS, WHICH IS ESPECIALLY HELPFUL TO THOSE WHO ARE NEW TO FLORIDA.



Homeowners Association REMINDERS & NEWS

WHETHER IT'S A SPECIAL EVENT, A CALL TO ACTION, OR TIPS FOR PET OWNERS,
THE HOA CAN EASILY DISSEMINATE INFORMATION IN A POSITIVE AND UPBEAT WAY.

Welcome



For Some, Every Day Is A Dog Day.

It Pays To Practice Good Dog Ownership Etiquette.

We all love our four-legged fur babies. They are our constant companions, give us unconditional love, and serve as the perfect reminder to enjoy the present. But as much as we love them, some dogs have the ability to leave us only the positive. While many of the following tips might seem like "no-brainers," it's important to remind ourselves from time to time how the little things we go to great lengths to allowing become and others to live harmoniously together.

WALKING FOR A WALK.

Keep your dog on a leash. We request by the City of Irvine and throughout Orange County. This is most important, to ensure an unleashed dog running around can give people, especially children and those who are not around on their own, a sense of freedom. If you are not around on their own, please leash your dog. If you are not around on their own, please leash your dog. If you are not around on their own, please leash your dog.

Keep your dog clean. We request by the City of Irvine and throughout Orange County. This is most important, to ensure an unleashed dog running around can give people, especially children and those who are not around on their own, a sense of freedom. If you are not around on their own, please leash your dog. If you are not around on their own, please leash your dog.

AT THE DOG PARK. Dogs have the freedom to play and be social with the other dogs. But there are certain standards of behavior to follow to keep all owners, their dogs, and the park safe and happy.

Be sure to make a stop to the dog park. A responsible dog owner should always stop to the dog park. A responsible dog owner should always stop to the dog park. A responsible dog owner should always stop to the dog park.



BEAT THE HEAT

The scorching summer heat is hard on our bodies, our moods, and our electric bills. Don't let the temperature get you down, though. These tips will help you keep cool even if it feels like the sun is out to get you.

INDOOR COOLING TIPS

- When you're home, close your curtains or shades during the day to keep the sun out and your home cooler.
- Use fans to circulate the air and keep your home cooler.
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GOING FOR THE SWIMMING

- If you're going for a swim, make sure you have a lifeguard on duty.
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ADDITIONAL TIPS

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FIVE LOW-IMPACT TIPS FOR GETTING FIT IN THE POOL.

Going for a dip in the pool isn't always the first thing that comes to mind when thinking about working out, but pool exercise is one of the best ways to stay fit without the typical post-workout aches and pains. You get the relaxation of being in the water combined with the rejuvenating effect of a low-impact, fat-shedding workout. So don't your sweat and make a splash in your pool exercise routine with these five calorie-burning water exercises.

WALK 2,348.8 MILES IN THEIR SHOES

THE IRON GRANNIES RAN IN AGE FROM 63 TO 83 DURING THEIR 87-DAY WALK ACROSS AMERICA IN 2016, AND PROVED THAT AGE IS JUST A NUMBER ON THE JOURNEY OF LIFE.

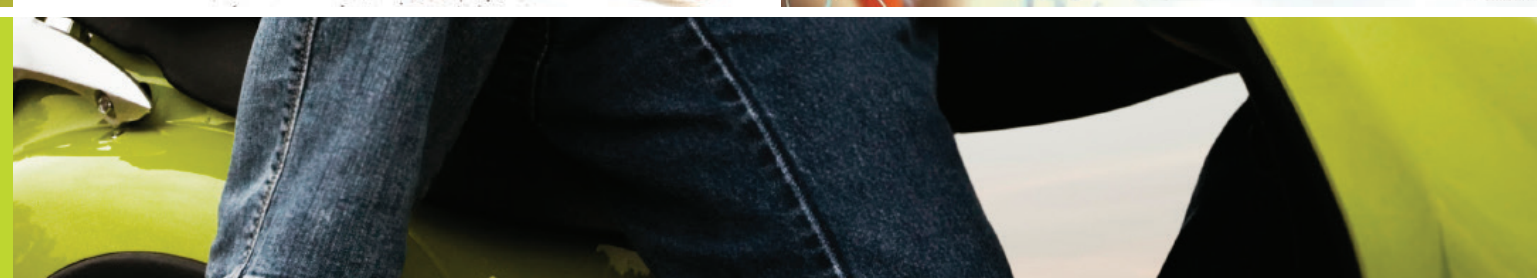


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• Fertilization, Mulch, and Mowing
• Back Dumps For Supplies

Resident PROFILES

LUXURY COMMUNITIES ARE A TREASURE TROVE OF INTERESTING PEOPLE WITH EXCITING PASTS WHO ARE DOING EXTRAORDINARY THINGS THAT ARE COVERED IN EVERY ISSUE.

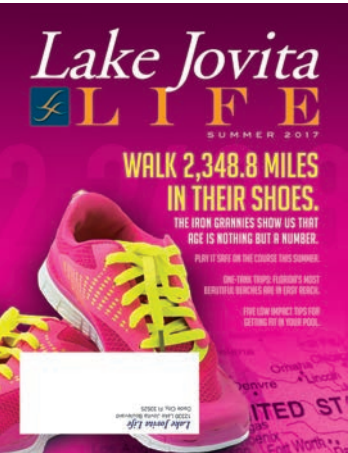


WHAT OUR ADVERTISERS SAY

“This is the best way to reach an affluent audience that's hard to get to.”
— **Marketing director for an HVAC company**
“We want to stay top of mind and many of our patients choose us because they saw our ads in the magazine. — **Communications Director for a local Hospital**
“We get lots of Lake Jovita residents into our dealership, and I attribute a lot of it due to the ads we run in Lake Jovita Life.” — **General Manager for a local car dealership**
“These residents are a perfect fit for us.” — **Owner of a jewelry store**

ABOUT THE CREATIVE STABLE TEAM

The Creative Stable was founded in 1990 by Jennifer Frazier, a professional journalist with a Bachelor in Magazine Journalism from the University of Missouri. She has written for publications including Florida Trend, Tampa Bay Metro, Pasco News Pubs, and the Tampa Bay Times to name a few. She is responsible for all Lake Jovita Life content creation, editorial calendar preparation, and reporting within the community from her office in Dade City. She is joined by Eric Beatty of Jacksonville-based The Design Lounge as the art director and production manager, who has worked on accounts including the PGA Tour, Ponte Vedra Life magazine, and package designer for Swisher International. He is also currently the art director for Jazziz Magazine. Debbie Radsick is our community liaison, and is the conduit between advertisers and the HOAs we serve. Her experience in account management spans more than 35 years, and includes clients such as the Treasury Management Conferences of New York, Florida Trend, and University Community Hospital. She is also currently an ad sales rep for St. Pete Life magazine.



WANT TO KNOW MORE?

WWW.THECREATIVESTABLE.COM/PORTFOLIO/PUBLISHING

WE HAVE DECADES OF LONG-FORM PRINT PUBLISHING EXPERTISE



THANK YOU!

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