

Ideal-LIVING magazine engages mature affluent readers throughout the year. Ideal-LIVING specifically attracts the active adult who plans to relocate in retirement.

WINTER 2020



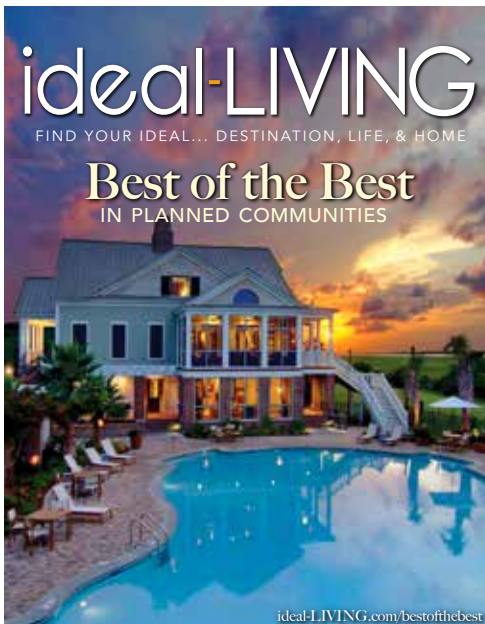
2020 Trends in Planned Communities and Home Design

SPRING 2020



Spring Travel Destinations

SUMMER 2020



Best of the Best in Planned Communities

FALL 2020



2020 Ideal Parade of Homes

Each issue of Ideal-LIVING magazine creates opportunities for advertisers and communities. We want to show what life is like in these amazing destinations by sharing homeowner's stories.

Ideal-LIVING'S DEPARTMENTS emphasize finding your destination, life, and home.

find your ideal DESTINATION

Welcome Neighbors—Introducing new communities

Around Town—Community events or special events within the cities and towns

Teed Up—A new golf feature in every issue

International Destinations—Exploring destinations for retiring abroad

On the Move—Interview with a homeowner that has recently purchased and made the move

State of the State—Ideal-LIVING explores different states in each issue for cost-of-living, taxes, etc.

Discovery Travel—Six discovery packages are featured with links to ideal-LIVING.COM/venture out

Travel Destinations—Touring top retirement destinations

Resort Living—A top resort destination is featured in each issue

find your ideal LIFE

Community Living—Life stories from three homeowners

The Good Life—Touring unique haunts to BBQ joints to fabulous restaurants and foods

Finance—Advice for maintaining a fulfilling lifestyle

Chef's Corner—Share your chef's story and top recipes

Giving Back—Philanthropic stories, raising money for noble causes

Club Life—A different unique social club will be featured in each issue

Our Favorite Things—Homeowners tell their favorite things about living in a community

Lifelong Learning—From learning a new language to ballroom dancing in retirement

Healthy Living—Staying fit at 50+

find your ideal HOME

Ideal Home—Ask your sales representative how you can have your "ideal home" featured

The Design Center—Community architects, designers, and builders share their secrets

Footprints—Stories of sustainable developments or homes

Tech Talk—Technology that improves the lives of 50+

Innovations—New home gadgets, appliances, and products

In the Garden—Garden clubs share planting ideas for their climate

Home Selling Tips—Helping people sell their homes so they can relocate to a better locale

Ask your sales representative about editorial opportunities

****Send press releases and story ideas throughout the year to kellyg@ideal-living.com****