

# EDITORIAL FOCUS

**Where to Retire** tells its readers who's moving where and why. In addition to examining popular retirement locales, it goes beyond the well-known Sunbelt spots, reaching across the country to spotlight smaller towns and undiscovered havens with lower costs of living.

Where to Retire is filled with vital information on climate, state and local taxes, cost of living, housing costs, health care and other important issues, plus lively and candid

interviews with retirees who have relocated, including their tips on what to look for and what to look out for.

Where to Retire even tells its readers how to find the best neighborhoods and developments to suit their active lifestyles, how to buy and sell a home, and how to get involved in a new community.

It is the authoritative source of useful information for the 700,000 Americans who move to new towns to retire every year.

The industry of retirement migration already generates billions of dollars a year in sales of everything from real estate to financial services, health care, utilities and entertainment. It is responsible for a massive geographical redistribution of wealth and income, and if you're involved or thinking of getting involved in attracting retirees to your state, town or development, Where to Retire is the place to start.



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### City & Town Profiles

In each issue, Where to Retire spotlights four destinations that are attracting retirees, including undiscovered and low-cost havens. Every profile is full of candid resident interviews and information on state and local taxes, cost of living, housing costs and health care. Readers across the country examine our profiles to find viable relocation options.

### Features

Where to Retire feature stories showcase a variety of regions great for retirees seeking specific lifestyles or opportunities. Past articles include "8 Enriching Towns for Art and Music Lovers," "8 Fabulous Winter Wonderlands," "Terrific Home Buys, Great Lifestyles" and "8 Enticing Towns for New Careers."

### Discoveries

Our popular Discoveries department features news briefs on emerging trends, newly developed master-planned communities and timely topics of interest to relocating retirees.

### Roads to Retirement

Exploratory road trips are part of the relocation research process. In this full-page department, we take our readers along a suggested route of discovery. We provide a map, a short description of what each town along our route has to offer and contact information for area Chambers of Commerce, CVBs, lodging and attractions to assist our readers as they explore the featured area.

### Best Neighborhood

Where to Retire's closing department, Best Neighborhood profiles an established master-planned community that suits active lifestyles with a variety of home styles and amenities.

### Retirement Adviser

We answer reader questions dealing with a wide range of retirement relocation issues.

### Financial Consultant

Economic aspects are a big part of relocation decisions. In this department, we explore a wide range of financial issues that arise when relocating, including tax consequences, insurance coverage and the ins and outs of buying and selling homes.