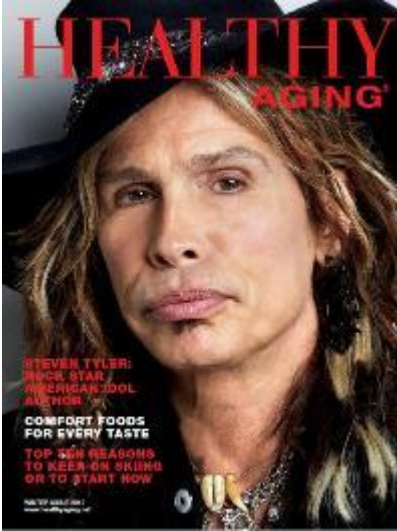
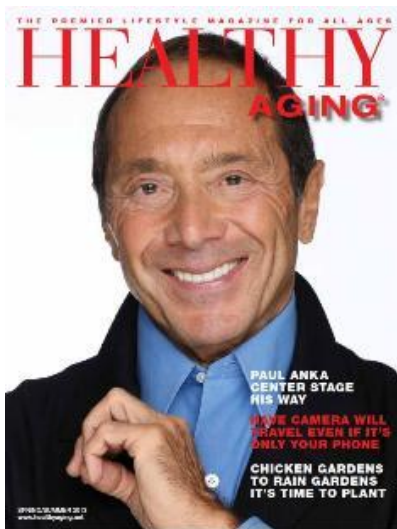
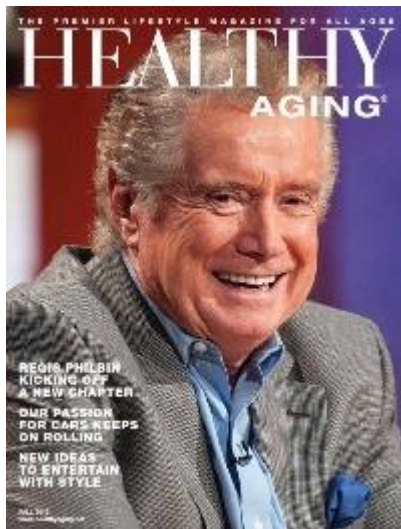


HEALTHY AGING®

MEDIA KIT 2014



GROWING OUR BRAND...AND YOURS

Healthy Aging® Magazine is the upbeat source for how to get started on the road to better health, covering physical, mental, social and financial well-being. Targeting the active, well-travelled, middle to upper income, 45-plus adult (men and women), this high quality, digital and print publication offers tips, techniques, inspiration and resources.

“We are just beginning to tap into the 78 million baby boomer market as well as the very important Gen-Xers (born 1964 to 1980) who are turning 50,” says Carolyn Worthington, Healthy Aging® Magazine publisher, “and we feel our publication with its stimulating articles and upbeat look will grow in popularity among active, older adults. We are not about ‘retirement’. We are about ‘what’s next?’”

Each issue of Healthy Aging® Magazine features a cover profile of a well-known personality that has changed course in life (Sheryl Crow, Regis Philbin, Paul Anka, Dolly Parton, Steven Tyler, Duchess Sarah Ferguson, Colin Powell, etc.). The personality is selected based on how he or she might inspire others to reinvent themselves and not just because of a birthday milestone.

Popular features also include extensive travel, beautiful food/recipe spreads and how to live life better articles. Each issue includes a spread on “passion” for a sport or activity from surfing, skiing, cars and hiking to new careers as well as columns on finance, beauty and technology.

The publication began as a digital magazine with short print runs and launched national quarterly print subscriptions in 2013.

The reaction to Healthy Aging® Magazine has been very positive from readers who seek upbeat information on physical, social, financial and mental wellness. They’re finding it all in the magazine. The goal of Healthy Aging® Magazine is to provide the vehicle for this information as a way to help people think more about what they can do rather than what they can’t do, how they can take more personal responsibility for their own healthcare and to age successfully.

MARKETING INFORMATION

It is a well-known fact that America’s aging demographics represent an ever-growing market for products and services. Baby Boomers and Gen-Xers are having a profound effect on the marketplace and will continue to do so, creating a massive demographic shift affecting attitudes, style, products and desire for information about growing older... *actively!*

DEMOS:

- 78.2 million baby boomers (the generation born between 1946 and 1964). In 2011, the oldest of the baby boomers turned 65 years old
- 82.1 million generation x-ers (the generation born between 1964 and 1980) are turning 50 in 2014
- About one in every eight, or 12.4 percent, of the population is an older American
- Consumers 50+ already represent a \$900 billion market
- Over the past 10 years the percentage of Americans 65+ has more than tripled
- People are living longer. The 85+ population is projected to increase from 3.6 million in 1995 to 8.5 million in 2030
- The Baby Boomer generation is embracing new technologies and rapidly becoming major users of the internet and social media
- According to the [Pew Internet & American Life Project](#) survey, 53% of American adults age 65 and older use the internet or email.
 - 47% of 50-to-64-year-old internet users and 26% of seniors ages 65 and up indicate that they now use social networking sites
 - one third (34%) of internet users of older adults use social networking sites such as Facebook, and 18% do so on a typical day.

- More than 50% of Facebook’s users in the U.S. are over 35; the single biggest age demo in the U.S. on Facebook is now between 35 and 44, **and Facebook’s fastest growing demo is 55-plus**
- The senior housing market is expected to triple from what was \$126 billion in 2005 to \$490 billion by 2030
- Of the 21.4 million households headed by older persons, 80% are owners and 20% are renters

We’ve tested. We’re ready....We’re ahead of the curve.

The Healthy Aging® Preview Issue, was launched as a *digital magazine* during spring 2011, became available in print by subscription in 2013. Subscribers may subscribe to the digital and/or print magazine and purchase print copies via Healthy Aging®, www.healthyaging.net.

Magazine Audience Reach:

- Quarterly issues
- Active, men and women, ages 45 plus
- Middle to upper income
- National
- **50,000** direct digital distribution to these targeted consumers
- Print is by subscription and controlled circulation

Internet Audience Reach:

- 600,000 monthly impressions

Awareness does not stop there. Your advertising message will always be available online as a continued resource...and advertisers gain continued exposure via Healthy Aging®... www.healthyaging.net with:

FEATURED SUBJECTS

Physical Fitness Sports Exercise Fitness after 50	Diet/Nutrition Healthy Diets Foods	Restaurants/Food/Cooking Where to Go What to Buy What to Cook
Healthcare Yours and Others	Social Wellness Activities to Engage You	Mental Wellness Continuing Education Arts
Travel Places to visit to re-invent yourself, learn something new or just relax	Financial Fitness Financial Planning Retirement Information Healthcare options	Profile Celebrity profile in each issue Profiles of people who re-invent themselves

EDITORIAL CALENDAR

Winter 2014 (January/February/March)

Winter issue. Winter and spring travel. Spas and health resorts. How to re-invent yourself with a new career. Ideas for how to redecorate your home and stay put. Financial planning ideas. Winter fashions for the office that segue into after work events. Winter Comfort Foods. Celebrity profile.

Spring 2014 (April/May/June)

Fitness issue. Focus on physical fitness plans, goals, sports equipment review. Plan for summer travel. Get ready to garden. Spring fashions for men and women. Spring entertaining recipes. Back to work/career ideas. Focus on entrepreneurs. Spring crafts. Special physical fitness and diet issue. Craft beer review. Celebrity profile.

Summer 2014 (July / August)

Easy entertaining recipes, get-out-the-bbq ideas. Travel tips. Affording higher education on baby boomer budget. Fashion tips. Focus on outdoor businesses. Special social media issue. Celebrity profile.

Fall 2014 (September/October/November)

September is Healthy Aging Month issue. Time to re-invent, redefine life, career, health. Fall travel ideas. Celebrity profile.

PRINT DISTRIBUTION

Healthy Aging® Magazine is distributed by paid subscription and free as a digital magazine with subscription. Subscriptions are available through the Healthy Aging® website, www.healthyaging.net, and via Amazon.com. Individual copies are also available through these outlets.

Planned outlets include: Paid subscriptions, retail outlets, banks, libraries, government offices, grocery store chains, drug store chains, luxury car dealerships, high end hair and day spas, fitness centers, bed and breakfast lodges, country clubs, universities, bookstores, sporting good retail shops, doctor's offices, health clubs, sports clubs, sports medicine, facilities, government and corporate retiree groups, hotels, cafes/restaurants, senior centers, special events and conventions.

Deadline

All advertising artwork is due by 5 p.m., the month before publication. Please send high resolution files to advertising@healthyaging.net

Direct Mail

Healthy Aging® provides direct mail options for advertisers seeking geographical target markets. Just supply us with a pre-printed flyer, newsletter or promotional piece and we will insert it into the magazine.

MECHANICAL PRINT REQUIREMENTS

PRINTING:

Web offset (SWOP)

Perfect binding

Publication trim size 8 1/8" x 10 3/4"

ADVERTISING SPECIFICATIONS

Space	Bleed	Trim
Spread	16 1/2" x 11"	16 1/4" x 10 3/4"
Full Page	8 3/8" x 11"	8 1/8" x 10 3/4"

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch).

Minimum size knockout type should be 8 point.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed. (Trim size of page is 8 1/8 x 10 3/4)

DIGITAL AD REQUIREMENTS

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

All fonts **MUST** be embedded (True Type fonts cannot be used for Printing).

The color space must be CMYK or Grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).

No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors **MUST** be converted to CMYK.

Maximum ink density: 300 total.

Resolution: 300 dpi.

AD RATES*

Call for details: 610 793 0979 or email: advertising@healthyaging.net

CUSTOM PUBLISHING

Custom publishing opportunities are available for companies wishing to reach active, 45 to 50 plus audience, current employees or retirees with upbeat, positive information on how to improve their health and stay healthy. Contact: info@healthyaging.net

OTHER VALUE ADDED PROMOTION OPPORTUNITIES

Advertisers may take advantage of other promotional opportunities under the Healthy Aging® brand:

- Healthy Aging® National Promotions such as a September is Healthy Aging® Month sponsorship
- Healthy Aging® Video Series – 5 part series of 90 second video clips featured on home pages of Healthy Aging® and Healthy Aging® Food websites.
- Healthy Aging® In-Store Events
- Healthy Aging® Guide – 16 page Healthy Aging® Booklet, back panel ad

- Healthy Aging® Discussion Guide sponsor

Advertising and Resource Association Policy Guidelines

Healthy Aging®, www.healthyaging.net, and Healthy Aging® Magazine are high quality resources for positive information on health and wellness targeting active, 45-plus men and women, middle to upper income. The underlying theme is it is never too late to get on the road to better health or to re-invent yourself.

Examples of Advertiser Categories:

Physical fitness
 Recreation
 Sports
 Diet and Nutrition
 Cooking
 Fashion
 Wine, beer, sprits
 Restaurants
 Resorts
 Entertaining
 Social Wellness
 Financial Wellness
 Mental Wellness
 Technology
 Travel companies; airlines, cruise ships

Healthy Aging® does not accept advertising from the following categories of advertisers:

Diet supplements or nutraceuticals.
 Herbal remedies
 Diets using supplements
 Plastic surgery, liposuction, gastro surgery
 Scams taking advantage of older adults
 Funeral homes
 Handicap accessories such as walkers, canes, anything that defines the stereotype of being old.

CONTACT INFORMATION

Creative

Submit all artwork and production questions to:

 Barbara Chapman
 Creative Director
advertising@healthyaging.net

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