

HEALTHY AGING®



PARTNER KIT 2017

HEALTHY AGING®

**Communicating
the positive
aspects of aging
to those with
time, resources
and
enthusiasm...**

**Delivering useful
information on
travel, finance,
food, fashion,
health and
wellness...**

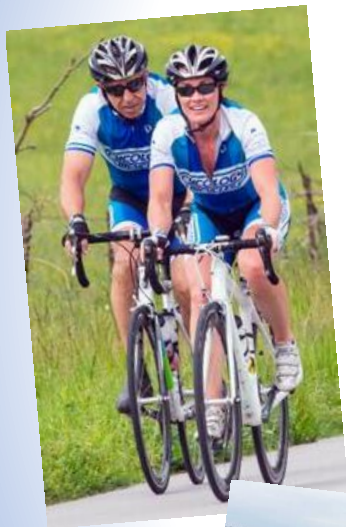
**Inspiring Gen-
Xers and Baby
Boomers to
challenge,
redefine, re-
invent and re-
engage
themselves...**

Partner with us . . .

HEALTHY AGING®

Who we target...

*Active 45-plus
men/women, the top 20%
of the 152.6 million
Americans who control
87% of the nation's
wealth.*





Topics that interest, educate and inspire our audience...



Physical

Financial

WELLNESS

Mental

Social

HEALTHY AGING®

**Use our unique, integrated platform
to custom drive *your* message...**

Healthy Aging® Digital Magazine

(200,000 distribution 4x/year)

Healthy Aging® Website and Social Media

(7.2 million annual impressions)

Healthy Aging® Newsletter

(240,000 targeted annual impressions, 24 issues per year)

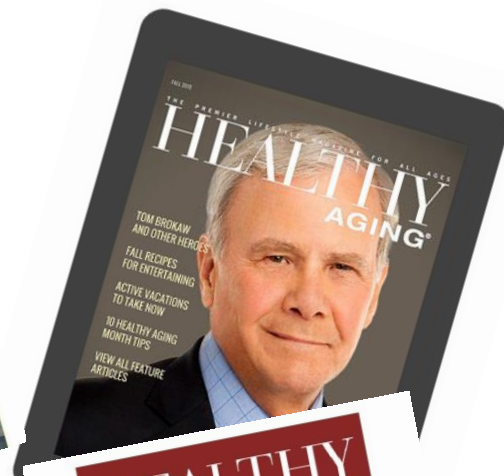
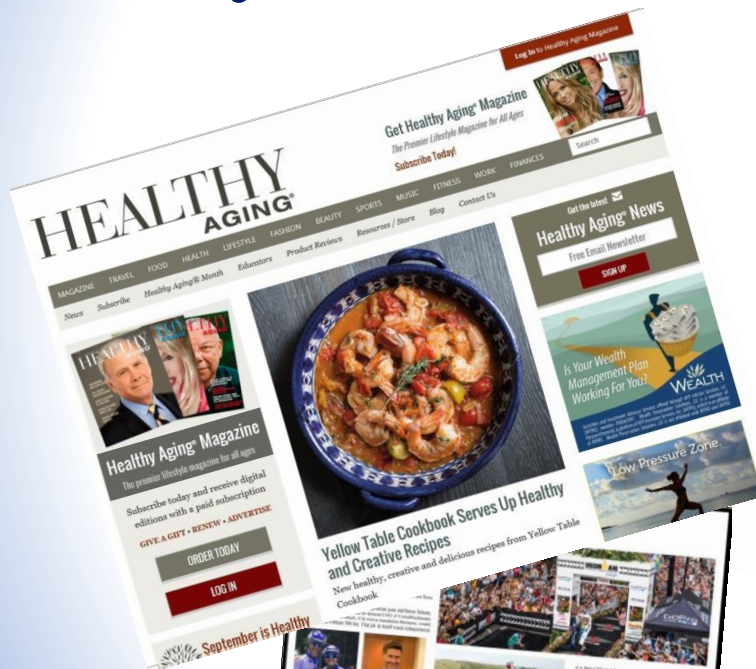
Healthy Aging® Custom Content

***A healthy mix of media, high quality editorial,
special events and Healthy Aging® Month promotions***



HEALTHY AGING®

Delivery with unsurpassed quality...




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Healthy Aging® Website...

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WEALTH

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Low Pressure Zone.

September is Healthy

HEALTHY AGING®

Healthy Aging® Magazine...



HEALTHY AGING®

Healthy Aging® Custom Content...

THE CHIEF EXECUTIVE OFFICER FOR THE U.S. HEALTHY AGING®

Driven by Vision

For a long time, the idea of a healthy aging has been a distant dream. It's a vision of a future where everyone is able to live longer, healthier lives. It's a vision of a world where everyone is able to live longer, healthier lives. It's a vision of a world where everyone is able to live longer, healthier lives.



Many who see this as a vision of the future. And that has been one of the most important goals in the career of CEO of UnitedHealthcare Medicare & Retirement, Jack Nelson. Nelson is the man who has led UnitedHealthcare Medicare & Retirement since he was named CEO in 2010. In that time, he has led the company through a period of rapid growth and innovation. He has led the company through a period of rapid growth and innovation.



As a CEO and the head of a company that is dedicated to helping people live longer, healthier lives, Nelson is a person who is particularly well-suited to such challenges. He's one of those guys who when he has more, the more he's working on. He's one of those guys who when he has more, the more he's working on.



As the CEO of UnitedHealthcare's Medicare & Retirement division, Nelson has a specific responsibility, not a vision for the company's customers who are at the forefront of driving UHC's core message: "Help people live longer lives."

Jack Nelson heads up the company's specific responsibility for operating the Consumer Resource Center, a role that is not unlike a "Social Phone" in the United States and employee education programs across the country. He is dedicated to helping people live longer, healthier lives. He is dedicated to helping people live longer, healthier lives.



David, president of Consumer Support, the company that runs a national cycling team sponsored by UnitedHealthcare is another example of a person who is particularly well-suited to such challenges. He's one of those guys who when he has more, the more he's working on. He's one of those guys who when he has more, the more he's working on.



With two grown children, four grandchildren and a wife who also likes to ride, Nelson has a lot of people who are relying on him. He's a person who is particularly well-suited to such challenges. He's one of those guys who when he has more, the more he's working on. He's one of those guys who when he has more, the more he's working on.

David Nelson is a person who is particularly well-suited to such challenges. He's one of those guys who when he has more, the more he's working on. He's one of those guys who when he has more, the more he's working on.

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HEALTHY
AGING®

Healthy Aging® Newsletter...

HEALTHY
AGING®

Healthy Lifestyle Ideas

Along with diet and exercise, a healthy lifestyle is also about challenging your brain, keeping finances in check, being socially active and always ready to reinvent yourself. Here at Healthy Aging®, we celebrate travel, entertaining, cooking, following a passion. Enjoy the current newsletter and see more at Healthy Aging®, healthyaging.net.



Breast Cancer Awareness Month News

Mammograms Can Now Wait Until Age

45

American Cancer Society releases new guidelines.



Top Ways to Sabotage Your Workout

How to ditch the negative motivators

Excuses, excuses. What's stopping you from exercising?

HEALTHY AGING®

Special edition quarterly content...



WINTER (JAN): Healthy Travel

Focus on destinations, resorts, spas, active vacations, unique rentals and more

SPRING (APR): Healthy Finance

Planning for a fulfilling future, investing, social security, Medicare and more

SUMMER (JUL): Healthy Lifestyle

Food, entertaining, fashion, physical fitness, social trends, mental activity and more

FALL (SEPT): Next Passages!

Most livable communities, exploring new technology, meeting new people, staying connected and more



HEALTHY AGING®

**Regularly featured articles, columns, blogs,
tweets and posts covering...**

Physical Fitness

*Sports, exercise, competition,
fitness for over 45*

Diet/Nutrition

Healthy diets, foods, recipes

Healthcare

*Yours and others,
prevention tips*

Travel

*Places to visit, learn,
re-invent or relax*

Profiles

*Celebrities, inspirational
lifestyles, reinventing oneself*

Financial Fitness

*Retirement planning, financial
forecasting, healthcare options*

Social Well Being

*Improving social connections,
entertaining, engaging activities*

Lifestyle

*The arts, restaurants, entertainment,
cooking, decorating, fashion*

Mental Wellness

Continuing education, hobbies



September is Healthy Aging® Month Sponsorship...

National Healthy Observance Month now in its 24th year

Exclusive sponsor
in category

Advertising

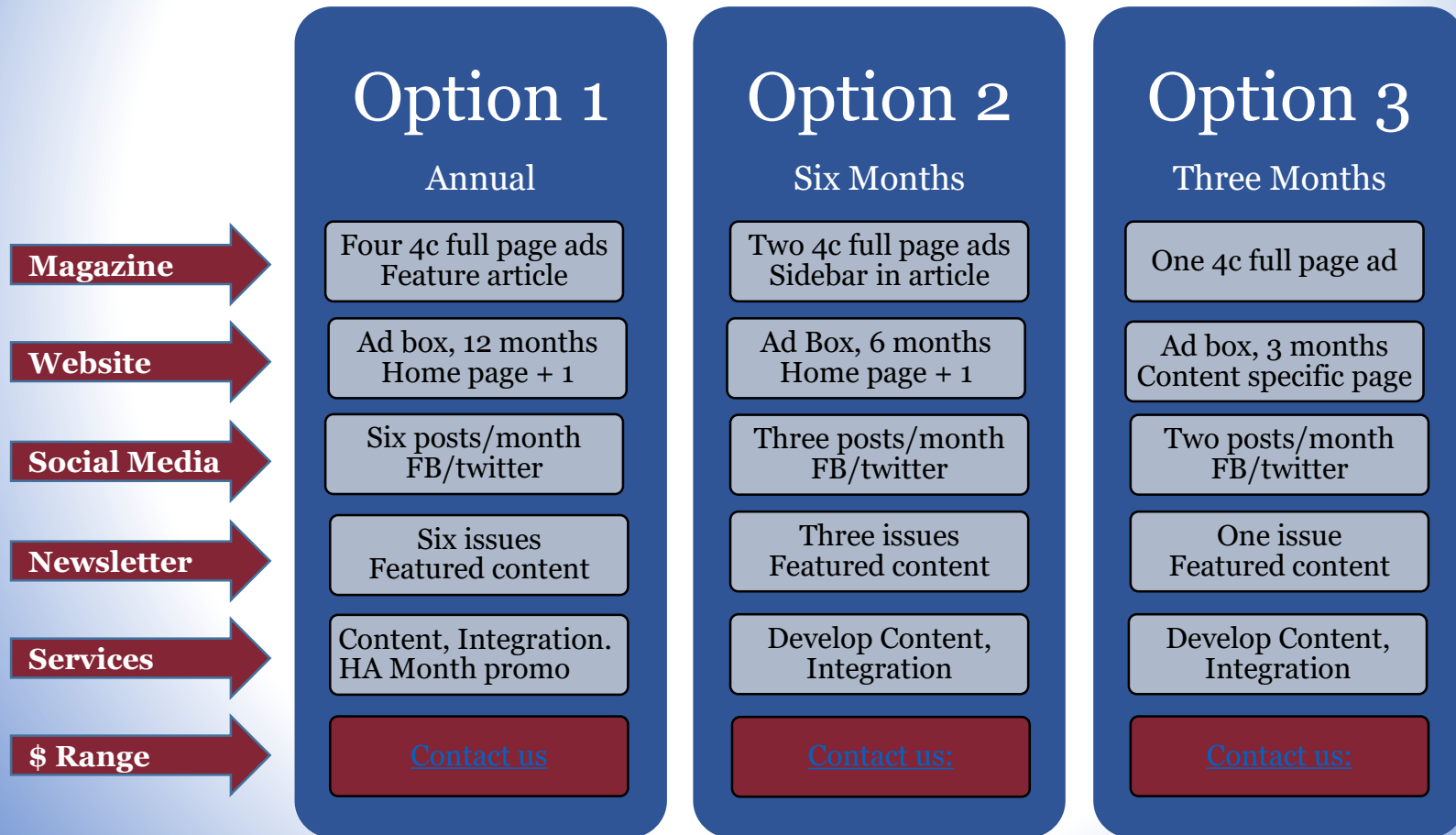
Ads in Healthy
Aging® Magazine,
newsletter and
website...

Logo on Healthy
Aging® Month
poster

Content

Publicity via
newsletter, news
releases, social
media

Multiple integrated options...



Custom print publishing, a great way to deliver your message...

Value

- Direct Reach: Prospects, customers, employees
- Target specific demographic groups
- Association with high quality, upbeat messaging
- Themed content

Options

- Front Cover ID
- FP ads or insert
- Credible feature articles
- Web integration and social media promotion

Flexibility

- Print Distribution: 25,000 and up
- High quality print or digital
- Page count: 66 to 104
- Meet budget parameters



About Healthy Aging® and the Team



The Healthy Aging® platform development began over 20 years ago when the baby boomers were about to turn 50. Now, with Gen-Xers joining the club, it has grown into a high quality multi-media platform including the magazine, website, newsletter, social media and special events.

Spearheaded by Carolyn Worthington, the team includes award-winning art directors, writers and experienced marketing pros.

Worthington and her team work with big and small partners to ensure that their message is delivered to the right audience with style and insight through Healthy Aging®'s unique platform.

Contact her at publisher@healthyaging.net or Ad Sales at advertising@healthyaging.net.

Artwork Specs Mechanical Requirements

DIGITAL AD REQUIREMENTS

- Full Page: 750W x 500 at 72 ppi.
- Quarter Page Banner Type: 970 x 250 at 72 ppi.
- Small Banner: 970 x 150 at 72 ppi
- Tall Block (Skyscraper): 350 x 600
- Ad Box 300 x 250 pixels (homepage and content specific page)

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

- 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.

Artwork Specs Mechanical Requirements

PRINT AD 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)

DEADLINE

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

Advertising and Editorial Policy Guidelines

Preferred Advertiser Category Examples

| | | | | |
|-------------------|---------|-----------------|-----------------|---------------------|
| Beverages | Fashion | Hospitals | Resorts | Technology |
| Book publishers | Finance | Mental Wellness | Restaurants | Travel |
| Diet & nutrition* | Food | Fitness Gear | Social wellness | Travel gear |
| Entertaining | Health* | Recreation | Sports | Wine, beer, spirits |

Advertiser Category Examples NOT Accepted*

| | |
|--|---|
| Diet supplements or nutraceuticals | Herbal remedies |
| Diets using supplements | Plastic surgery, liposuction gastro surgery |
| Foods proclaiming unproven health benefits | Scams taking advantage of older adults |
| Home owner/reverse mortgage scams | Funeral homes |
| Accessories such as walkers, canes | Incontinence supplies |



Contact Information

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Custom Sponsorship packages :

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