

HEALTHY AGING®

MEDIA KIT



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 to 50-plus adult (men and women), this new, digital and print, publication offers tips, techniques, inspiration and resources.

MARKETING INFORMATION

It is a well-known fact that America's aging demographics represent an ever-growing market for aging-related products and services. Baby Boomers 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
- 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 [Pew Internet & American Life Project](#) survey, as of April 2012, 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 in December 2011. Subscribers may register for the digital magazine and purchase print copies via Healthy Aging®, www.healthyaging.net. The quarterly issues are now rolling. And, print plans are underway for future issues with expected initial circulation of 75,000 – 100,000 copies.

Magazine Audience Reach:

- 4 issues per year = 800,000 unique, targeted consumers
- Men and women, ages 45 to 50 plus
- Average household income: \$50,000 to \$75,000 plus

Internet Audience Reach:

- 1.4 million impressions
- Over 82,000 unique visitors

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:

- 4 million annual impressions

GROWING OUR BRAND...AND YOURS

“We are just beginning to tap into the 78 million baby boomer market,” 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?’”

The digital Healthy Aging® Magazine prominently appears by clicking the eye-catching magazine cover on the homepage of Healthy Aging®, www.healthyaging.net. Free subscription issues are also automatically delivered to the subscriber’s inbox. All issues are available for reading: Library copies are retained on the website for continued reading, article downloading, clipping and saving.

Future plans include the development of a sponsored iPad app of the magazine... very cool for readers who want to download the magazine and read at their leisure or while they’re on the go.

The reaction to the first issues has been very positive from readers, 45 to 50-plus consumers who seek upbeat information on physical, social, financial and mental wellness and 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.

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 2012 (February/March)

Winter issue. Think snow or how to get away from it. Healthy Feet – how to have them and shoe fashions. Dress for Success. Winter Comfort Foods. Skiing is my passion. Winter Getaways. Wine and Health. Post Holiday Diet ideas. Boomer parents and spending habits. Steven Tyler Celebrity profile, book review.

Summer 2012 (June/July August)

Spring break! The passion of hiking, camping and climbing. Great places around the world to hike. Spring weekend getaways, plan summer trips. Easy entertaining recipes, get-out-the-bbq ideas. Travel tips. Affording higher education on baby boomer budget. Fashion tips. Sleep tips.. Colin Powell Celebrity profile.

Fall 2012 (September/October/November)

September is Healthy Aging® Month*... It's Time to Re-Invent Yourself!

Focus on discovering new activities, travel destinations, classes to take, sports to try, recipes to make, ways to invest in your future. Re-capture that "back to school" feeling and sign up for Fall classes – re-invent yourself, learn a new skill or take up a new hobby. Celebrity profile.

PRINT DISTRIBUTION

Healthy Aging® Magazine is distributed free as a digital magazine with email signup. Print copies may be ordered via the website. 75,000 + copies are targeted for the initial print runs later in 2012 growing to 150,000 later in 2013.

Print copies available to subscribers and as individual copies. Planned outlets include: Paid subscriptions, Retail outlets, Banks, Libraries, Government offices, Grocery store chains, Drug store chains, Universities, Bookstores, Sporting good retail shops, Health Clubs, Sports Clubs, Sports medicine, Facilities, Government and corporate retiree groups, Hotels, Cafes/Restaurants, Senior Centers, Special Events and conventions.

Deadline

All content (story and images) is due by 5 p.m. on the third Friday of the month before the month of publication. Please send your story and images to editor@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

Rates effective with the January 2012 issue.

Rate Base 1.4 million impressions

Four Color	1x	4x
Full Page	\$1000	\$3500
Inside Front Cover Spread	\$1500	\$4000

Healthy Aging®, www.healthyaging.net, website (12 month minimum)

	Per Month - 12 month minimum
Banner Ad - home page above the fold	\$500
Banner Ad - content specific pages	\$350
Box Ad - home page	\$350
Banner Ad - content specific pages	\$300

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

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

ARTICLE SUBMISSIONS

Article ideas and content are considered by editorial staff. Article length: 200 to 1000 words. All article by-lines have been previously budgeted. At this time, only articles submitted in exchange for author by-line will be considered. Send query to: editor@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

CONTACT INFORMATION

Creative

Submit all artwork and production questions to:

Barbara Chapman
Creative Director
advertising@healthyaging.net

Advertising:

Advertising Director
Healthy Aging® Magazine
PO Box 442
Unionville, PA 19375
advertising@healthyaging.net
Phone: 610-793-0979
Fax: 610 793 0978

Editorial:

Carolyn Worthington
Publisher
Healthy Aging® Magazine
PO Box 442
Unionville, PA 19375
publisher@healthyaging.net
Phone: 610 793 0979
Fax: 619 793 0978