

# HEALTHY AGING<sup>®</sup>

MAGAZINE



Healthy Diet



Financial Security



Physical Fitness



Mental Wellness



Social Well-Being

THE PREMIER MAGAZINE  
FOR SUCCESSFUL AGING

2011 MEDIA KIT



## 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

**Financial Fitness** – Financial Planning  
Retirement Information  
Healthcare options

## “Say no to retirement and yes to what’s next!”

It’s never too late to get started on the road to better health, whether it is physically, mentally, socially or financially. Healthy Aging® Magazine will be the official guide for how to do just that. Targeting the 50-plus active adult, the bi-monthly publication will offer tips, techniques, inspiration and resource guides. Baby boomers on up who want to re-invent themselves and to say “no” to retirement will be treated to quarterly national magazines. Bi-monthly editions will be published for the Delaware Valley (PA/NJ/DE) with regional roll-outs are planned. Special September is Healthy Aging® Month will be published annually.

The unique defining characteristic of Healthy Aging® Magazine, what sets it apart from other “senior” magazines and newspapers is the upbeat, positive tips and information plus the comprehensive resource guide and public service information contained in each issue.

## 2011 EDITORIAL CALENDAR

### January/February 2011\*

Premier issue highlights the best of positive aging with tips and resources. Time to change your life including sports, fashion, where to live, lifelong learning and financial planning.

**Resource Guide:** Listings of sports, fitness, therapy and exercise facilities, clubs, leagues; continuing education opportunities, hospitals.

**Ad Deadline: 11.30.10**

**Ad Materials Due: 12.2.10**

### July/August

Travel issue. Where and how to go to places for relaxation, sports, fitness, continuing education, fun. Summer beauty, fashions and health tips

**Resource Guide:** Hotels, spas, resorts; trips, summer educational resources.

**Ad Deadline: 6.7.11**

**Ad Materials Due: 6.9.11**

### March/April

It’s time to get ready for spring and summer shape-up, physically, mentally and socially.

**Resource Guide:** Physical Fitness Resources. Trainers, Health Clubs, community resources, cycling and walking map, equipment. Mental wellness activities, from gardening to book clubs, spring and summer courses in continuing ed.

**Ad Deadline: 2.7.11**

**Ad Materials Due: 2.9.11**

### September is Healthy Aging® Month\*

Focus on continuing education, ways to keep the mind fit.

**Resource Guide:** Continuing education opportunities

**Ad Deadline: 8.7.11**

**Ad Materials Due: 8.9.11**

### May/June\*

Get ready for summer. Sports to start after 50; Healthy recipes using summer bounty of locally produced foods; travel with a purpose; summer cruises; summer school for fun.

**Resource Guide:** Health clubs, recreational centers, recipe and food websites, continuing ed travel trips; vacation spots to grow your mind.

**Ad Deadline: 4.7.11**

**Ad Materials Due: 2.9.11**

### December/Holiday Issue\*

Social and Financial Wellness focus, including celebrating the holidays in the Delaware Valley, volunteerism, community activities, financial planning.

**Resource Guide:** Lists of organizations to join, places to meet people, volunteer or support plus resources for financial planning.

**Ad Deadline: 11.7.11**

**Ad Materials Due: 11.9.11**

*\*National and regional versions*

## REGULAR COLUMNS

### Departments, local focus on:

- What's Next? ... Saying no to retirement and Yes! To Reinvention
- Never Too Late to Get Physical – Sports and physical activities
- Healthy Aging® Food – Restaurants/Food/Cooking – Where to go, what to buy, what to cook. Special focus on locally grown and produced foods, diet, nutrition
- Social Wellness – Building community connections
- Improve Your mind... the arts, education
- Making, keeping, investing your money

### Calendar

- Local Events calendar

### Products

- Healthy Aging® Product Selects

### Community

- My story – Sharing my secrets for Healthy Aging®, personal story
- Photo Gallery of local events

## MARKETING INFORMATION

### 50 plus Market

- 78.2 million baby boomers (the generation born between 1946 and 1964)
- In 2011, the oldest of the baby boomers, will turn 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
- The senior housing market is expected to triple from \$126 billion in 2005 to \$490 billion by 2030
- In 2000, about half (52%) of persons 65+ lived in nine states. California: over 3.6 million; Florida 2.8 million; New York 2.4 million; Texas 2.1 million; and Pennsylvania 1.9 million. Ohio, Illinois, Michigan, and New Jersey each had well over 1 million
- Of the 21.4 million households headed by older persons, 80% were owners and 20% were renters. The median family income of older homeowners: \$22,502
- Education: Between 1970 and 2000, the percentage who had completed high school rose from 28% to 70%
- The aging of the baby boom will help create a massive demographic shift affecting attitudes, style, products

### Why Delaware Valley?

Demographics of Delaware Valley (Philadelphia/Camden/Wilmington)

- Downtown Philadelphia ranked number six by Sperlings Best Places, Best Cities for older adults
- 5th largest metropolitan area in the U.S.
- 4th largest media market
- Delaware Valley has a population of 5.83 million
- Nielsen Media Market size ranking: Philadelphia is 4th behind NY, LA, Chicago
- 92 colleges and universities
- Gross metro product of \$354.85 billion in 2009
- Total retail sales of \$85.9 billion in 2009
- Total income within a 200-mile radius of downtown Philadelphia in 2009: \$1,461 billion, ranked 2nd among the 12 largest MSAs

**Distribution – Healthy Aging® Magazine will be distributed free, with subscriptions available. 75,000 copies.**

### Where:

**Pennsylvania:** Montgomery, Berks, Chester, Philadelphia, Delaware counties

**New Jersey:** Camden, Burlington counties

**Delaware:** Wilmington

Over 850 sites distribute Healthy Aging® Magazine throughout Southeastern Pennsylvania, South Jersey and Delaware including:

- Banks
- Bookstores
- Sports medicine facilities
- Libraries
- Sporting good retail shops
- Hotels
- Government offices
- Health Clubs
- Cafes/Restaurants
- Grocery store chains
- Health Clubs
- Senior Centers
- Drug store chains
- Sports Clubs
- Events
- Universities

## ONLINE MARKETING

Healthy Aging® Magazine is both print and on-line, offering advertisers value-added opportunities. The Healthy Aging® website, [www.healthyaging.net](http://www.healthyaging.net), attracts 350,000 visitors monthly. Healthy Aging® Food, [www.healthyagingfood.com](http://www.healthyagingfood.com) provides a second outlet for food, restaurant and other companies interested in diet, nutrition and good food outlets for their messaging.

The entire Healthy Aging® Magazine will be found on line as well as in print.

## VALUE ADDED PROMOTION OPPORTUNITIES

- Healthy Aging® National Promotion
- 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

## CONTACT INFORMATION

Submit all artwork and production questions to:

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*The mission of Healthy Aging® Magazine is to make a positive difference in the lives of adults, ages 50-plus, who seek content, ideas, inspiration and critical information in the areas of physical, social, mental and financial health as a means to take greater responsibility for their own health.*

**Carolyn Worthington  
Publisher**

## Spread

AD UNIT	NON-BLEED	BLEED
Spread	15"W x 9.5"H	16.5"W x 11"H

## Full Page

### 1/2 Page Horz.

### 1/4 Page

### 1/8 Page

### 1/16 Pg

### 1/2 Page Vert.

AD UNIT	NON-BLEED	BLEED
Full Page	15"W x 9.5"H	16.5"W x 11"H
1/2 Horz. Page	7"W x 4.67"H	No Bleed
1/2 Vert. Page	3.42"W x 9.5"H	No Bleed
1/4 Page	3.42"W x 4.67"H	No Bleed
1/8 Page	3.42"W x 2.25"H	No Bleed
1/16 Page	3.42"W x 1.063"H	No Bleed

## AD RATES\*

AD SIZES	PRINT
Full Spread:	\$6,500
Full Page:	\$3,500
Half Page:	\$1,800
1/4 Page:	\$950
1/8 Page:	\$500
1/16 Page:	\$300
Classifieds:	\$45

\*Call For On-Line, Website Rates 610 793 0979

## Classified Categories

- Business Services
- Businesses For Sale
- Health Services
- Education/Training
- Employment
- Finance/Investments
- Marketing Services
- Athletics/Exercise
- Sports/Sports Medicine
- Government/Municipal Services
- Real Estate

## Classified Parameters

Minimum ad size allowed is a 1 column by 2".  
No agency discounts will be paid.  
All rates are net.

## Classified Frequency Discounts

- 4x = 10% off
- 6x = 15% off
- 9x = 20% off
- 12x = 25% off

## 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](mailto: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.

## Insert Requirements

Insert rates are net and non-commissionable and must be pre-paid. Inserts must be full run of circulation; smaller increments are not available. Inserts must be submitted for approval one week prior to publication date.

Call your Advertising Executive for quantity and shipping instructions. Maximum size is 8.5" x 11". Anything larger must be folded to meet maximum size requirement. Minimum paper stock weight is 70 lb. No exceptions.

## File Specs

All ad material must be submitted as digital files. Preferred format is Adobe Acrobat PDF. PDFs should be produced using Acrobat Distiller, which is part of the full Acrobat package. PDF utilities, included with some office applications, do not produce press quality PDFs. Set Distiller job options to EMBED ALL FONTS and turn off all image down sampling.

Digital ad materials may also be submitted in Adobe InDesign CS3 or QuarkXpress 6.5. All fonts and images should be collected and packaged along with the document before submitting. We also accept Adobe Illustrator or Photoshop files. WE CANNOT PROCESS MICROSOFT PUBLISHER FILES. Also avoid submitting files from general office applications like Word and Powerpoint as output is unpredictable. We can accept PDFs from any program when produced according to the Distiller guidelines above.

## Color & Image

All 4-color artwork must be in CMYK format. Color graphics and images in RGB may appear washed out when printed. All raster images should be sized at a resolution of at least 200 dpi (for 100 line screen output) at 100% of the size they are used in the file. Total CMYK ink coverage should not exceed 240%. Line art images such as logos should be at 600 dpi. When using color settings in Photoshop, select US Web Uncoated v2 Text in vector images (such as Illustrator files) must be converted to outlines to eliminate font problems. Please save all images as TIFF only.