

# HEALTHY AGING®



## PARTNER KIT 2019

# 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.*





# HEALTHY AGING®

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





**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...






# HEALTHY AGING®

## Healthy Aging® Website...

[Log In to Healthy Aging Magazine](#)


# HEALTHY AGING®

Get Healthy Aging® Magazine  
*The Premier Lifestyle Magazine for All Ages*  
[Subscribe Today!](#)



MAGAZINE TRAVEL FOOD HEALTH LIFESTYLE FASHION BEAUTY SPORTS MUSIC FITNESS WORK FINANCES

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The premier lifestyle magazine for all ages

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### Yellow Table Cookbook Serves Up Healthy and Creative Recipes


New healthy, creative and delicious recipes from Yellow Table Cookbook

Get the latest 

### Healthy Aging® News

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*Low Pressure Zone.*



**September is Healthy**

# HEALTHY AGING®

## Healthy Aging® Magazine...





**HEALTHY  
AGING®**

# Healthy Aging® Custom Content...



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## Healthy Aging® Newsletter...

HEALTHY  
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### *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](http://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-MAR): Healthy Travel**

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

### **SPRING (APR-JUNE): Healthy Finance**

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

### **SUMMER (JUL-AUG): Healthy Lifestyle**

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

### **FALL (SEPT-NOV): 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 24<sup>th</sup> year

Exclusive sponsor  
in category

Advertising

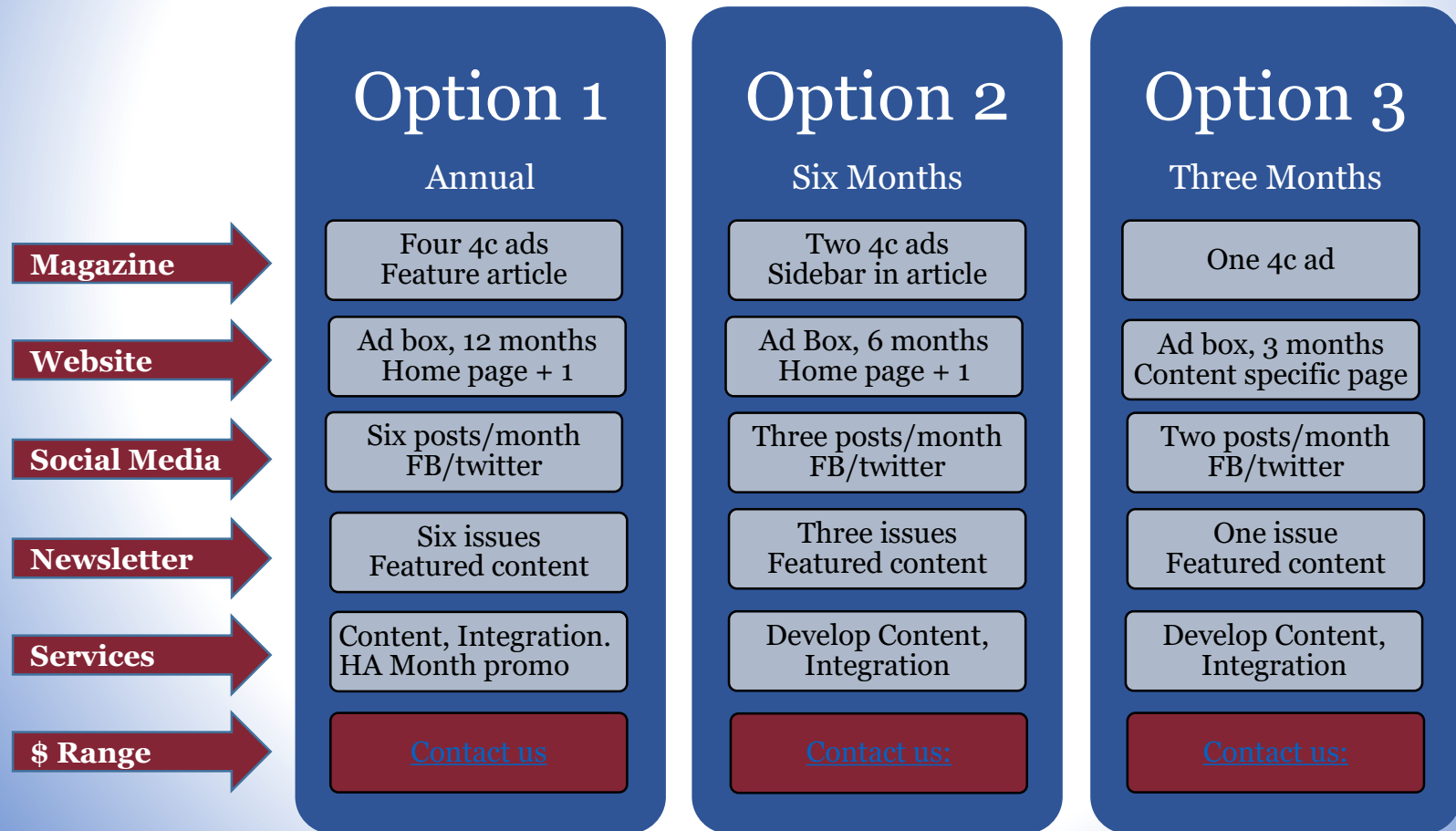
Ads in Healthy  
Aging® Magazine,  
newsletter and  
website...

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](mailto:publisher@healthyaging.net) or Ad Sales at [advertising@healthyaging.net](mailto: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.





# 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

### **Advertising:**

Healthy Aging® Magazine  
PO Box 442  
Unionville, PA 19375  
[advertising@healthyaging.net](mailto:advertising@healthyaging.net)  
Phone: 610-793-0979

### **Custom Sponsorship packages :**

Carolyn Worthington  
Publisher  
Healthy Aging® Magazine  
PO Box 442  
Unionville, PA 19375  
[publisher@healthyaging.net](mailto:publisher@healthyaging.net)  
Phone: 610 793 0979

### **Editorial**

[editor@healthyaging.net](mailto:editor@healthyaging.net)