

HEALTHY AGING®



PARTNER KIT 2020

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® Website, Social Media, Publicity
(7.2 million annual impressions)

Healthy Aging® Digital Magazine
(200,000 annual impressions)

Healthy Aging® Newsletter
(240,000 targeted annual impressions, 24 issues per year)

Healthy Aging® Custom Content

Active Travel Service

Custom Travel Packages for Active Traveler



***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®


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The Premier Lifestyle Magazine for All Ages
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The premier lifestyle magazine for all ages

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Yellow Table Cookbook Serves Up Healthy and Creative Recipes


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Is Your Wealth Management Plan Working For You?

WEALTH

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Low Pressure Zone.





September is Healthy

HEALTHY AGING®

Healthy Aging® Magazine...



HEALTHY AGING®

Healthy Aging® Custom Content...





Healthy Aging® Newsletter...



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-MAR): Healthy Travel

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

SPRING (APR-JUNE): Wellness

Physical, social, mental and financial wellness

SUMMER (JUL-AUG): Healthy Lifestyle

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

FALL (SEPT-NOV): Next Passages!

September is Healthy Aging Month. 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

HEALTHY AGING®

September is Healthy Aging® Month Sponsorship...

National Healthy Observance Month now in its
27th 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



**HEALTHY
AGING®**

New York Times Travel Show...

Opportunity for Advertisers

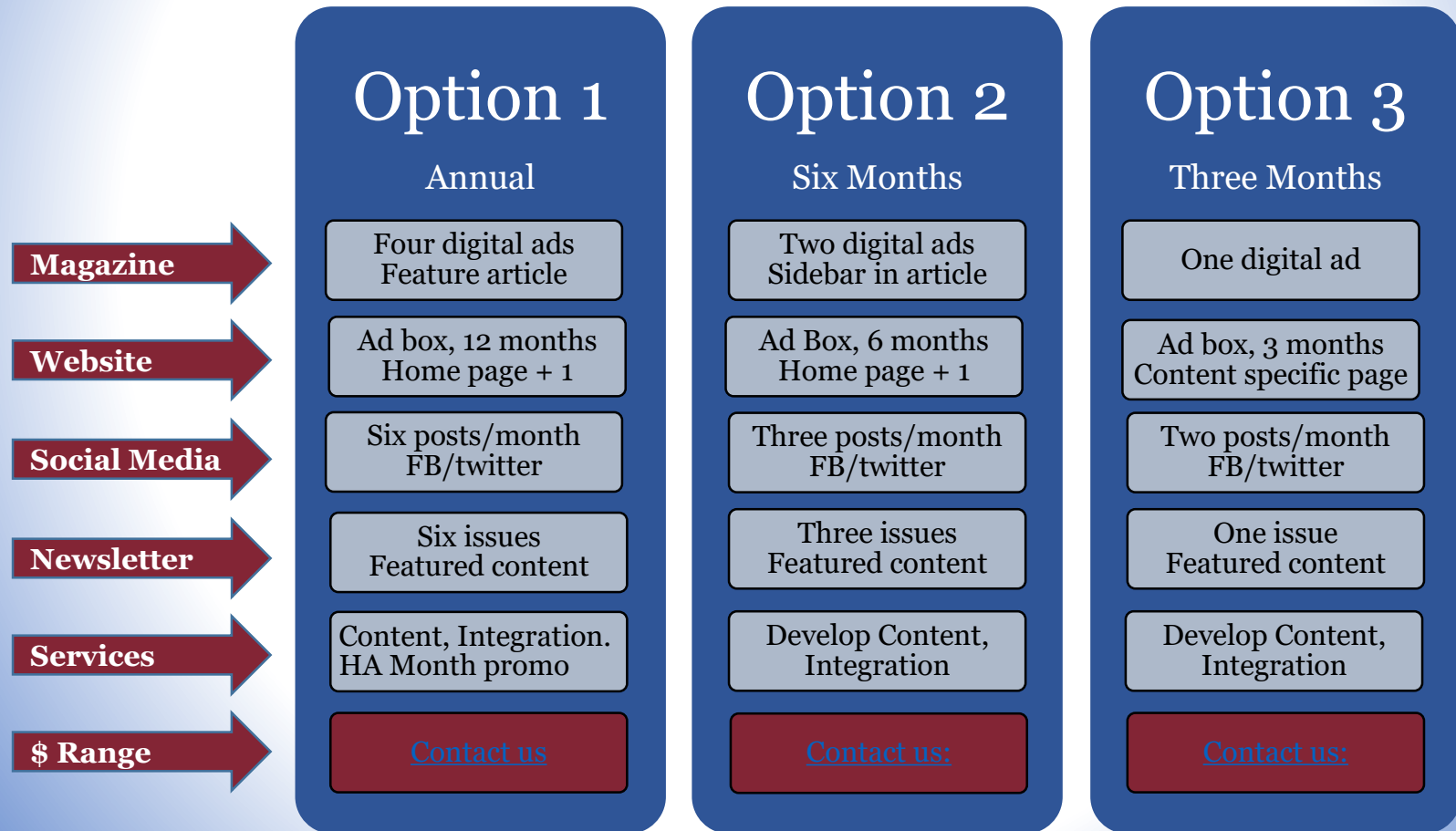
Random drawing for
vacation stays and
products to be held at
Healthy Aging booth

Pre-Event Promotion

Articles and promotion
throughout Healthy
Aging multi-media
platform leading up to
and during the show



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.



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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