

# HEALTHY AGING®



## PARTNER KIT 2021

# HEALTHY AGING®

**Communicating  
healthy lifestyle  
information to  
those with time,  
resources and  
enthusiasm...**

**Delivering  
quality content  
on travel,  
entertainment,  
gastronomy,  
fashion, health,  
cultural  
experiences,  
finances and  
wellness...**

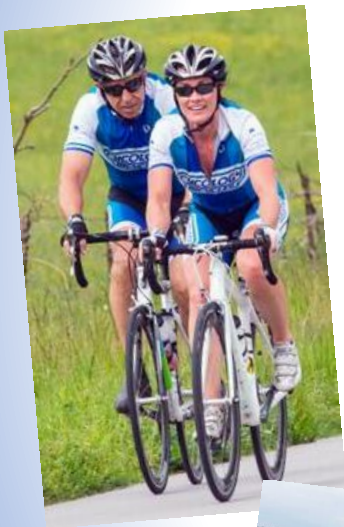
**Inspiring Gen-  
Xers and Baby  
Boomers to  
challenge,  
redefine, re-  
invent and re-  
engage  
themselves...**

**Partner with us . . .**

# HEALTHY AGING®

## Who we target...

*Active 45-plus men/women,  
72.63 million strong, 21% of  
the entire population,  
controlling the majority of  
the wealth in the nation.*





# HEALTHY AGING®

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





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

**Healthy Aging® Digital Magazine**

**Healthy Aging® Website and Social Media**

**Healthy Aging® Newsletter**

**Healthy Aging® Custom Content and Special**

**Promotions (*New York Times* Travel Show, Healthy Aging ®  
Month)**

**Sponsored posts**

***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*  
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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

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*Is Your Wealth Management Plan Working For You?*

**WEALTH**

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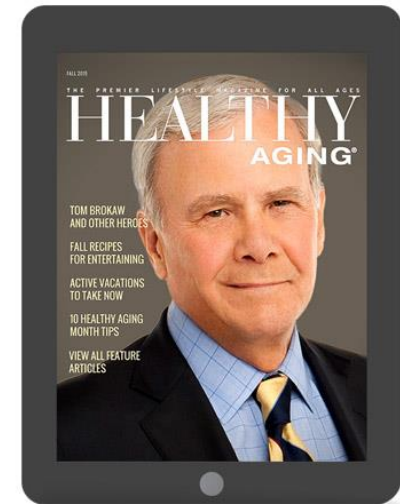
**Low Pressure Zone.**



**September is Healthy**

HEALTHY  
AGING®

# Healthy Aging® Magazine...





**HEALTHY  
AGING®**

# Healthy Aging® Custom Content...



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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): Taking Life in Stride**

*Focus on anything is possible. Wellness, fitness kick-starts, home office and home updates, finance, travel planning.*



### **SPRING/SUMMER (MAY): Looking Forward**

*Relaunching career and lifestyle. Fitness. Understanding new technology; mental wellness tips, spring/summer recipes; gardening*



### **FALL (SEPT): September Healthy Aging Issue**

*Physical, social, mental, financial wellness*





# 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*

**Profiles**

*Celebrities, inspirational lifestyles,  
reinventing oneself*

**Travel**

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

**Next Passage**

*Ideas on where to  
live next*

**Financial Fitness**

*Retirement planning, financial  
forecasting, healthcare options*

**Social Well Being**

*Improving social connections,  
entertaining, engaging activities*

**Gastronomy**

*Restaurants, regional foods*

**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 25<sup>th</sup> year

Exclusive sponsor  
in category

Advertising

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

Logo on Healthy  
Aging® Month  
poster

Content

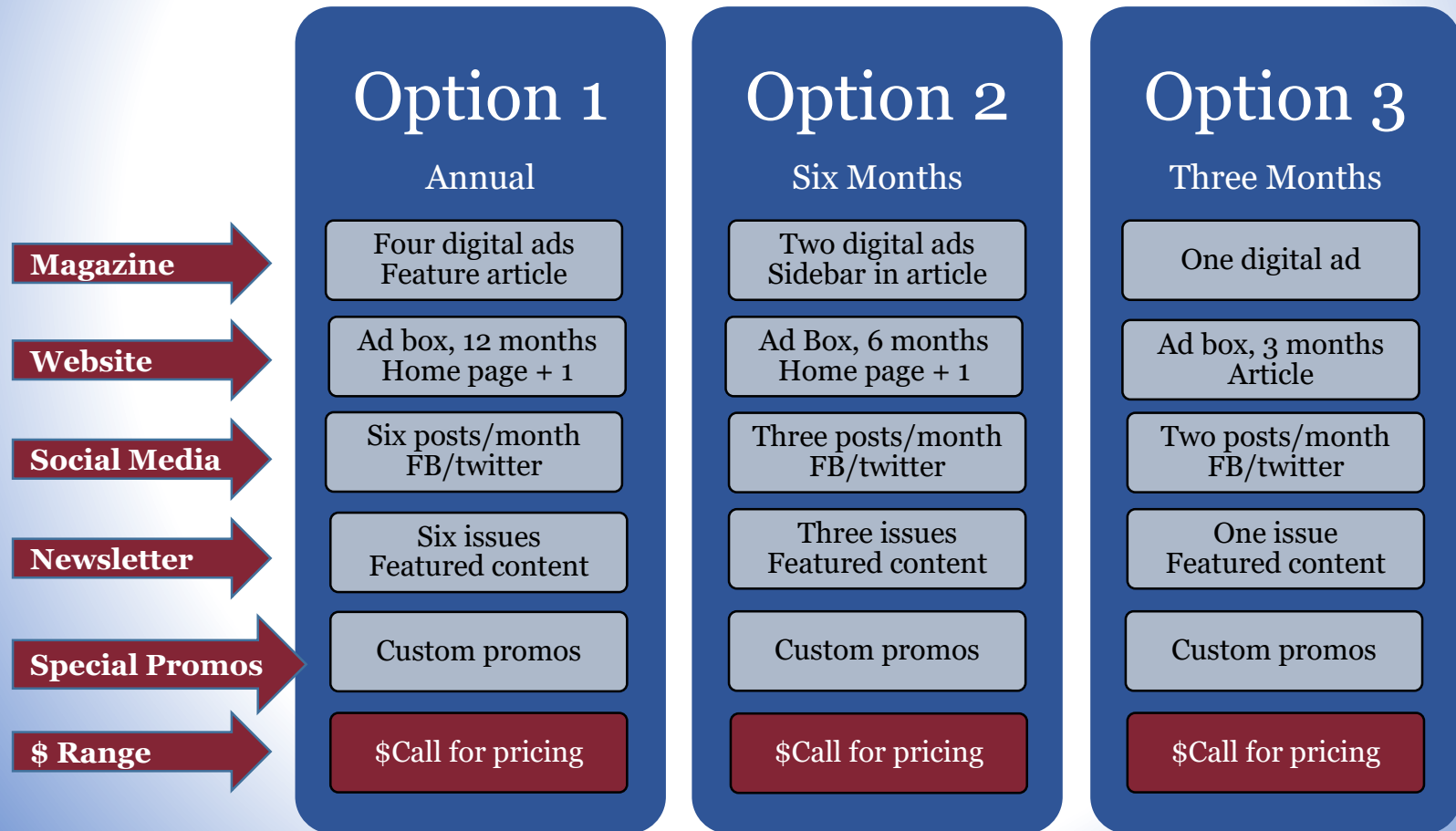
Publicity via  
newsletter, news  
releases, social  
media

## Audience Reach





## 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)
- Photography 2400 x 3000 @ 300 dpi, permission for use in editorial and social media, photo credit

**All ad submissions must be PDF or JPEG**

- All fonts MUST be embedded
- Resolution: 300 dpi

### DEADLINE

All advertising artwork is due by 5 p.m., the month before publication. Please send high resolution files to [advertising@healthyaging.net](mailto: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; CBD
Diets using supplements	Plastic surgery, liposuction gastro surgery
Diet & nutrition*	Scams taking advantage of older adults
Gambling, casinos	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)