

**HEALTHY
AGING®**



PARTNER KIT 2023

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 (Travel Shows, 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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Healthy Aging® Magazine


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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Healthy Aging® News

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Is Your Wealth Management Plan Working For You?

WEALTH

Securities and Investment Advisory Services offered through WEALTH ADVISOR SERVICES, LLC (WEALTH ADVISOR), member FINRA/SIPC. Wealth Management Solutions, LLC is a member of Prudential and a provider of WEALTH ADVISOR SERVICES, INC. (WAS), which has offices in NJ, NY, and PA. Wealth Management Solutions, LLC is not related to WEALTH ADVISOR.



Low Pressure Zone.



September is Healthy

HEALTHY
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Healthy Aging® Magazine...



**HEALTHY
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Healthy Aging® Custom Content...



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Healthy Aging® Newsletter...

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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.



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

New year, new you. Wellness, diet upgrades, recipes, retirement reboot, spa resort 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

Grab the back to school feeling with ideas on how to improve physical, social, mental, financial wellness; comfort food recipes, fall travel 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*

Profiles

*Celebrities, inspirational lifestyles,
re-inventing 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 30th year

Exclusive sponsor
in category

Advertising

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

Logo on Healthy
Aging® Month
poster

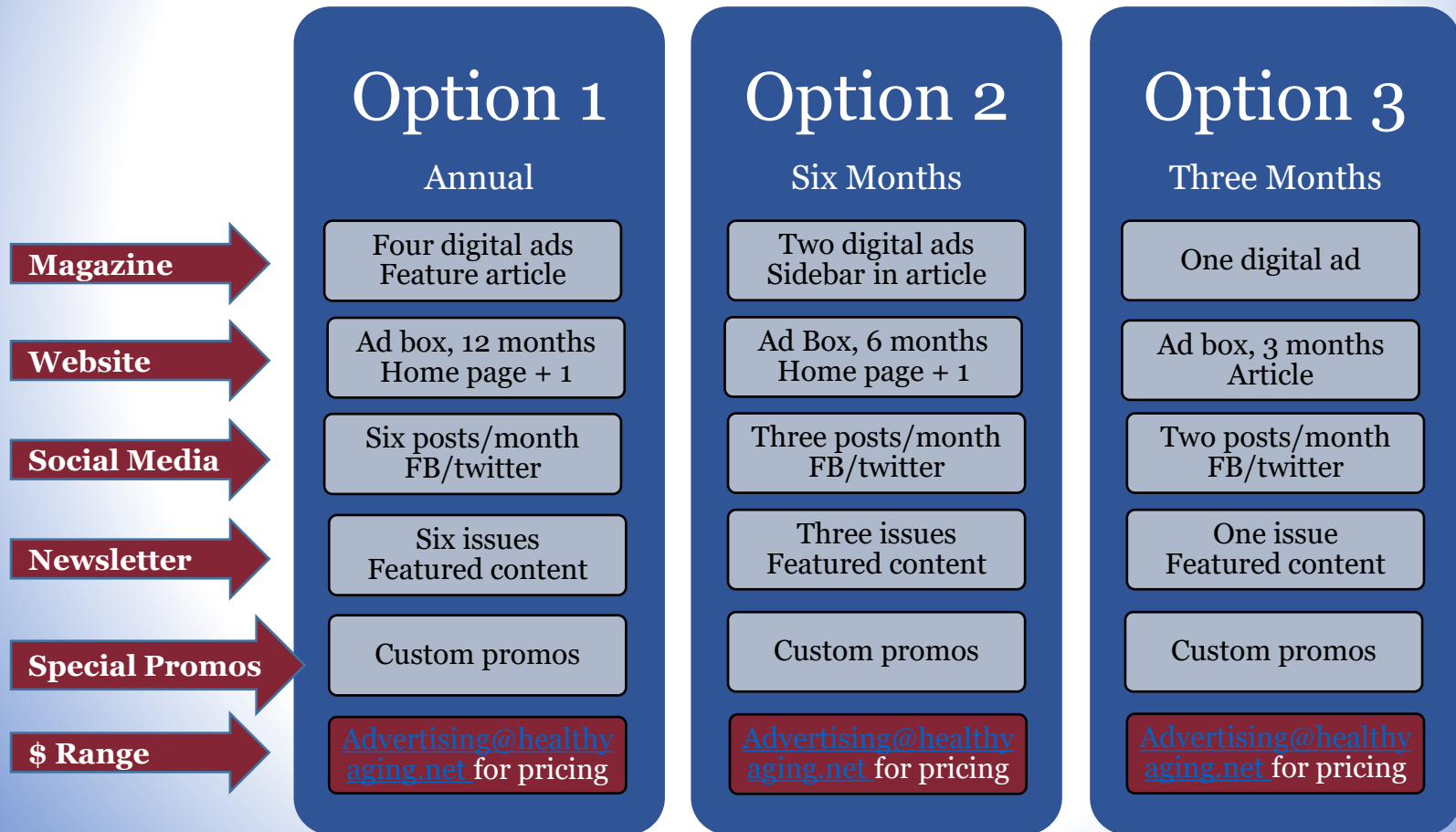
Content

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 25 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)
- 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



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

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