

HEALTHY AGING®



PARTNER KIT 2025

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...

**45-plus men/women in the
U.S, 119.2 million strong,
35.9 % of the entire
population, controlling the
majority of the wealth in the
nation.**



HEALTHY AGING®

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



**HEALTHY
AGING®**

**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)

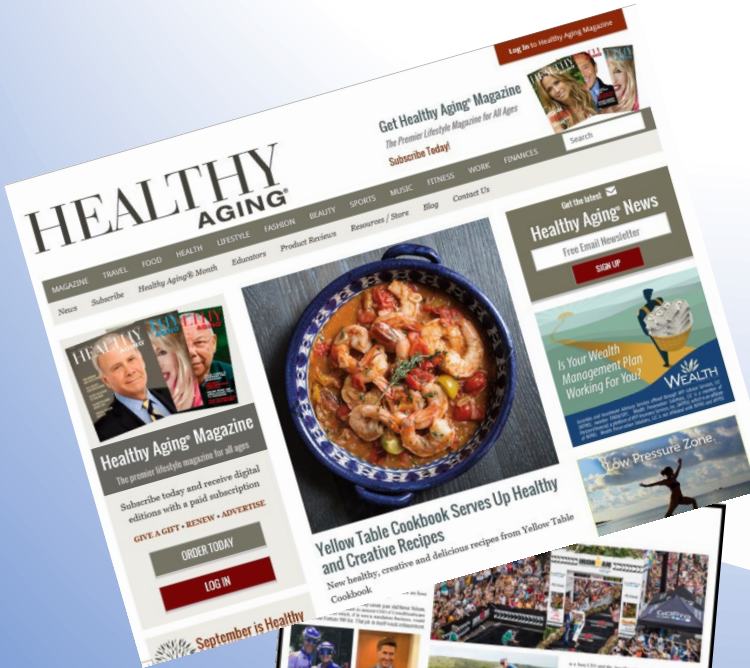
Sponsored posts

***A healthy mix of media, high quality editorial,
special events and Healthy Aging® Month
promotions***



HEALTHY AGING®

Delivery with unsurpassed quality...




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Healthy Aging® Website...

Log In to Healthy Aging Magazine


HEALTHY AGING®

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WEALTH

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Low Pressure Zone.

September is Healthy



Healthy Aging® Magazine...





Healthy Aging® Custom Content...






Driven by Vision

Many who see one of these say, 'that's tough.' And then here are here

One of those never enough guys is 70-year-old Steve Nelson, who also happens to be the coach of USA Cycling's National Men's & Women's teams. In 1988, he was named the 1988 USA Cycling Coach of the Year. The job is hard, but it's not impossible.



is a hard CEO and the 'face' of a company that is dedicated to helping people live healthier lives.

It's a personality particularly suited to such challenges. He's one of those guys who thrives by taking more, becoming more, tracking and setting high standards for himself and others.

is everything.

to the CEO of UnitedHealthcare's Medicare & Retirement division, Nelson has a specific responsibility: to set a vision for the company's customers who are at or near retirement age by driving UHC's core message: 'Help people live healthier lives.'



That's right for Nelson, his finished first (FINISH) because, Nelson has the (VISION), or something, something that says any one can live a long enough life of past life?

As if all that isn't enough, Nelson also becomes an endurance athlete and who he is here.

So why, at middle age, would an already successful business leader, spend time all day, long, intense and difficult challenges, need a new way to compete?

As a lifelong athlete, he admits to observing a middle-aged man for a new active purpose beyond working a 9-to-5, or even an occasional job to keep the breathing, it was the appeal of a multi-sport discipline that represented a juggling of time, time, time, as well as physical and intellectual values that represented, for example, to the people around him.

Nelson wanted a coach who could not only help him improve but would also provide a training plan that could fit into his demanding schedule. Enter the coach, who called the challenge "The Year" for working on FINISH in World Championships and even to attend one of Nelson's government events. Next step, "It's a divorce that also results in two goals that the man's performance is relative to his own."

Soon he helped him structure his training to fit a busy schedule and focus on goals that he set without allowing anything to distract him. For example, Nelson's first 100-mile triathlon was 112 hours, 10 minutes. When the coach is always "in" in the middle and think by 10:00 PM.



More importantly, in addition to the strategy and discipline that training requires, he admits that "It also means the fact that training means when and where from the world for a couple hours a day gets a lot of good training, when they're training."

For Nelson, as part of his driving time deal with the pressure and challenges of leading 1,200 employees and delivering a healthier life challenge to millions of Medicare subscribers every day, it's something he doesn't take lightly and one often has to wonder why he had made it a priority vehicle for driving the message of finding purpose and meaning. It's particularly more powerful every age.

Getting older appears to be the key. For most people, the focus and drive are then self-motivated ideas, come from "What did I want to do?" "What do I want to be?" It's a sense of meaning, vision, being so positive and making sure they all work.

Nelson is a great example of that. As he states often, he gives high importance on discipline and leading by example, a well-learned lesson that he's learned a well-learned lesson and a lesson within or out of the gym.



With two grown children, the grandchildren and a wife who also likes to run and cycle, Nelson has a lot of things to do, including coaching, mentoring, giving, working, writing, and other activities, taking with his wife and regularly working hard in a shared and fulfilling life. It all goes back to who one wants to be 'later' in life, for Steve Nelson, he gives a lot of things to do, including a good example as he leads a lot of things, which means one needs to be where you are, in the sense of the of training and purpose to create about the consequences of these activities and the examples it can set for others.

"Anything is possible if you get engaged," he says. "You work your hard, you make the change."

David Chatter is a presenter and author who has written for Sports Illustrated, the New York Times and more other publications. He is currently completing his second, High Road, Crossing the Middle Age.






HEALTHY
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Healthy Aging® Newsletter...

HEALTHY
AGING®

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 2025): Active Travel

Healthy Aging is one of the official media partners of the New York Travel & Adventure Show. Issue focus is active travel ideas for the 45-plus audience.



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,
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 33rd year

Exclusive sponsor in category

Advertising

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

Logo on Healthy Aging® Month poster

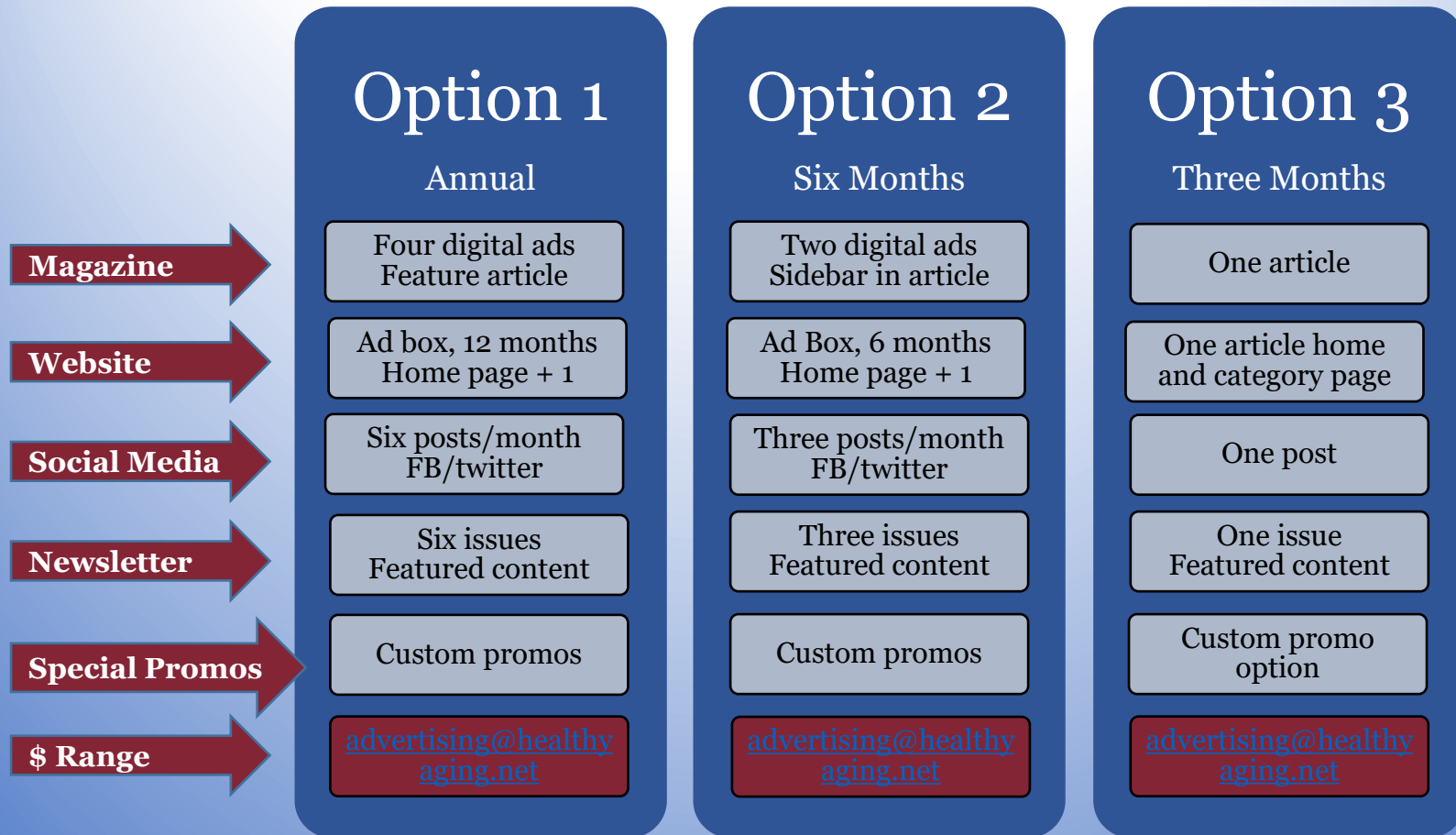
Content

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 30 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 AND CUSTOM PRINT 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

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



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