

HEALTHY AGING®



MEDIA KIT 2026

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 adults
45-plus to
challenge,
redefine, re-
invent and re-
engage
themselves...**

Partner with us . . .

HEALTHY AGING®

Who we target...

Active adults 45-plus — including the influential 55-plus demographic that controls much of the nation's wealth and is investing significantly in wellness, travel, lifestyle, and longevity-focused experiences.



HEALTHY AGING®

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



**HEALTHY
AGING®**

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

Healthy Aging® Digital Magazine

Healthy Aging® Website and Social Media

Healthy Aging® Newsletter

Healthy Aging® Custom Content and Special

Promotions: September is Healthy Aging® Month,
Travel Shows

Sponsored posts

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



HEALTHY AGING®

Delivery with unsurpassed quality...

Website

The screenshot shows the website's header with the 'HEALTHY AGING' logo and navigation links for various categories like MAGAZINE, TRAVEL, FOOD, HEALTH, LIFESTYLE, FASHION, BEAUTY, SPORTS, MUSIC, FITNESS, WORK, FINANCES, and a search bar. A 'Get Healthy Aging Magazine' banner features a 'Subscribe Today!' button and a small image of the magazine cover. Below the header, there are several content blocks: a 'Healthy Aging News' newsletter sign-up, a featured article titled 'Yellow Table Cookbook Serves Up Healthy and Creative Recipes' with an image of a shrimp dish, and a 'Low Pressure Zone' article with an image of a person on a beach. A footer banner reads 'September is Healthy'.

Digital Magazine

The screenshot shows the digital magazine cover on a tablet. The cover features a portrait of Tom Brokaw and the text 'THE PREMIER LIFESTYLE MAGAZINE FOR ALL AGES' and 'HEALTHY AGING®'. Below the title, there are several article teasers: 'TOM BROKAW AND OTHER HEROES', 'FALL RECIPES FOR ENTERTAINING', 'ACTIVE VACATIONS TO TAKE NOW', '10 HEALTHY AGING MONTH TIPS', and 'VIEW ALL FEATURE ARTICLES'.

Electronic Newsletters

The screenshot displays three different electronic newsletters. Each newsletter has a red header with the 'HEALTHY AGING' logo and a 'Healthy Lifestyle Ideas' section. The newsletters contain various articles and images, including a 'FALL HEALTHY AGING MAGAZINE ISSUE - COMING SOON' announcement, a 'FRESH STARTS BEGIN IN SEPTEMBER' article, and a '4 SMALL SHIFTS FOR A STRONG SEPTEMBER' article. The newsletters are designed to be visually appealing and easy to read.


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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Healthy Aging® Magazine


The premier lifestyle magazine for all ages

Subscribe today and receive digital editions with a paid subscription

GIVE A GIFT • RENEW • ADVERTISE


ORDER TODAY

LOG IN



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

Free Email Newsletter


SIGN UP




Is Your Wealth Management Plan Working For You?

WEALTH

Securities and Investment Advisory Services offered through WFF Clear Services, LLC (WFFCS), member FINRA/SIPC. Wealth Preservation Solutions, LLC is a member of ProsperityPoint, a division of WFF Financial Services, Inc. (WFFFS), which has offices in NY, NJ, and PA. Wealth Preservation Solutions, LLC is not affiliated with WFFCS and WFFFS.



Low Pressure Zone.

 September is Healthy



Healthy Aging® Magazine...





Healthy Aging® Custom Content...

HEALTHY AGING
Driven by Vision

For a long time, the industry has been looking for a way to...
 Many who are one of those say "that's tough." And then there are those who...
 One of those senior strength givers is 70-year-old Steve Nelson, who also happens to be the...
 In a recent CEO and the "face" of a company that is dedicated to helping...
 He's not one of those guys who relies on being more...
 In everything...
 As the CEO of UnitedHealthcare's Medicare & Retirement division, Nelson has a...
 Linda Nelson heads up the company's specific responsibility for...
 Nelson is a great example of the. As he notes often, he gives high...
 With five grown children, the grandchildren and a wife who also likes...
 "Anything is possible if you get engaged," he says. "You work your...
 David Chatter is a promoter and author who has written for Sports Illustrated...
 The CEO of UnitedHealthcare's Medicare & Retirement division, Nelson has a...
 Linda Nelson heads up the company's specific responsibility for...
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HEALTHY AGING®

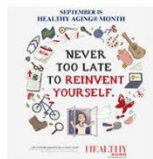
Healthy Aging® Newsletter...

HEALTHY AGING®

Healthy Lifestyle Ideas

Looking for new ways to stay active, inspired, and connected? Healthy Aging® is here to help. From nutrition and fitness to travel, reinvention, and mental wellness, we bring you fresh ideas to live well at every stage of life. Explore more at the [Healthy Aging website](#) and in [Healthy Aging® Magazine](#).

Not a subscriber? [Subscribe here!](#)



FRESH STARTS BEGIN IN SEPTEMBER:

Why September is the Perfect Time for Reinvention.

September is Healthy Aging® Month! This year's theme - - Never Too Late to Reinvent Yourself -- encourages fresh start and small lifestyle changes that make a big impact . . .



FALL HEALTHY AGING® MAGAZINE ISSUE COMING SOON:

Inspiration for Your Healthy Lifestyle

NFL legend Ray Lewis, a legacy in motion, headlines our Fall issue coming September 15. Plus inspiring lifestyle content, delicious recipes, active travel ideas, and reinvention stories to fuel your season. . .



4 SMALL SHIFTS FOR A STRONG SEPTEMBER

Simple Steps for Big Results.

Make a commitment this month to start your mornings with stretching, swap sugary snacks for fruit, add a daily walk and try something new -- like a cooking class or new hobby . . .

Editorial Themes & Features ...



WINTER (JAN): Active Travel & Adventure

Experiential travel, wellness escapes, cycling, hiking, cultural immersion and active exploration.



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



Regularly featured articles, columns, blogs, tweets and posts covering...

Physical Fitness

*Sports, exercise, competition,
fitness for over 45*

Diet/Nutrition

Healthy diets, foods, recipes

Healthy Living

*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

*Brain health, lifelong learning,
purpose*

September is Healthy Aging® Month Sponsorship...

National Healthy Observance Month Since 1992

Exclusive
sponsor in
category

Advertising

Website

Logo on Healthy
Aging® Month
poster

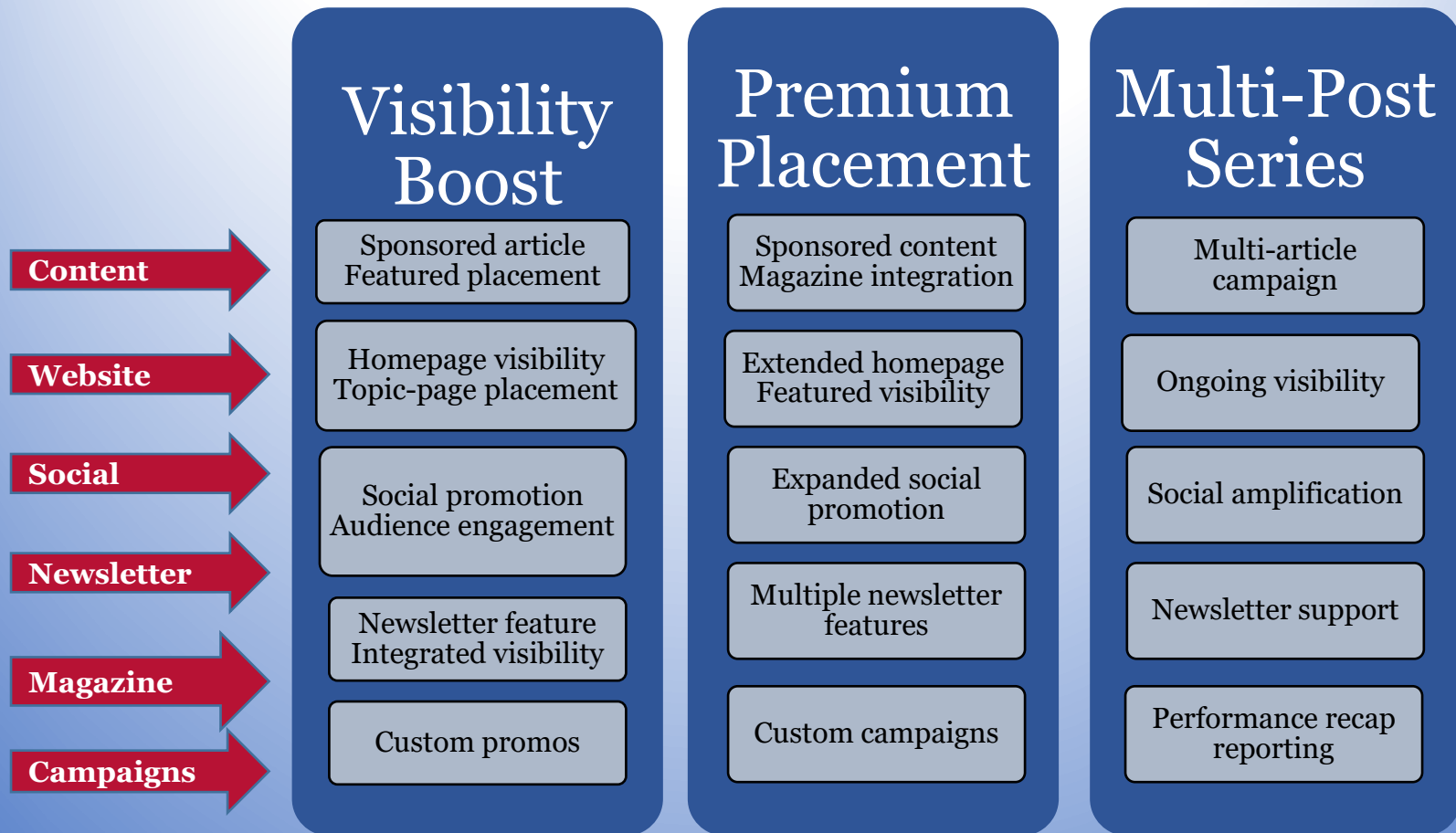
Content

Sponsored
content via
website,
newsletter, news
releases, social
media

Audience Reach



Multi-Platform Sponsorship Programs





Custom 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



For more than 30 years, Healthy Aging® has inspired adults 45-plus to live active, engaged, and meaningful lives. Today, the Healthy Aging® platform has evolved into a trusted multi-platform brand featuring the digital magazine, website, newsletter, social media, and special promotions.

Led by founder and publisher Carolyn Worthington, Healthy Aging® works with award-winning writers, designers, and creative professionals to deliver high-quality lifestyle, wellness, and travel content to a national audience.

Through integrated sponsorships, branded content, and custom campaigns, we partner with organizations that align with our mission of healthy living, reinvention, and lifelong well-being.

Contact:

publisher@healthyaging.net
advertising@healthyaging.net

Digital Advertising Specifications

- Ad Box 300 x 250 pixels
(homepage and article placement)
- Photography 2400 x 3000 @ 300 dpi
Images must include usage permission and photo credit

All submissions must be provided as PDF or JPEG files.

DEADLINE

Advertising materials are due by 5 p.m., one month prior to publication. Submit artwork 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

We do not accept paid link placements, link insertions in existing articles, or “dofollow” paid links. All sponsored content must follow our editorial guidelines and include required disclosures.



Contact Information

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