



HEALTHY AGING®

MEDIA KIT

Healthy Aging® Magazine is the upbeat source for how to get started on the road to better health, covering physical, mental, social and financial well-being. Targeting the active, 50-plus adult, the new, bi-monthly publication offers tips, techniques, inspiration and resource guides.

We've tested. We're ready.... We are ahead of the curve.

The Healthy Aging® Preview Issue, was launched as a *digital magazine* during spring 2011 and soon captured:

- 1.4 million impressions
- Over 30,000 unique visitors.

The bi-monthly issues are now ready to roll. And, print plans are underway for future issues with expected initial circulation of 75,000 copies.

"We are just beginning to tap into the 78 million baby boomer market," says Carolyn Worthington, Healthy Aging® Magazine publisher, "and we feel our publication with its stimulating articles and upbeat look will grow in popularity among active, older adults. We are not about 'retirement'. We are about 'what's next?'"

The digital Healthy Aging® Magazine prominently appears by clicking the eye-catching magazine cover on the homepage of Healthy Aging®, www.healthyaging.net. Free subscription issues are also automatically delivered to the subscriber's inbox. All Issues are available for reading: Library copies are retained on the website for continued reading, article downloading, clipping and saving.

Future plans include the development of sponsored IPAD app of the magazine... very cool for readers who want to download the magazine and read at their leisure.

The reaction to the first issue has been very positive from readers, the active 50-plus market of both men and women. Our audience seeks upbeat information in the categories of physical, social, financial and mental wellness and is finding it in the magazine. The goal of Healthy Aging®

Magazine is to provide the vehicle for this information as a way to help people think more about what they can do rather than what they can't do, how they can take more personal responsibility for their own healthcare and to age successfully.

FEATURED SUBJECTS

Physical Fitness Sports Exercise Fitness after 50	Diet/Nutrition Healthy Diets Foods	Restaurants/Food/Cooking Where to Go What to Buy What to Cook
Healthcare Yours and Others	Social Wellness Activities to Engage You	Mental Wellness Continuing Education Arts
	Financial Fitness Financial Planning Retirement Information Healthcare options	

EDITORIAL CALENDAR

September is Healthy Aging® Month*... It's Time to Re-Invent Yourself!

Focus on discovering new activities, travel destinations, classes to take, sports to try, recipes to make, ways to invest in your future.

December/Holiday Issue

Ideas and tips for how to make the holidays special; celebrating family and friends, recipes, starting new traditions, planning trips and for what's next in 2012.

January/February 2012

Winter issue. Think snow or how to get away from it. Trip ideas.

March/April

Spring break! Spring weekend getaways, plan summer trips. Finance tips for tax and retirement planning. Plant garden seeds indoors – how to guide.

May/June 2012

Get ready for Summer! Time to get fit, improve your sport or start a new one, start your vegetable garden and get out the grill.

July/August 2012

Celebrate summer. Garden bounty recipes, summer sports from golf and tennis to hiking and biking.

September/October 2012

September is Healthy Aging® Month issue. Re-capture that “back to school” feeling and sign up for Fall classes – re-invent yourself, learn a new skill or take up a new hobby.

November/December 2012

Holiday issue. Family gathering ideas from recipes to rekindling traditions. Special ideas for holiday travel.

MARKETING INFORMATION – The active 50-plus Market

It is a well-known fact that America’s aging demographics represent an ever-growing market for aging-related products and services. The aging baby boomers are having a profound effect on the marketplace and will continue to do so, creating a massive demographic shift affecting attitudes, style, products and desire for information about aging.

Stats:

- 78.2 million baby boomers (the generation born between 1946 and 1964)
- In 2011, the oldest of the baby boomers turned 65 years old
- About one in every eight, or 12.4 percent, of the population is an older American
- Consumers 50+ already represent a \$900 billion market
- Over the past 10 years the percentage of Americans 65+ has more than tripled
- People are living longer. The 85+ population is projected to increase from 3.6 million in 1995 to 8.5 million in 2030.
- Baby Boom generation is embracing new technologies and rapidly becoming major users of the internet and social media
- According to a May 2010 [Pew Internet & American Life Project](#) survey, 47% of 50-to-64-year-old internet users and 26% of seniors ages 65 and up indicate that they now use social networking sites.

- More than 50% of Facebook’s users in the U.S. are over 35; the single biggest age demographic in the U.S. on Facebook is now between 35 and 44, and that Facebook’s fastest growing demo is 55-plus.
- The senior housing market is expected to triple from what was \$126 billion in 2005 to \$490 billion by 2030
 - Of the 21.4 million households headed by older persons, 80% are owners
 - and 20% are renters. The median family income of older homeowners: \$22,502

FUTURE PRINT DISTRIBUTION

Healthy Aging® Magazine will be distributed free as well as by subscription. 75,000 + copies are targeted for the initial print runs, growing to 350,000.

Outlets include:

Banks, Libraries, Government offices, Grocery store chains, Drug store chains, Universities, Bookstores, Sporting good retail shops, Health Clubs, Sports Clubs, Sports medicine, Facilities, Government and corporate retiree groups, Hotels, Cafes/Restaurants, Senior Centers, Special Events and conventions.

Deadline

All content (story and images) is due by 5 p.m. on the third Friday of the month before the month of publication. Please send your story and images to editor@healthyaging.net

Direct Mail

Healthy Aging® provides direct mail options for advertisers seeking geographical target markets. Just supply us with a pre-printed flyer, newsletter or promotional piece and we will insert it into the magazine.

MECHANICAL REQUIREMENTS

PRINTING:

Web offset (SWOP)

Perfect binding

Publication trim size 8 1/8" x 10 3/4"

ADVERTISING SPECIFICATIONS

Space	Bleed	Non-Bleed	Trim
Spread	16 1/2" x 11"	15" x 9 1/2"	16 1/4" x 10 3/4"
Full Page	8 3/8" x 11"	7" x 9 1/2"	8 1/8" x 10 3/4"
1/2 Vertical			
1/2 Horizontal			

SAFETY: All live matter must be 1/4 inch from trim on all sides.

GUTTER SAFETY: 3/16 inch on each side (total 3/8 inch).

Minimum size knockout type should be 8 point.

Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

(Trim size of page is 8 1/8 x 10 3/4)

DIGITAL AD REQUIREMENTS

MEDIA:

All ad submissions must be PDF/X-1a files

The PDF/X-1a files must have:

All fonts MUST be embedded (True Type fonts can not 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.

AD RATES -- Call for details: 610 793 0979 or email: advertising@healthyaging.net

VALUE ADDED PROMOTION OPPORTUNITIES

Advertisers make take advantage of other promotional opportunities under the Healthy Aging® brand, including:

- Healthy Aging® National Promotions such as September is Healthy Aging® Month sponsorship
- Healthy Aging® Video Series – 5 part series of 90 second video clips featured on home pages of Healthy Aging® and Healthy Aging® Food websites.
- Healthy Aging® In-Store Events
- Healthy Aging® Guide – 16 page Healthy Aging® Booklet, back panel ad
- Healthy Aging® Discussion Guide sponsor

CONTACT INFORMATION

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production questions to:

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