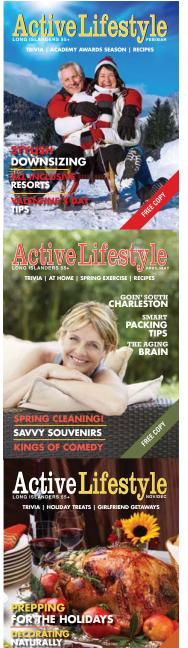
## **AD SPECIFICATIONS**



Space	Non-Bleed	Bleed Trim	Bleed Art
Full Page 11.125	7.325 x 10.375	8.375 x 10.875	8.625
1/2 Page Horizontal	7.325 x 5	Х	Х
1/2 Page Vertical	3.47 x 10	Х	Х
1/2 Page Vertical	2.25 x 10	Х	Х
1/4 page	3.47 x 5	Х	Х

**Magazine Trim Size:** 8.375 x 10.875.

**Safety**: For full-page ads, safety is .25 from trim and 0.8 from inside gutter.

Printing and Binding: Web offset; Saddle-Stitched.

Paper Stock: 60# gloss coated text.

Material Requirements: Active Lifestyle accepts digital files only.

#### **Digital requirements:**

- Files will be accepted on the following media: CD-ROM, DVD or Email.
- Material submitted on disk may be in either PC or Mac format.
- File formats accepted are: Adobe Illustrator, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS.
- All images should be saved as CMYK at 300dpi. otherwise, RGB color will be converted to CMYK for printing.
- Line art should be saved at a minimum of 1200dpi to avoid jagged edges.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."

Materials produced by Publisher: At the advertiser's request, Active Lifestyle will produce mechanicals. Cost will vary according to ad size, color and complexity. Call 631 223-2029 for details.

#### **General Information**

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

Copy responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

Position guarantees: Position is guaranteed for covers only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

Advertising Production Senior Lifestyle Media, LLC 734 Walt Whitman Road, Suite 307 Melville, NY 11747

631 629-4111 fax production@seniorlifestylemedia.com

## Robert Rosen CEO / Publisher 631-223-2029 robr@seniorlifestylemedia.com

Howard Borgen

VP, Sales & Marketing
516-662-1804
howardb@seniorlifestylemedia.com

# ActiveLifestyle



THE MAGAZINE FOR THE ACTIVE 55+ ON LONG ISLAND!

## MEDIA KIT

Senior Lifestyle Media, LLC 734 Walt Whitman Road Melville, NY 11747 631.223.2029 seniorlifestylemedia.com

## **OUR MISSION**

### THE MOST EFFECTIVE MEDIA FOR REACHING LONG ISLAND'S 55+ MARKET!

Active Lifestyle Magazine strives to entertain and inform the Long Island 55+ with editorial content that's relevant to their active lifestyles. Our readers are accomplished, wealthy, and wise. So, we've crafted an editorial mix that reflects their needs and wants within a glossy magazine. Articles on health, hotspots, happenings and more offer inspiration and connect readers to local resources.

Shorts: A potpourri of news bits
Out & About: On the town nightlife
Goin' South: Experience 55+ down south

Ask Seena: Women's issues answered

For Men Only: Style and trends
Edibles: Interesting recipes
Taste of LI: Great places to eat
Destinations: Travel tips and tidbits

Healthy Living: Overall health and wellness

Keepin' Fit: It's time to feel good!

Your Money: Planning your financial goals



Plus Great Features on Topics of Interest to our Readers!

## READER PROFILE

"The number of 65 year olds in New York State increased an astounding 30 percent between mid 2011 and mid 2012, according to new census estimates - a sign of the Baby Boomer Generation's impact as it starts to hit retirement age." - Newsday 6/13/13



#### **FACTS ABOUT THE 55+ POPULATION**

- ☐ They are 90 million strong and growing.
- ☐ They own 77% of all financial assets in the United States
- ☐ They have more disposable income than any other age group.
- ☐ They spent 74% more on vacations.
- ☐ They purchase 41% of all new cars, and 40% own a premium vehicle
- ☐ They spend more on groceries, health products, home improvements and leisure than any other age group.
- ☐ They eat out at restaurants more than three times a week.
- Over 81% of all Boomers own their home.
- ☐ Women 55+ spend over \$21 billion on clothes annually.

## Why Advertise With Us?

#### **ACTIVE LIFESTYLE**

has excellent reach and distribution. Your ads will be seen by a significant number of readers throughout long Island. Every issue contains information targeting the 55+ in both Nassau and Suffolk.

#### TARGETED DISTRIBUTION

Our magazine gives you access to the specific demographic of the active 55+ market directly distributed to their community.

#### ACTIVE LIFESTYLE IS VALUED

Our circulation included people that value the magazine so highly that they keep their copies around for the information, unlike newspapers.



## Why Advertise With Us?

#### ACTIVE IN THE COMMUNITY

Active Lifestyle will participate in many events throughout the year where we share our publications with the community.

#### ACTIVE LIFESTYLE HAS STAYING POWER

Our readers save the entire issue and refer to it again and again. Each issue is passed along several times.

#### **RECOGNITION**

This is the best way to create brand recognition of your business or product!

#### **PROVEN TRACK RECORD**

Our Co-Publisher has already launched 3 very successful publications in both the Lifestyle and Computer category. Our Editor has been writing and editing for 20+ years.

#### WE ARE CREDIBLE

We are a credible source of information for the 55+ community. Our readers trust and believe magazine advertising.



## **DISTRIBUTION**

Active Lifestyle Magazine reaches our target audience three ways:

Mailed to:
Subscribers
Distributed to:
Libraries

Doctors Offices Supermarkets
Dental Offices Eateries

Senior Centers

Diners

**Handed Out:** 

Events & Fairs 55+ Communities

"Companies and organizations whose products and services are aligned with the need of new generations of maturing consumers are on the threshold of tremendous opportunity"

- Dr. Ken Dychtwald, Founder/CEO, Agewave

Issue	Advertising Deadline
Feb/Mar	Jan 15
Apr/May	Mar 15
Jun/Jul	May 15
Aug/Sep	Jul 15
Oct/Nov	Sep 15
Dec/Jan	Nov 15

THE BOOMER MARKET IS THE PLACE TO BE AND WE WILL TAKE YOU THERE!



2015 Expo coming in May!
Call for booth and sponsorship pricing!