

Active Lifestyle



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



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.



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 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

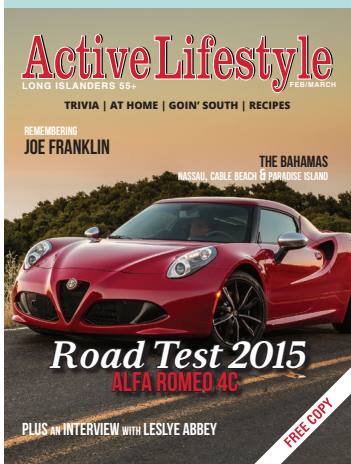
This is the best way to create brand recognition of your business or product!

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
Doctors Offices
Dental Offices

Distributed to:

Libraries
Supermarkets
Eateries
Senior Centers
Diners
...over 600 locations!

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
Fall	9/15
Winter	12/15
Spring	3/15
Summer	6/15

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

Active Lifestyle Expo!

Active Lifestyle Expo Coming May 2016
Call for booth and sponsorship pricing!

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	x	x
1/2 Page Vertical	3.47 x 10	x	x
1/2 Page Vertical	2.25 x 10	x	x
1/4 page	3.47 x 5	x	x

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:

Robert Rosen

CEO / Publisher

631-223-2029

robr@seniorlifestylemedia.com

Howard Borgen

VP, Sales & Marketing

516-662-1804

howardb@seniorlifestylemedia.com

Advertising Production

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