



WHY TARGET THE 55+ MARKET?



- America's **78 million** Baby Boomers comprise **28 percent** of the population but carry more than 50% of the purchasing power. **This number ranges from \$2.1 trillion to \$2.3 trillion.* 33% of South Florida's population is over the age of 65.**
- Unlike younger consumers, they're not interested in spending money on the latest trends **but instead purchasing goods and services to enhance their health conscious lifestyles.**
- 55+ Magazine's readership has emerged as a **powerful consumer base** in search of better health. The needs of older Americans are providing **business opportunities for those involved** in all aspects of healthcare and pharmaceutical needs.
- This demographic, **the largest in modern history**, is an essential part of your business.
- 13% of all Baby Boomers are part of a minority group. 55+ Magazine is **issensitive** to the **needs of all people**, regardless of race, creed, religion, sex, sexual orientation, gender identity and national origins.



Demographic and Distribution

55+ Magazine's **targeted readership** is the demographic between the **ages of 55 and 74**. America's 78 million Baby Boomers comprise 28 % of the population but carry more than **50% of the purchasing power**. **60% of the South Florida population is over age 55**. Furthermore, Boomers spend more than seven times the spending of Generation X and Y combined and they outspend the other ages in every category!*

The rise in the number of our older population has an impact on the demand for several types of consumer goods and services, such as healthcare, health-related products, travel, and entertainment. This trend has changed the general perception of the mature market, from retired elders living on a fixed income to an attractive demographic that companies need to target.

Target audience

- Baby Boomers
- Mature Adults population
- Caregivers
- Healthcare professionals
- Other gatekeepers

Published

- Printed once a year
- Distributed weekly

Distribution

- Port St. Lucie to Key West – 300+ locations (hospitals, nursing homes, rehabilitation facilities, community centers, senior centers, etc)
- On-line version of publication at www.55plusmag.us
- Community Events and Expos



PUBLISHER'S LETTER

As a specialist in geriatrics for over fifteen years, I realized the need for a magazine that addressed the lifestyles of people over 55. This diverse population is reshaping what it means to mature and grow older. Compared to our parents, many of us are healthier, better educated and living well into our 80s and beyond!

Because our magazine is locally owned and operated, we understand the needs of the community we live in. It is our intent to be an all inclusive magazine and to be sensitive to the needs of all our readers. South Florida is our home and we are committed to serving our diverse community.

In addition, 55+ Magazine offers a Network of professionals dedicated to providing resources and services to the 55 and over Community, helping to achieve and maintain quality of life. We actively support members in developing business relationships within the Network and the community.

55+ Magazine is the most comprehensive resource guide published in Southeast Florida for those fifty-five and over!

Our magazine is available in over 300 locations including: hospitals / nursing homes / rehabilitation facilities / senior centers and a growing list of additional outlets.

55+ Magazine has become a vital part of the entire community!

Sincerely,



Humberto Fortuna



ADVERTISING RATES

AD SIZES	1 Issue Per Year
FULL PAGE	1499
INSIDE FRONT COVER, INSIDE BACK COVER, (Subject to availability)	1999
BACKCOVER (Subject to availability)	2599
HALF PAGE	949
FOOTER	399

Rates are net and are per issue

Free Internet listing in the 55+ Magazine website.



AD SPECS

FULL PAGE AD with bleed Live Area (Safe Area) 5.25"w x 8.25"h Trim Size 5.75"w x 8.75"h Bleed Size 6"w x 9"h	FULL PAGE AD with no bleed 5.25"w x 8.25"h	HALF PAGE AD 4.75"w x 3.75"h	FOOTER AD 4.75"w x 1.5"h
---	--	--	--

File types accepted:

PDF, TIFF and JPG.

PDF is the preferred file format for submission. Please embed all photos and graphics, and convert all fonts to outlines. All photos and spot colors must be converted to CMYK.

If a JPG or TIFF file is provided, file must be at 300dpi resolution and CMYK.

Graphics, Photos and Fonts:

Include all high-resolution photo files at a resolution of 300dpi or higher at the size which they will be used. Save graphics files as EPS or TIFF files. Save color photos in CMYK format. Fonts must be converted to outlines before submitting.

Full Page Ads with Bleed:

Trim Size: Size of actual magazine page.

Live Area: Live area refers to the area that text and graphics can be placed without risk of them getting cut off. The live area on the full page ad is 1/4" in from all the sides.

Bleed Size: Allow 1/8 inch bleed on all sides. Full bleed file size will be 6"x9" (Trim Size + 1/8" all sides)

Ad design:

If your ad is created by the 55+ Design Department, you must submit a high-resolution version of your logo, high resolution pictures and the text you want used in your ad. A digital copy will be provided for approval prior to publication.

Note:

Please note that any problem which requires the 55+ design staff to change the ad to meet press-ready standards will be fixed and billed to the advertiser at the rate of \$50 per hour.

Any questions regarding file submission please contact info@55plusmag.us