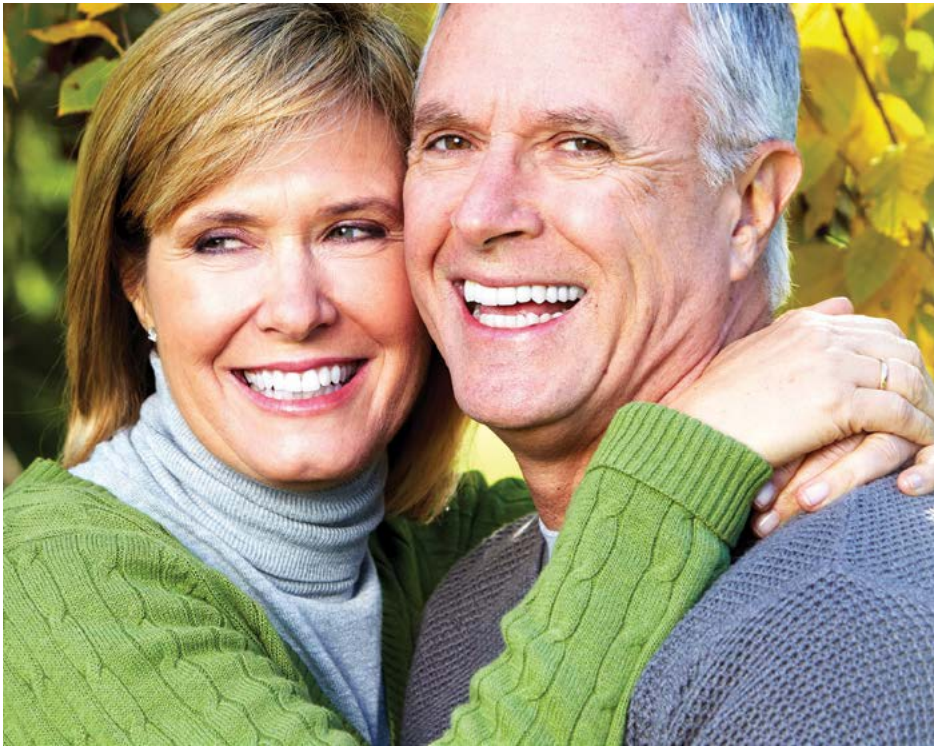


2 0 1 9 M e d i a K i t

50+ Lifestyle

Magazine

NORTHEASTERN ONTARIO



www.50PlusSeniors.ca



Reach & Distribution

Frequency

50+ Lifestyle Magazine is a free publication that is published four times a year, in Winter, Spring, Summer and Fall.

Magazine Distribution Venues

- City of Greater Sudbury Airport
- Community Centres
- Tourism Hotspots
- Grocery Stores
- Health & Fitness Centres
- Hotels & Motels
- Local Businesses
- Medical Offices & Waiting Rooms
- Restaurants
- Shopping Centres

50+ Lifestyle Magazine is also distributed at appropriate local events and can be found at local fundraising initiatives throughout the year.

Online Copy

View 50+ Lifestyle Magazine online in PDF format at: www.gosheniteservices.com/50plusmagazine/issues

Distribution Regions

50+ Lifestyle Magazine is distributed throughout cities and towns in and across Northeastern Ontario including:

- Greater Sudbury
- Elliot Lake
- Sturgeon Falls
- Chapleau
- North Bay
- Espanola
- Parry Sound
- Sault Ste Marie



Advertising Opportunities

General Advertising

General advertising space is available throughout the entire magazine, in a wide range of sizes to suit any budget.

Available Ad Sizes Include

- Back and Inside Covers
- Full Page (Includes Full Bleed)
- Half Page (Horizontal or Vertical)
- Quarter Page (Horizontal or Vertical)
- Eighth Page

Directory Advertising

The 50+ Lifestyle Service Directory is a unique and cost effective way to showcase your business with a custom full colour listing. Directory Ads are available in two sizes, a single directory spot or a double directory spot, and are categorized for easy identification by our readers.

Expert Columns

We are offering Northeastern Ontario businesses a powerful opportunity to reach the influential readership of 50+ Lifestyle Magazine through the unique and insightful content of a Expert Column. Be the Expert in your field and share your knowledge with our audience!

1 - Category for the Column

Examples include: "Health & Wellness", "Food & Drink", "Style & Fashion", "Education", etc.

2 - Title for the Column

All articles must have a title. If a title is not provided, our editor will provide one.

3 - Author Credit

Name of the writer of the article.

4 - Headshot Photo

Photo of either the author, the expert, or subject of the article.

5 - Credentials

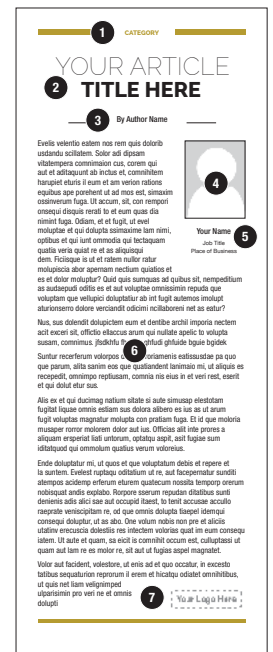
Name and Job Title for the person in the headshot.

6 - Column Content

Your article should be between **350-400 words**.

7 - Business Logo

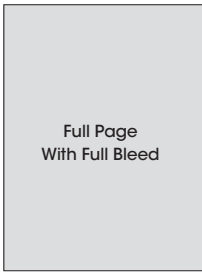
Business logo if applicable.



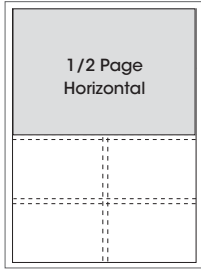


Advertising Specifications

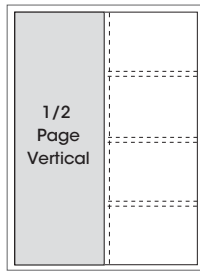
Advertisement Sizes



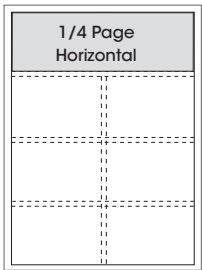
■ 8.5" x 11" (Trim size)
*includes bleed



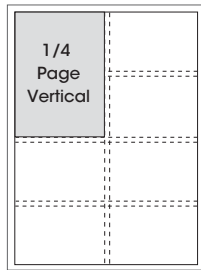
■ 7.75" x 4.9063"



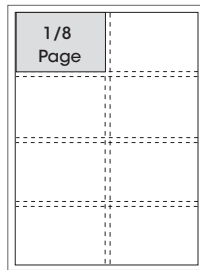
■ 3.7813" x 10"



■ 7.75" x 2.3594"

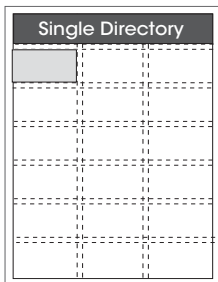


■ 3.7813" x 4.9063"

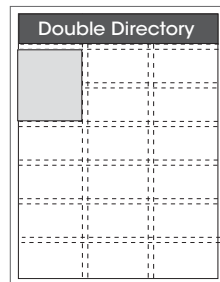


■ 3.7813" x 2.3594"

Directory Advertisement Sizes



■ 2.3125" x 1.25"



■ 2.3125" x 2.8419"

A 10% increase applies for guaranteed positioning.

Cancellations in writing must be submitted before reservation deadline, or ads will be billed at 100%. Late material may incur additional charges. The publisher reserves the right to reject or cancel any ads not within the publications standards. This cancellation policy applies to all advertisers including those purchasing General Advertising and/or Expert Columns.



Advertising Rates

One Time Advertising Rates

Ad Size	Cost
Back Cover Ad	\$2,300
Inside Front Cover Ad	\$2,000
Inside Back Cover Ad	\$1,790
Page 3	\$1,800
Full Page Ad	\$1,750
1/2 Page Ad	\$1,270
1/4 Page Ad	\$780
1/8 Page Ad	\$500
Double Directory Ad	\$325
Single Directory Ad	\$245

Multiple Insertion Advertising Rates

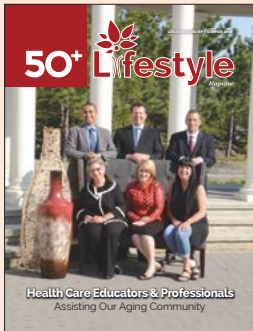
Ad Size	2 Issues	3 Issues	4 Issues
Back Cover	\$2,100	\$2,025	\$1,975
Inside Front	\$1,800	\$1,725	\$1,680
Inside Back	\$1,790	\$1,525	\$1,525
Page 3	\$1,600	\$1,550	\$1,500
Full Page	\$1,450	\$1,350	\$1,200
1/2 Page	\$1,070	\$980	\$900
1/4 Page	\$750	\$725	\$675
1/8 Page	\$450	\$400	\$325
DbL Directory	\$300	\$270	\$250
Sgl Directory	\$225	\$200	\$160

- Discounts apply to insertions in consecutive issues only
- Multiple insertion discounts will not be applied retroactively
- Unfulfilled advertising commitments subject to regular rate charged
- Cancellation of multiple insertion agreement prior to term nullifies rate protection. If discount was applied to prior insertions, advertiser will be invoiced for any difference between the rate paid and the rate earned.

Expert Incentive Column Advertising Package

Expert Incentive Package	\$ 1,200
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All Rates Subject to HST



About Us

Launched in December of 2017, 50+ Lifestyle Magazine is Northeastern Ontario's newest feature magazine targeted at Canada's largest and most powerful demographic – **Men and Women 50+**

Statistics

- Over 25% of the population is 55 years of age or older
- They represent nearly two-thirds of the wealth in Canada
- Average household net worth is \$560,485
- 42% of the working-age population were between ages 45-64
- They are the largest market for vacation travel

**Statistics Canada, Vanier Institute, Readership survey*

Categories

50+ Lifestyle Magazine features columns by local experts on a wide range of topics including:

- Arts & Entertainment
- Finances
- Health & Wellness
- Travel
- Home & Garden
- Automotive
- Community
- Food & Drink
- & More!




Mission Statement


The 50+ Lifestyle magazine seeks to have a vision and mission that fosters positive growth in communities across Northeastern Ontario by providing a diversity of stories, content, industry expert columns, editorials and current trends. We want to educate and inform our 50+ audience about retirement, health care trends, transitioning, financials, community and travel.





GENERAL ADVERTISING INQUIRIES

705-698-5318 | sales@gosheniteservices.com

 facebook.com/50PlusLifestyleMagazine

 twitter.com/50_magazine

 instagram.com/50_plus_lifestyle_magazine

 linkedin.com/in/nicole-blais-02876a12



The 50+ Lifestyle Magazine is a quarterly magazine that is FREE to everyone and can also be viewed electronically at: <http://www.gosheniteservices.com/50plusmagazine/issues/>