



The “Mature” Market

One out of every five Americans, 52 million people, are now 50 or older. Mature Americans control over 70% of the nation’s net worth. They are living longer, earning more and enjoying far more active and rewarding lifestyles. To reach them, PrimeLife Media offers a targeted vehicle that breaks through the clutter of mass media.

Bringing you the “Best of Both World’s” PrimeLife Media offers niche marketing solutions to companies catering to the 50 and Better Market. PrimeLife Media combines print and web marketing, making your business visible to the St. Louis’ Mature Market.

[PrimeLife Circuit](#) and [PrimeLifeCircuit.com](#) are dedicated to serving the needs and interests of St. Louis’ mature market. Offering regular editorial features on a wide variety of subjects from local personalities, historical features, life-style interest, cooking, entertainment, special events, health and beauty, recreation, activities and events calendar and much more.

[PrimeLife Circuit](#), the largest and oldest senior publication in Missouri, is geared toward the St. Louis Metropolitan area’s “Mature Market,” made up of adults 50 and better. [PrimeLife Circuit](#) reaches more than 80,000 readers each month. Papers are distributed in over 630 locations in the Metro St. Louis area including all Walgreen’s locations, medical offices, senior centers, food establishments and other high senior traffic locations.

[PrimeLifeCircuit.com](#), an interactive website for St. Louis Baby Boomers. With 70% of adults age 50-64 online, and in 2011, it is projected that 83.2% of Baby Boomers will use the internet regularly, PrimeLife Media, Inc. saw the importance of having a quality web presence. Reaching 10,000 - 15,000 visitors monthly, our information is designed to keep them coming back for more.

PrimeLife Media, Inc. • 11431 Gravois Road, Suite 11 • St. Louis, MO 63126
Phone: 314-842-6002 Fax: 314-842-6008
Email: dawns@primelifecircuit.com



2011 PrimeLife Media, Inc. Display Advertising Rates

**Best
Value
Combo
Pricing**

Print	Web	12x	6x	3x
Full Page	Skyscraper	\$1438	\$1542	\$1642
3/4 Page - A	Full Banner	\$1067	\$1132	\$1206
1/2 Page - B	Large Rectangle	\$854	\$914	\$974
1/3 Page - C	Rectangle	\$606	\$659	\$703
1/4 Page- D	Half Banner	\$462	\$505	\$558
3/16 Page- E	Logo Banner	\$376	\$414	\$475
1/8 Page- F	Logo Banner	\$245	\$259	\$302
1/12 Page - G	Logo Banner	\$167	\$191	\$216

a la Carte Pricing

Print Ad Size	12 Times	6 Times	3 Times	Web Ad Size	12 Times	6 Times	3 Times
Full Page	\$1342	\$1446	\$1544	A - Skyscraper	\$330	\$347	\$364
3/4 Page - A	\$1102	\$1170	\$1248	B - Full Banner	\$129	\$135	\$142
1/2 Page - B	\$863	\$926	\$988	C - Lg Rectangle	\$124	\$130	\$137
1/3 Page - C	\$619	\$676	\$723	D - Rectangle	\$80	\$84	\$88
1/4 Page- D	\$468	\$515	\$572	E - Half Banner	\$65	\$68	\$72
3/16 Page- E	\$395	\$437	\$505	F - Logo Banner	\$38	\$40	\$42
1/8 Page- F	\$245	\$260	\$307				
1/12 Page - G	\$156	\$182	\$208				

Rates quoted are full four color!

Rates are based on frequency of insertions within a one-year period.

Contracts and Copy Regulations

The publisher reserves the right to reject any advertisement at any time. Advertisers and advertising agencies shall assume liability for all contents of advertisements printed, and shall also assume responsibility for all claims.

The publisher will not be bonded by any conditions, printed or otherwise, appearing on copy instructions when such conditions conflict with regulations set forth on this rate card. Cancellations must be in writing, and none are considered accepted until confirmed. All rates shown are a per insertion rate.

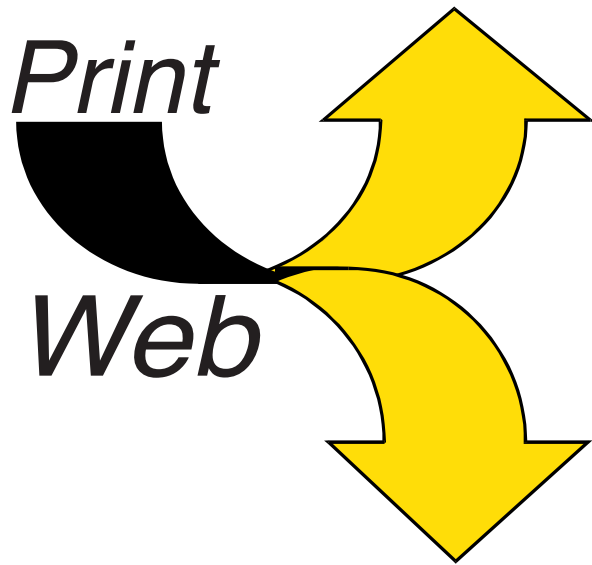
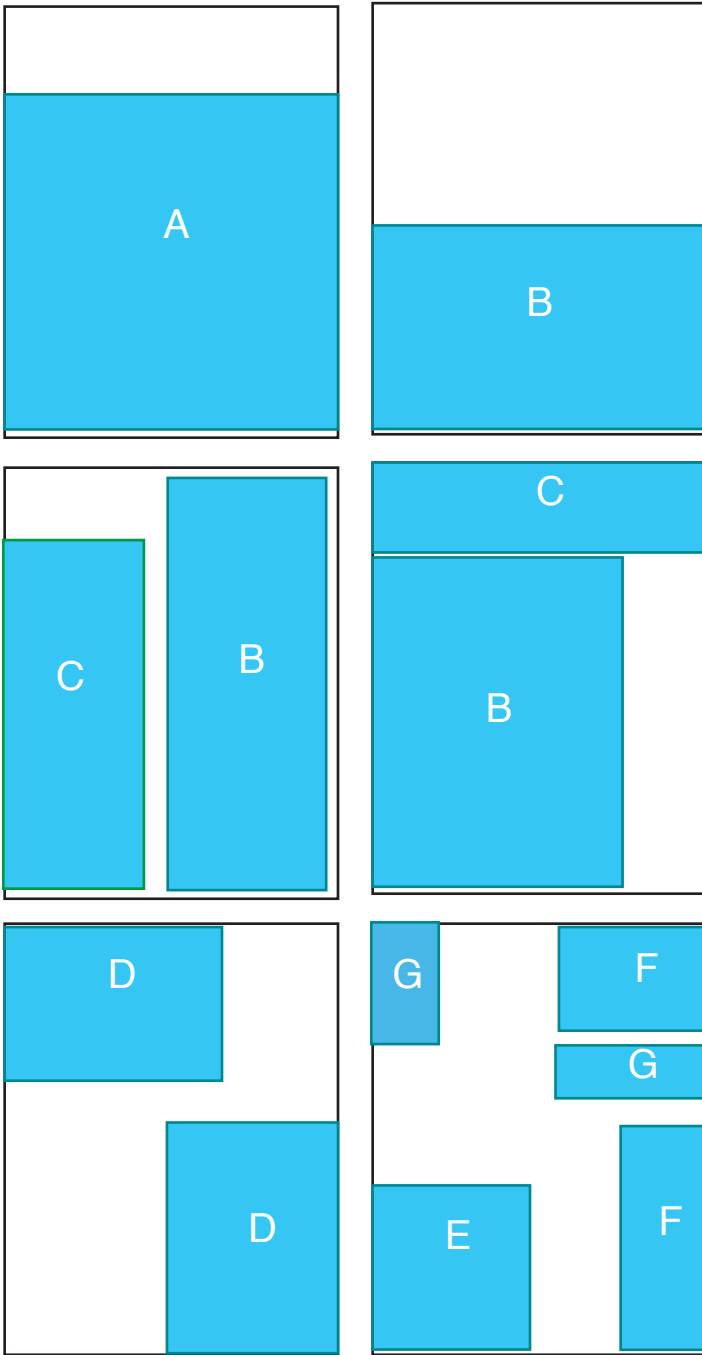
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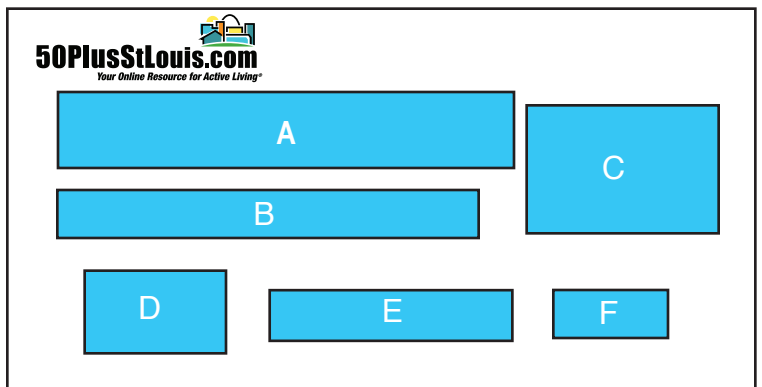
Mechanical Specifications

Ad Size	Width x Height in Inches
Full Page	10" X 13.7"
A - 3/4 Page Square	10" X 10.23"
A - 3/4 Page Vertical	7.46" X 13.68"
B - 1/2 Page Vertical	4.92" X 13.7"
B - 1/2 Page Horizontal	10" X 6.8"
B - 1/2 Page Island	7.46" X 9"
C - 1/3 Page Vertical	4.92" X 9.79"
C - 1/3 Page Horizontal	10" X 5"
D - 1/4 Page Vertical	4.92" X 7.48"
D - 1/4 Page 3 Column	7.45" X 5"
E - 3/16 Page	4.92" X 5.21"
F - 1/8 Page Vertical	2.375" X 6.75"
F - 1/8 Page Horizontal	4.92" X 3.5"
G - 1/12 Page Vertical	2.375" X 4.96"
G - 1/12 Page Horizontal	4.92" X 2.375"



Mechanical Specifications

Ad Size	Width x Height in Pixels
A - Skyscraper	600 x 120
B - Full Banner	468 x 60
C - Large Rectangle	180 x 150
D - Rectangle Banner	175 x 100
E - Half Banner	234 x 60
F - Logo Banner	150 x 75





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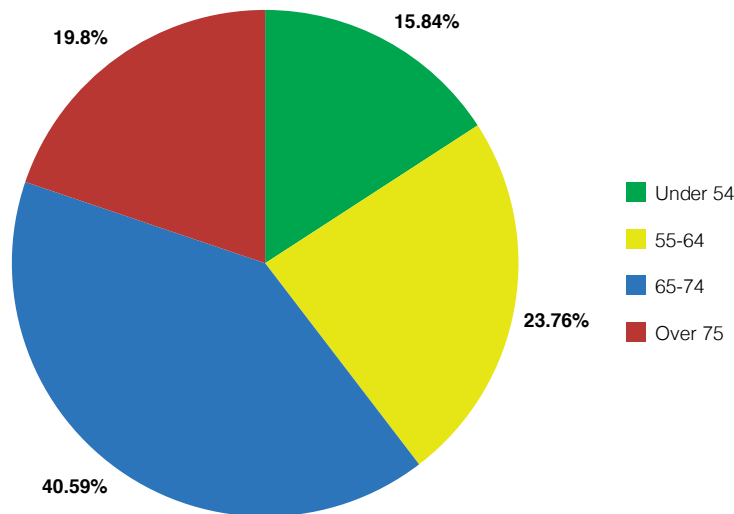
News for Active People Fifty and Better - www.PrimeLifeCircuit.com

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PrimeLife Circuit Readership Age



CVC Audit Report

Planned Purchases In The Next Year:

- 19% Senior Housing
- 22% Automobiles
- 45% Home Improvement/Home Furnishings
- 19% Insurance
- 34% Computers
- 76% Gardening
- 69% Gifts For Grandchildren

Medical Topics Readers

Are Interested In:

- 59% Arthritis
- 40% Diabetes
- 52% Heart Health
- 19% Alzheimer's
- 25% Clinical Trials
- 59% Nutrition & Diet
- 65% Pain Management

Sex:

- 37% Male
- 63% Female

Marital Status:

- 49% Married
- 10% Single
- 25% Widowed
- 16% Divorced

Education:

- 36% College Grad
- 47% High School Grad
- 7% Grade School

Travel:

42% of our readers took more than 6 trips in the last year.

Travel Plans for 2009:

- Day Trips: 72%
- In-State Trips: 58%
- Continental U.S.: 55%
- Cruise: 29%

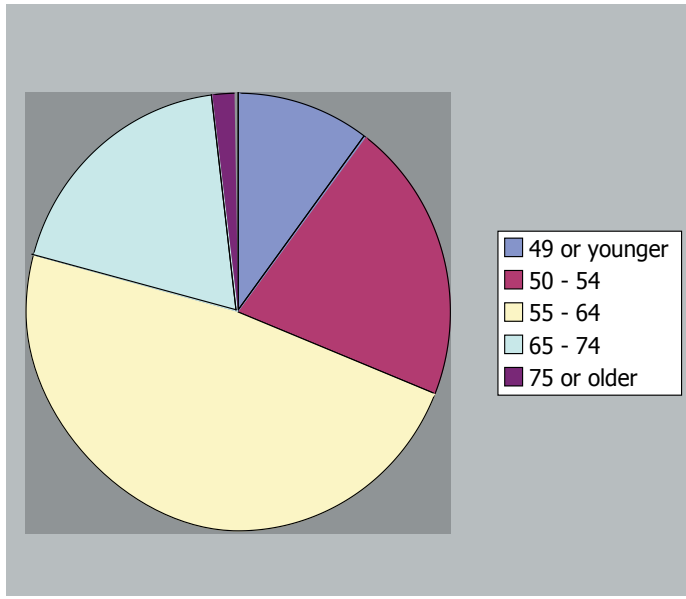
Reader Profile information obtained from annual CVC (Circulation Verification Council) audit

Readership Analysis



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Web Viewer Analysis



Sex:
 26.5% Male
 73.5% Female

Marital Status:
 70.5% Married
 8.7% Single
 7.2% Widowed
 13.6% Divorced

Education:
 12.5% Advanced Degree
 44.4% College Grad
 43.2% High School Grad

Medical Topics Viewers

- Are Interested In:**
- 38.8% Arthritis
 - 26.8% Diabetes
 - 34% Heart Health
 - 30.1% Alzheimer's
 - 22% Cancer
 - 59.3% Nutrition & Diet
 - 28.7% Pain Management

Visitor Frequency

- 19.% Once A Week
- 7.4% Several Times Per Week
- 44.6% Once Per Month
- 28.1% Several Times Per Month

Planned Purchases In The Next Year:

- 77% Dining Out
- 13.9% Automobiles
- 69.8% Home Improvement/Home Furnishings
- 11% Insurance
- 13% Computers
- 34.9% Gardening
- 40.2% Gifts For Grandchildren

Travel: 56% of our readers took more than 6 trips in the last year.

Travel Plans for 2009:

- Day Trips: 55.7%
- In-State Trips: 46.1%
- Continental U.S.: 59.8%
- Cruise: 12.3%



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Do you know the 50 and Better Market?

THE TRAVELERS

Mature Consumers:

- make up 80% of all pleasure travel dollars
- have 30% greater expenditures per trip than younger travelers
- account for 50% of all golf vacations
- make 30% of all air trips
- spend 32% of all hotel nights
- purchase 35% of all package tours
- apply for 45% of all passports
- are involved in 74% of all recreational vehicle trips
- travel 60% more than the average American traveler
- have a greater awareness of value vs. bargains, understanding the importance of advance planning and utilize travel agents more often

THE FINANCIAL CONSUMERS

Mature Consumers:

- account for 80% of all money deposited at savings and loans with an average balance greater than \$5000
- make 50% of all bank deposits
- represent 82% of all American Express or MasterCard users
- represent 68% of all funds in money market accounts

THE DWELLERS

Mature Consumers:

- make up 79% of homeowners and more than 50% have paid off their mortgages
- have an average of \$70,000 in home equity--more than twice the average homeowner under the age of 35
- purchase 57% of wall-to-wall carpeting
- purchase 69% of all custom made drapery
- purchase 55% of color televisions and electronic equipment

THE ACTIVE SENIORS

Mature Consumers:

- constitute 70% of gardeners
- account for more than 30% of all garden tools equipment and supply sales
- make up 42% of sports fishermen
- account for 54% of all amateur photographers
- purchase 50% of all books and magazines sold
- comprise 27% of all health club memberships
- form 60% of all audiences for cultural events
- make up 25% of all the customers at fast food and family-style restaurants



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Baby Boomers - Who are they?

There is no question that Baby Boomers are redefining the meaning of getting older.

Kevin Havelock, President, Unilever US

Personal: Look & Feel

Boomers see themselves 10-20 years younger than they actually are. They want to prove that growing old doesn't mean growing feeble.

Nesting: Home & Hearth

From home décor to maintenance, they want anything that makes their home more comfortable and enjoyable.

Enjoyment: Life & Leisure

Boomers have always taken time for themselves and that won't change. They want anything and everything to enjoy their life and balance the demands on their time.

Financial: Income & Independence

New financial obligations for college educations, healthcare and living expenses for aging parents make managing money more important than ever before.

Experiences: Explore & Escape

They want to obtain the most or best experience and are willing to pay for it.

AARP Reports Of boomers turning 60...

87% want to take better care of their physical health.

72% plan to spend more time on their interests.

56% married or living with someone.

54% are employed.

25% have retired from a previous career.

68% describe their health as good to excellent.

Reality in the 50-Plus Market

- 70% of adults age 50-64 are online.
- 33% of adults age 65+ are online.
- 83.2% of Baby Boomers will use the Internet regularly by 2011.
- 84% of Boomers use the internet to gather information.
- 82% of adults age 50 and older use the internet to research health and wellness information.
- 61% of Boomers use the internet for personal finances and banking.
- Adults age 50 and older spend an average of \$7 billion online annually.
- Between now and 2010, total spending for 50+ households will increase by over \$900 Billion

Boomer Statistics

- 50% of Baby Boomers plan to buy a new home for retirement.
- 50% of Boomers plan to maintain an active lifestyle.
- 67% of Boomers do not wish to retire due to their desire for mental stimulation and challenge.
- 85% of Boomers see their retirement as a time for "learning and self-discovery."
- 65% of Boomers favor reinventing themselves.
- 88% of Boomers see retirement as a new phase of personal growth and development.

(According to the Del Webb Baby Boomer study; Merrill Lynch's New Retirement Survey and the survey by the American Express Financial Advisors.)