

# LIFE AFTER 50

## ADVERTISE WITH US

All Advertising Inquiries Should be Directed to:

**Ben Malkin**  
**(805) 444-5016**  
**bmalkin@lifeafter50.com**  
50 DeLacey Ave, Suite 200  
Pasadena, CA 91105

Reach Baby Boomers and Seniors with a fully integrated media solution. We target the 50+ demographic all throughout the U.S. with [www.LifeAfter50.com](http://www.LifeAfter50.com), the fastest growing Boomer website on the Internet and Southern California in print with Southern California Life After 50 magazine.

- LifeAfter50.com is on it's way to becoming the leading Boomer website. We are "about stuff", a broad range of topics such as health & wellness, legal, financial, family, travel, housing and lifestyle. Join our Baby Boomer and Mature Senior family as an advertiser. We offer unmatched reach and coverage along with flexible advertising programs.....including Advertorials, Video ads, Channel Sponsorships, Partnerships and more.
- Every month Southern California Life After 50 magazine reaches over 500,000 Baby Boomers and mature seniors throughout Southern California.....Los Angeles, Ventura, Orange, San Bernardino, Riverside and San Diego Counties.

Life After 50 magazine has won more editorial awards for mature media than any other publication in the U.S.....and as you can see [www.LifeAfter50.com](http://www.LifeAfter50.com) is a dynamic, fun, informative and "sticky" destination website that delivers advertisers the consumers they want to reach.



### MAGAZINE RATES AND SPECS

Please contact us for our Media Planner -  
**(805) 444-5016**  
**bmalkin@LifeAfter50.com**

### ONLINE RATES AND SPECS

Please contact us for rates and our Media Planner -  
**(805) 444-5016**  
**bmalkin@LifeAfter50.com**

#### Banners/Size:

Leader Board: 728x90 pixels (two positions)  
Banner: 468x60 pixels

#### Rectangle Banner:

300x250 pixels (two positions)

#### Video Ad:

Please call for info on specs

#### Advertorial:

750 words, with links and banners

#### Sponsorships:

Call for availability, features and rates

