

Northwest

Celebrating life after 50

PRIME TIME

SERVING THE PUGET SOUND REGION SINCE 1986



Northwest Prime Time is a family owned and operated newspaper and the leading source of news and information for over **125,000 readers** - active, informed and involved boomers & seniors in the Puget Sound area. Nationally recognized and proud recipient of numerous national media awards, we focus on travel, arts & entertainment, health, retirement living, volunteering, finance, human interest, and much more. Northwest Prime Time delivers informative and engaging content to our readers, who are a powerful economic force with money to spend on your products and services.

Reach & Sell to Boomers & Active Seniors in the Puget Sound Region with Northwest Prime Time

“Once again, AARP would like to thank Northwest Prime Time for your continued commitment to excellence. We could not be more pleased with the results of our latest advertisement”

Jason Erskine, AARP Washington Communications Director

2011 Marketing Kit

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Published 10 times per year, **Northwest Prime Time** celebrates an active and healthy lifestyle for people over 50 and provides news and information on travel, arts & entertainment, health, volunteering, finance, retirement living, human interest and much more. Delivered to 1,000 locations yielding high visibility in the marketplace including senior & community centers, libraries, financial institutions, retirement communities, medical facilities, newsstands, pharmacies, selected retail outlets including restaurants, and Fred Meyer stores.

Older Americans have dramatically higher actual and median incomes than those 15 to 34 years old, and they spend more for cars, clothes, entertainment, furniture and other personal goods than their younger counterparts.

- The country's fastest growing age segment
- Control 67% of US wealth
- Own 80% of all money in US savings institutions
- 66% of all stockholders
- 60% own a computer
- Buy 80% of all luxury travel
- American grandparents spend \$30 billion per year on their grandchildren

Purchasing Power

In the next 12 months Northwest Prime Time readers plan to buy:

- 74% Gifts for Grandchildren
- 51% Domestic or International Travel
- 43% Home Improvement/Home Furnishings
- 25% Computer/Internet Service
- 20% Automobiles

Activities/Leisure

- 61% Attend cultural events regularly (theatre, concerts, opera, ballet, museums)
- 61% attend movies regularly
- 44% garden
- 43% dine at full-service restaurants regularly

- 79% of Northwest Prime Time readers frequently purchase products or services from ads seen in our newspaper
- Over 1/3 of Northwest Prime Time readers keep their issue one month or longer
- They request our special focus issues year-round
- 49% are 45 - 64 years old
- 49% are 65-plus

Statistic Sources: US Census Bureau, AARP, Circulation Verification Council Reader Survey, Northwest Prime Time Reader Survey

Northwest Prime Time

Winner of numerous
National Awards



"We have seen a healthy response to our ads in Northwest Prime time and would like to maintain a strong presence"

Seth McOmber,
Bastyr Natural Health Clinic

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2011 Editorial Calendar

Month of Issue	Editorial Ideas	Ad Closing Space
January	<ul style="list-style-type: none"> • Winter Retirement Living • Warm-Weather Vacations 	12/9/2010
February/March	<ul style="list-style-type: none"> • A Guide to Healthy Aging • Heart Health Month 	1/13/2011
April	<ul style="list-style-type: none"> • Retirement Housing Guide • National Volunteer Month 	3/9/2011
May	A Look at Rehab	4/14/2011
June	<ul style="list-style-type: none"> • Northwest Travel & Getaways 	5/16/2011
July/August	<ul style="list-style-type: none"> • Northwest Best Places to Retire & Favorite Northwest Communities • Pets - Part of the Family 	6/9/2011
September	<ul style="list-style-type: none"> • Fine and Performing Arts Guide • National Grandparents Month 	8/11/2011
October	<ul style="list-style-type: none"> • Retirement Housing Guide 	9/8/2011
November	<ul style="list-style-type: none"> • National Alzheimer's Awareness Month • National Family Caregiver's Month • National Hospice Month 	10/13/2011
December	<ul style="list-style-type: none"> • Favorite Holiday Stories 	11/10/2011

Special promotional opportunities:

- NEW! Four-Page Center Spread program – an exclusive opportunity to geographically target your message and own the center four pages of Northwest Prime Time – minimum investment – 5,000 pieces: \$3,500
- Special Section Sponsorships – want to tie your message directly with some of our special sections such as retirement living, longevity, health, rehab, or others? Ask about opportunities to sponsor editorial content within a special section.
- Web advertising – three, six and twelve month packages starting at \$199
- Sponsored Column – maximize your advertising message with a special package combining advertising with sponsored editorial coverage. Minimum 5 month contract.
- Retirement Community Listings – twice each year retirement communities placing display ads have an opportunity to receive free listings in our popular Retirement Living Guide (minimum 1/6 page ad for one listing). **NEW!** For the first time, in 2011 we will post our 2011 Retirement Living Guides online (one month after the printed Guide). 2011 Retirement Guide advertisers will receive free links from the online Guide!

Total Monthly Distribution: 50,000

Average Readers Per Copy: 2+
(Source - Newspaper FAQs)

Total Readership: 125,000+

Area of Circulation: Greater Seattle Metro area including King, Snohomish, Pierce and parts of Thurston County

*“Northwest Prime Time works for us”
– Lyn Dicus, The Viewpoint on Queen Anne*