

Dedicated to Living Fully After 50!

MATURE *Lifestyles*

Welcome

The focus of *Mature Lifestyles* is to invigorate and inspire our 50+ population to "live life more fully" by providing information and trends related to health, fitness, finance, travel, leisure and lifestyles in general. The magazine provides the readership with feature stories of local people and places along with community news, events calendars, information on continuing education, technology, home and gardening and other informative tips to make life more enjoyable.



50+ Isn't Old, It's BOOMING!

Did you know?

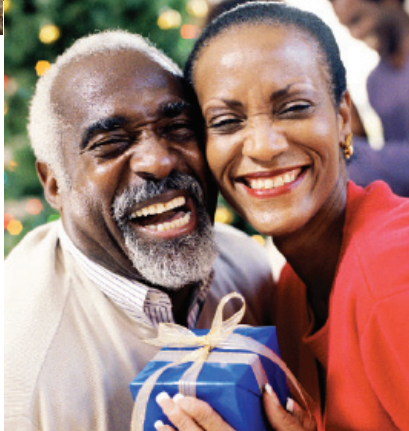
The age 50-70 Consumers Purchase:

- 1 of every 3 toys.
- Every other New Car (56%).
- 61% of Books & Cards.
- 49% of Jewelry.
- 58% of Leisure-Recreational Activities/Vehicles/Equipment.
- 59% of Personal Care Services, Health & Beauty Aids.
- 68% of Health Foods, Vitamins and Nutritional Supplements.
 - 66% of Gourmet/Specialty Food Items.
 - 38% of Electronics (TVs, Computers & Peripherals, Cellular & Satellite)
 - 71% of Insurance, Legal, Financial & Professional Services.
- 58% of Pet Supplies & Veterinary Services.
- 62% of Medical, Dental, Optical and Hearing Services.
- 52% of Home Improvements & Furnishings.
 - 62% of Residential Maintenance/Repair Services.
 - 68% of Housekeeping Services.

And They are Active:

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





Combined with increased longevity, The 50+ market will reach 106 million, or 45% of the adult population by the year 2015!!!
The country's fastest growing age segment

- Control \$28 trillion or 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.

AARP says marketers must speak to at least three groups: leading-edge boomers, 45 to 56, still in their peak earning years; the gap generation, 57 to 65, who are planning work and lifestyle changes; and consumers 66 and up, entering retirement years.

Now that you know the facts, what are you going to do to reach this market?

Call our professional marketing representatives to find out how we can develop a specialized marketing plan for your business. Mature Lifestyles offers multiple vehicles for you to reach this special demographic:

- Mature Lifestyles multiple monthly print magazines
- Mature Lifestyles web site
- Quarterly Mature services directory
- Quarterly Mature Events

Statistic Sources: US Census Bureau, AARP

ADVERTISING CONTRACT

Mature Lifestyles agrees to sell advertising to be published in *Mature Lifestyles* at the advertising rate per page size as specified in this document. Advertiser agrees to abide by all requirements designated in the agreement in order to receive the Special Contract Advertising Rate selected. The advertising contract becomes effective on the date specified in this agreement. The contract option chosen by the Advertiser is noted on this agreement by the initials of a representative of the Advertiser in the blank accompanying each of the options presented.

<u>Ad Size</u>	<u>Contract Length</u>	<u>Color</u>
Full Page _____	12 months _____	Black & White _____
3/4 Page _____	6 months _____	Spot _____
1/2 Page _____	3 months _____	Process _____
3/8 Page _____		
1/4 Page _____	Open _____	
1/8 Page _____		

CONTRACT PERIOD:

Cost per Month: _____ Total Contract Cost: _____

BILLING INFO:

Company: _____

Address: _____

Phone: _____ Cell: _____ Fax: _____

Email: _____

Advertiser : _____ Date: _____

Mature Lifestyles Rep. _____ Date: _____

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MATURE
Lifestyles

REACH 150,000 – 240,000 READERS MONTHLY

Magazines, especially free circulation magazines have more readers per copy than do daily newspapers. Mature Lifestyles is more a magazine than a newspaper. There is support for magazines in professional waiting rooms (doctors' offices etc.) having between 6 and 12 readers per copy. A high percentage of Mature Lifestyles' distribution is going into waiting rooms and public areas. Accordingly, a higher readership multiple can be assigned to its circulation. While not specific to a senior tabloid publication, the following three studies provide an informed estimate of the reach and market penetration of Mature Lifestyles. They uphold, in part, that:

- Newspaper readership per issue is on the rise significantly. In 2009 the number was 3.3 per issue but the trends are increasing.
- Free magazines get more readership than newspapers.
- Surveys show magazines reach as many as 10 readers per issue.
- Magazines distributed in waiting rooms can reach 12 or more readers per issue.

Mature Lifestyles currently distributes 20,000 copies through more than 600 outlets across 7 counties in middle Tennessee. Based on these studies, we believe a conservative range of readership to be 7.5 -12 times circulation or 150,000 – 240,000 monthly readers.

(NEW YORK, April 16, 2010) – A recent analysis of daily printed newspaper readership and circulation data for 25 leading U.S. newspapers conducted by Scarborough Research and Newspaper National Network LP (NNN) concludes that Readers-Per-Copy (RPC) rates increased over the past three years by an average of 7.5 percent. In 2007, an average of 3.07 adults in the study read a copy of a printed daily newspaper, versus 3.30 adults in 2009. Higher rates of pass-along readership indicate that an average unit of newspaper circulation is generating more readers.

Magazine Readers Per Copy

Magazine Readers Per Copy

Magazine research first developed total audience estimates for major magazines more than 30 years ago. It was soon recognized that the relationship between Total audience and circulation was not a constant one.

The ways in which the average copy of a magazine can acquire multiple readers is well understood since they are part of our everyday experience. A given copy can be read by more than one member of a household, and also indeed by visitors to the household. It may be passed on to other households. Most important, it may enter a public place of some kind, and be read by many people. Familiar examples are beauty and barber shops; doctors' and dentists' offices; waiting and reception rooms of all kinds; libraries and clubs; airplanes; and so on.

While we understand quite well the various ways in which copies can acquire readers, we lack a detailed understanding of the reasons why one magazine may differ from another on average-i.e., how it can be that one magazine has substantially more readers per copy than another. Yet all surveys of total audiences provide examples of this. Surveys which measure a wide range of magazines (such as Simmons and TGI) yield a wide range of estimates of readers per copy, even up to 1:10.

Waiting rooms: worth all the attention? Office copies pull plenty of readers, but agencies question circulation quality

by Paul Frichtl

Waiting rooms: Worth all the attention?

Step into a waiting room during the next few months, and chances are you'll find plenty more to read than a few battered copies of Time or Good Housekeeping. More and more publishers today are pouring new magazines into doctors' offices, claiming that a single waiting room copy can yield six, 12 or more readers, versus two or three pass-along readers at home.

But are all these readers worth the attention? Some advertising agencies say yes, and, in making media buying decisions, will factor in at full value those very high readers-per-copy figures. Others raise significant doubts and immediately discount that readership by as much as one-half, reasoning that out-of-home readership rarely matches the demographics of an advertiser's primary audience.

Publishers, however, appear to place great stock in the level of readership they get from such public places as doctors' and dentists' offices, beauty salons and barber shops, business lobbies and libraries. Well over 100 magazines claim waiting room readership as an extra plum of their circulation story, and agencies say the number is growing rapidly.

General circulation magazines, such as Vogue and the Time Inc. titles, have long claimed large public place readership, with Life distributing close to 20 percent of its circulation to waiting rooms. American Health went into doctors' offices in 1986 with 100,000 free waiting room edition copies, and audits that circulation to add to its 900,000 regular circulation.

MRI's latest skinny
on magazine readership

GQ is most-thumbed; BW readers get richer

By Jeff Bercovici

Wondering why your copy of GQ is always so dog-eared? Ask the 7.6 guys who read it before you. An average copy of the men's magazine from Conde Nast passes through the hands of 8.6 readers, according to the most recent magazine audience estimates from Mediamark Research. That's up from 8.54 readers for the same period a year ago.