

LIFE AFTER 50

MEDIA KIT 2016

Southern California's Only
Award-Winning Magazine
for the 50+ Audience and
Their Lifestyle



LIFE AFTER 50

Who We Are

- *Life After 50* is the preeminent lifestyle magazine for Southern California's 50+ Reader
- *Life After 50* offers current and relevant information on Entertainment, Housing, Health, Financial and Travel that is important to adults age 50+
- *Life After 50* offers businesses the opportunity to engage with this ever-enlarging group of consumers who have tremendous purchasing power
- Consumers age 50 and older outspend other generations by an estimated \$400 billion each year (US Gov't. Expenditure Survey 2011)
- The 55+ age group controls more than three-fourth of America's Wealth (ICSC)
- An American turns 50 every 7 seconds-that's more than 12,500 people every day (U.S. Census)
- By 2030 the 65+ population will double to about 71.5 million (U.S. Census)

50+ DEMOGRAPHICS

Age: Median 62

Income: Median \$44,916

Education:

- 28% College Grads
- 47% High school or less

Race/Ethnicity:

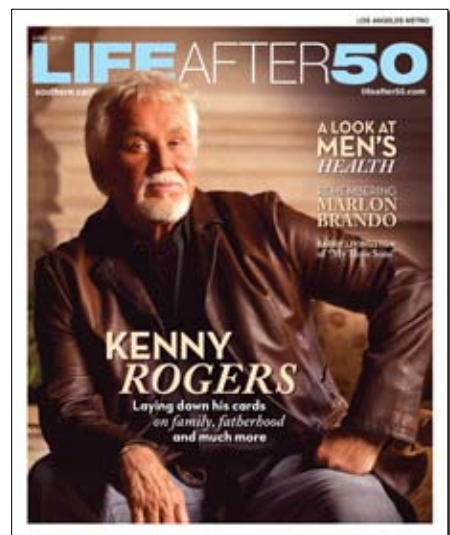
- 76% White Non-Hispanic
- 10% African American Non-Hispanic
 - 9% Hispanic
- 5% Asian/Pacific Islander/other Non-Hispanic

Marital Status

- 51% Married
- 30% Divorced/Separated/Never Married
- 19% Widowed

Employment Status

- 37% Retired
- 47% Working, 37% (Full time) 9% (Part Time)
- 20% Out of Workforce



LIFE AFTER 50

DELIVERS SOUTHERN CALIFORNIA



- 200,000 Southern California readership every month.
- *Life After 50* magazine is distributed from Ventura to San Diego including Los Angeles, The Valleys, Orange County and the surrounding areas.
- Digital on-line edition averages 65,000 views.
- *Life After 50* magazine is available at over 2,800 distribution points frequented by age 50+ consumers, including retail, banks, pharmacies, restaurants, major hospital and medical centers as well as Albertsons, Sam's Club, Ralphs, CVS, Public Libraries and other premium locations.

LIFE AFTER 50 MAGAZINE RATES

FULL PAGE

	1x	3x	6x	12x
FULL RUN	5,600	5,050	4,305	3,920
LOS ANGELES METRO	2,160	1,944	1,600	1,510
VALLEYS/VENTURA	2,160	1,944	1,600	1,510
ORANGE COUNTY	2,160	1,944	1,600	1,510
SAN DIEGO COUNTY	2,160	1,944	1,600	1,510

1/2 PAGE

	1x	3x	6x	12x
FULL RUN	3,295	2,965	2,535	2,280
LOS ANGELES METRO	1,285	1,155	990	890
VALLEYS/VENTURA	1,285	1,155	990	890
ORANGE COUNTY	1,285	1,155	990	890
SAN DIEGO COUNTY	1,285	1,155	990	890

1/4 PAGE

	1x	3x	6x	12x
FULL RUN	1,810	1,630	1,390	1,250
LOS ANGELES METRO	700	630	540	485
VALLEYS/VENTURA	700	630	540	485
ORANGE COUNTY	700	630	540	485
SAN DIEGO COUNTY	700	630	540	485

GLOSSY PAGE RATES

FULL RUN WRAP

	1x	3x	6x	12x
FULL PAGE	6,500	5,850	5,000	4,500
1/2 PAGE	3,900	3,510	3,000	2,700

4-color Newsprint: \$125 = Any Size Ad • 20% Premium Position

2/3 PAGE

	1x	3x	6x	12x
FULL RUN	4,170	3,755	3,205	2,885
LOS ANGELES METRO	1,610	1,450	1,240	1,115
VALLEYS/VENTURA	1,610	1,450	1,240	1,115
ORANGE COUNTY	1,610	1,450	1,240	1,115
SAN DIEGO COUNTY	1,610	1,450	1,240	1,115

1/3 PAGE

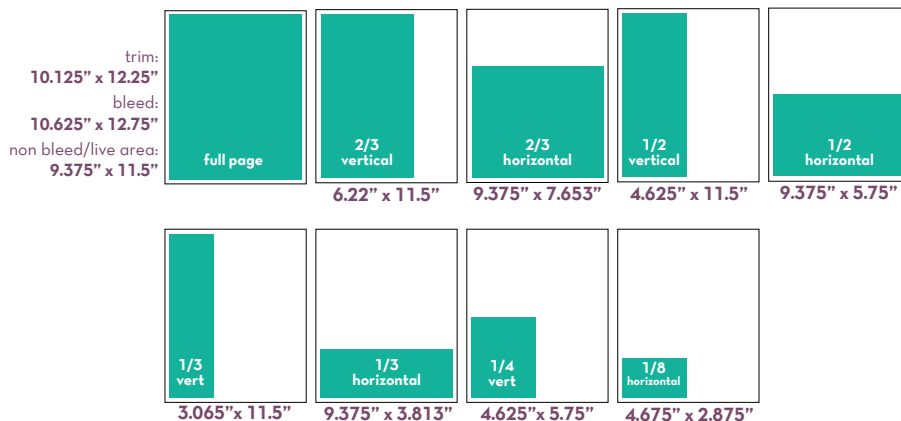
	1x	3x	6x	12x
FULL RUN	2,295	2,065	1,765	1,590
LOS ANGELES METRO	885	795	680	615
VALLEYS/VENTURA	885	795	680	615
ORANGE COUNTY	885	795	680	615
SAN DIEGO COUNTY	885	795	680	615

1/8 PAGE

	1x	3x	6x	12x
FULL RUN	1,015	915	780	700
LOS ANGELES METRO	375	340	290	260
VALLEYS/VENTURA	375	340	290	260
ORANGE COUNTY	375	340	290	260
SAN DIEGO COUNTY	375	340	290	260

TWO ZONE WRAP

	1x	3x	6x	12x
FULL PAGE	3,575	3,220	2,760	2,475
1/2 PAGE	2,145	1,930	1,650	1,485



TECHNICAL SPECS

SWOP Specifications apply

Preferred Materials:

**PRESS READY PDF'S,
FONTS EMBEDDED**

4 Color & B/W: 300DPI

4 Color: 280% Maximum density

Proofing: B/W or 4 Color Laser Proof

Rotation: Black, Cyan, Magenta, Yellow

Digital Data Files Accepted:

PDF, TIFF or JPG.

NO 4 COLOR BLACK TYPE

MAC only. NO TRUETYPE FONTS.

No Microsoft Word Ads accepted

For advertising inquiries please contact Valarie Anderson, Publisher

310-822-1629 x 121 • Valarie@LifeAfter50.com

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Media Transport: CD or e-mail:

Michael Kraxenberger, Art Director

production@lifeafter50.com

LIFE AFTER 50.COM

THE ONLINE SITE PROVIDING THE OPPORTUNITY TO ENGAGE WITH CONSUMERS AGE 50+ WITH TREMENDOUS PURCHASING POWER

Award-winning editorial content.* Highly productive click throughs deliver a solid ROI for advertisers. A dynamic and content-driven website.

The screenshot shows the homepage of LIFE AFTER 50.COM. The layout includes a navigation bar, a main content area with several article teasers, and a right-hand sidebar. Labels with lines pointing to specific areas are as follows:

- Leaderboard Ads:** Points to the top navigation bar.
- Complete Digital Magazine Every Month:** Points to a large featured article on the right side.
- Health & Wellness:** Points to a section of article teasers on the right.
- Box Ads:** Points to a small rectangular ad in the right sidebar.
- Housing:** Points to a vertical ad in the right sidebar.
- Tower Ads:** Points to another vertical ad in the right sidebar.
- Lifestyle & Family:** Points to a vertical ad in the right sidebar.
- Financial:** Points to a section of article teasers on the left.
- Travel:** Points to a section of article teasers on the left.
- Entertainment:** Points to a section of article teasers on the left.

ADVERTISING RATES & PACKAGES

WEBSITE RATES:

MONTHLY RATES AVAILABLE

- 30 Day ROS Available

CPM RATES AVAILABLE

- \$10.00 CPM up to 60,000

CPM RATES FOR VIDEO ADS

- \$20 CPM for large-format video player

RATES FOR GEO-TARGETING

- Call for rates

ADVERTORIAL/BANNER AD COMBO

\$3,000 PER MONTH - INCLUDES

- Up to 60,000 impressions
- A 750 word advertorial with links to your site
- Indexing that links your advertorial in search engine keyword search results and social media marketing
- Jumbotron premium placement

BANNER SPECIFICATIONS

Animation: Cannot exceed 8 seconds in length. May not loop more than 3 times.
 File Size Limit: 30Kb max size. (image files only, no html "forms")
 Image File Types: GIF, JPEG (for Flash specs, call publisher).
 Alt Text: 30 characters or less.

BANNER DIMENSIONS

LEADERBOARD: 728 x 90 pixels
LARGE BOX/ISLAND: 300 x 250 pixels
TOWER: 160 x 600 pixels

*Four National Mature Media Awards

LIFE AFTER 50

EDITORIAL CALENDAR & DEADLINES 2016

JANUARY



2016 NEW YEAR NEW YOU

Start the year off right with small, manageable changes to your lifestyle including health, beauty, + fitness

ISSUE DATE: January 4 | AD INSERT ORDER DUE: Monday, December 21
CAMERA-READY ARTWORK DUE: Tuesday, December 22

LOVE AND ROMANCE

Relationships add richness to our lives. LA50 examines the impact of relationships on health & wellness: heart healthy information & advice, & relationship issues

ISSUE DATE: February 1 | AD INSERT ORDER DUE: Monday, January 25
CAMERA-READY ARTWORK DUE: Tuesday, January 26



FEBRUARY

MARCH



SPRING HOUSING AND HOME

LA50 explores Southern California living, Senior Housing Options and Real Estate Trends

ISSUE DATE: March 1 | AD INSERT ORDER DUE: Monday, February 22
CAMERA-READY ARTWORK DUE: Tuesday, February 23

FINANCIAL PLANNING, RETIREMENT AND YOUR MONEY

Up-to-Date News and advice on investing, retirement options and wealth management trends

ISSUE DATE: April 4 | AD INSERT ORDER DUE: Monday, March 28
CAMERA-READY ARTWORK DUE: Tuesday, March 29



APRIL

MAY



CELEBRATING WOMEN

Multi-generational women's issues including: mental & physical health, lifestyle, diet & nutrition, beauty and self image.

ISSUE DATE: May 2 | AD INSERT ORDER DUE: Monday, April 25
CAMERA-READY ARTWORK DUE: Tuesday, April 26

MEN'S HEALTHY LIFESTYLE

Insight into current men's issues including nutrition, sports and mental and prostate health

ISSUE DATE: June 6 | AD INSERT ORDER DUE: Monday, May 30
CAMERA-READY ARTWORK DUE: Tuesday, May 31



JUNE

LIFE AFTER 50

EDITORIAL CALENDAR & DEADLINES 2016

JULY



TRAVEL AND OUTDOOR ACTIVITIES

In depth coverage on the latest travel destinations and trends.
LA 50 Top SoCal destinations

ISSUE DATE: July 5 | AD INSERT ORDER DUE: Monday, June 27
CAMERA-READY ARTWORK DUE: Tuesday, June 28

SEASONAL STYLE and HEALTHY NUTRITION

Looking and being your best at 50+, 60+ 70+. Getting the most out of maturity including: fashion, fitness, beauty, grooming, eatin well and nutrition

ISSUE DATE: August 1 | AD INSERT ORDER DUE: Monday, July 25
CAMERA-READY ARTWORK DUE: Tuesday, July 26



AUGUST

SEPTEMBER



FALL HOUSING AND HOME

LA50 explores Southern California living,
Senior Housing Options and Real Estate

ISSUE DATE: September 5 | AD INSERT ORDER DUE: Monday, August 29
CAMERA-READY ARTWORK DUE: Tuesday, August 30

BREAST CANCER AWARENESS AND ALZHEIMERS

New treatments, survival stories, philanthropy and raising awareness for Alzheimer's and Breast Cancer

ISSUE DATE: October 3 | AD INSERT ORDER DUE: Monday, September 26
CAMERA-READY ARTWORK DUE: Tuesday, September 27



OCTOBER

NOVEMBER



NAVIGATING OPEN ENROLLMENT, MEDI CARE AND HEALTH INSURANCE

In-depth coverage on everything Medi Care, open enrollment and insurance oriented. What are you grateful for?

ISSUE DATE: November 7 | AD INSERT ORDER DUE: Monday, October 31
CAMERA-READY ARTWORK DUE: Tuesday, November 1

HOLIDAY HAPPENINGS

Family, Entertaining and Travel for the Holiday Season and our Annual "50" Gift Ideas

ISSUE DATE: December 5 | AD INSERT ORDER DUE: Monday, November 28
CAMERA-READY ARTWORK DUE: Tuesday, November 29



DECEMBER

LIFE AFTER 50

IN GOOD COMPANY



– Southland Publishing’s *Southern California Life After 50* magazine and www.lifeafter50.com have been honored as the recipient of eight 2015 National Mature Media Awards.



lifeafter50.com