

Decatur-Morgan

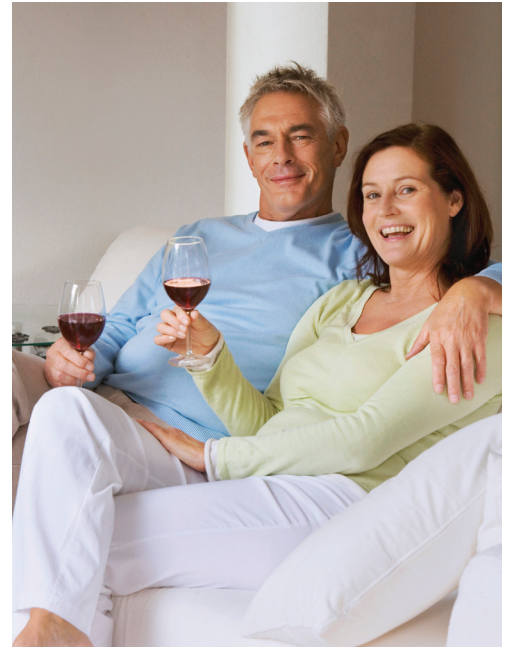
Living **50** Plus

Connect With a Coveted Customer Base

...Advertise in Living 50 Plus!

If you want to reach active adults over the age of 50, our **Living 50 Plus** magazine is the place to be seen! This high-profile active senior magazine is filled with informative features geared toward active seniors on topics like travel, healthcare, safe driving and much more. It's an ideal opportunity for your business to showcase products and services for active seniors in a format they'll turn to again and again.

To learn more about targeted advertising in **Living 50 Plus**, contact your sales rep.



ADVERTISING RATES

Call today to reserve your ad space: 256-353-4612

FULL PAGE

1x - \$1643
3x - \$1405
6x - \$1245

QUARTER PAGE

1x - \$583
3x - \$504
6x - \$451

EIGHTH PAGE

1x - \$317
3x - \$265
6x - \$239

HALF PAGE

1x - \$985
3x - \$822
6x - \$737

2023-2024 DEADLINES

APRIL/MAYMARCH 1
JUNE/JULY MAY 3
AUGUST/SEPTEMBER..... JULY 5
OCTOBER/NOVEMBER..... SEPTEMBER 2
DECEMBER/JANUARY NOVEMBER 1
FEBRUARY/MARCHJANUARY 3
APRIL/MAYMARCH 1

Reserve your advertising space today!

BONUS ONLINE ADVERTISING AND FREE NEWSPAPER PICK-UP ADS WITH 3X OR MORE AGREEMENT PLUS E-EDITION DIGITAL FLIPBOOK

**First Publication:
April 2023**

PREMIUM POSITIONS

1x \$1988
Inside Front 3x \$1670
Inside Back 6x \$1484

1x \$2120
3x \$1802
Back Cover 6x \$1617

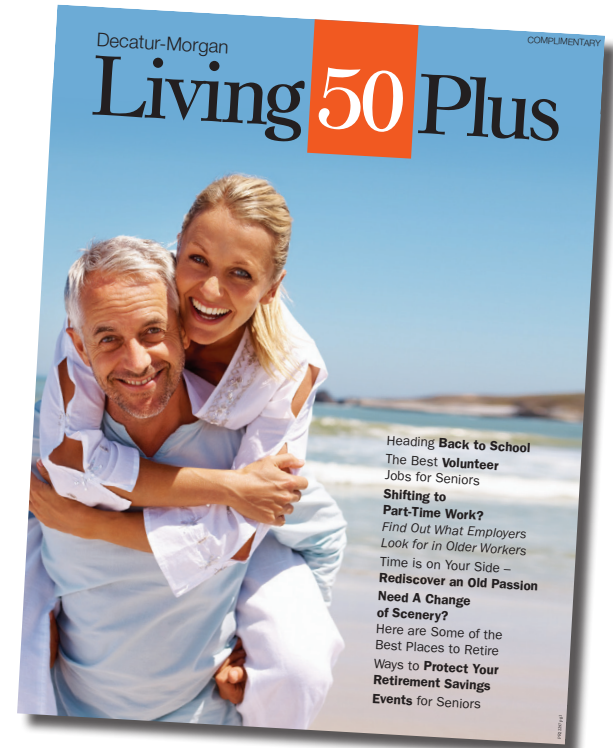
Shelia Smith 256-340-2380 | Eddie Johns 256-340-2485
Anna Baker 256-340-2360 | Becky Spivey 256-260-2213

Decatur-Morgan

Living 50 Plus

In Every Issue

Living 50 Plus magazine will appeal to the interests of active Decatur-Morgan County 50+ adults, including cutting-edge content on: travel, health and wellness, outdoor activities, food, wine, home and garden, community events and much more!



9,000

of Copies Distributed

\$67,499

Median Income of Living 50 Plus Readers

22,500

*2.5 Copies Pass-around Rate

Eddie.johns@Living50PlusDM.com256.340.2485

Decatur-Morgan Living 50 Plus

Service Discount Directory

LOCAL RESOURCES AND SPECIAL OFFERS

Hearing Help



The latest technology and expertise to help restore your ability to hear, communicate and live life to the fullest.

Call or go online to arrange your diagnostic hearing test today! We welcome most insurance plans, and our friendly care coordinators are happy to answer your billing and coverage questions.

Joyce Hearing Center
1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

Spa Skin Care

and so much more!

Tuesday is Senior Spa Day!
15% Off All Services
for clients age 55 and over by appointment!

Lotus Spa
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



Senior Living Now Open

We're welcoming new residents!

Tuscany Village
One-Bedroom Apartments
starting from **\$995**
Community clubhouse, on-site fitness center and more!

1234 Washington Street
Somersville Heights
000-000-0000
www.namewebsite.com

Dental Implants in Just One Day!



Call to book your free consultation today, and ask about our interest-free financing plans!

Baker Dentistry
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

KEEPING SENIORS CONNECTED

events • shopping
coupons • entertainment
opinions • more

The Somersville Press

In Print & Online | **Subscribe Today!**
000.000.0000 | www.namewebsite.com

We've Got Your Back

Health Insurance | Life Insurance
Long-Term Care | Home & Auto

Call today to arrange your free consultation and policy review with an experienced specialist.

Premier Insurance
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



Trusted Beauty Brands

Everyday low prices on the quality beauty and skin care products you know and love.

Clayton Pharmacy
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com

Sign up in store or online for senior perks!



Special Membership Rates for Seniors

Stop in, or activate your trial pass online to try us out for free!

Cardio & strength | Group classes | Personal training | Nutrition plans

Elevate Fitness
1234 Washington Street | Somersville Heights
000-000-0000 | www.namewebsite.com



RATES
3 x \$120 = \$400
6 x \$99 = \$625

Decatur-Morgan

Living 50 Plus

Sponsor This Page (10x more time on page)

WINTERTIME WORD SEARCH

N G T S F R O S T B I T E S E R C M O K
 U M M Y L L I H C F S F S M F S L E D K
 K V K D A E D B U F W T C W N B I R R R F
 Y R G G N W G N U T S D Y O F O G T I F
 D O W N H I L L A U D H W G A R M U F W
 G T C I I H F W G L T A O G U T A L T I
 O H S T U I Y Y N E R S W V F W O C V N
 U D C A H G K W W M C E T T E N C I S T
 O F O K I C U S T U N H D U K L O G L E
 U H M S T S V H F M F S E N B T E B Y R
 W K V C V V M L I Y N G R C O E V B K D
 F B O F O I U S D O U O D F I W B T H R
 C M E T K R T F W V M G B Y F U R N O S
 D F C R R C N L T W N F R O S T Y H C H
 L E B I A H G A A Y E H D O H U U F K V
 A K E G O K N O G K K M I M M H E D E U
 R S L M B U N D L E D N E Y G C M H Y F
 Y M F D H T E D W T Y F F U L F A D D H
 C C C M I D A U F A L B E C V D R A O B
 V F T R K S N E T T I M Y O K L O C H U

WORDS

- BOARD
- BUNDLED
- CHILLY
- COAT
- DOWNHILL
- DRIFT
- FLUFFY
- FLURRIES
- FROSTBITE
- FROSTY
- GUSTS
- HOCKEY
- ICE
- MITTENS
- SCARF
- SHOVEL
- SKATING
- SKIING
- SLED
- SNOW
- TUBE
- WARMTH
- WINTER
- WONDERLAND

Find the words hidden vertically, horizontally, diagonally, and backwards.

N G T S F R O S T B I T E S E R C M O K
 U M M Y L L I H C F S F S M F S L E D K
 K V K D A E D B U F W T C W N B I R R R F
 Y R G G N W G N U T S D Y O F O G T I F
 D O W N H I L L A U D H W G A R M U F W
 G T C I I H F W G L T A O G U T A L T I
 O H S T U I Y Y N E R S W V F W O C V N
 U D C A H G K W W M C E T T E N C I S T
 O F O K I C U S T U N H D U K L O G L E
 U H M S T S V H F M F S E N B T E B Y R
 W K V C V V M L I Y N G R C O E V B K D
 F B O F O I U S D O U O D F I W B T H R
 C M E T K R T F W V M G B Y F U R N O S
 D F C R R C N L T W N F R O S T Y H C H
 L E B I A H G A A Y E H D O H U U F K V
 A K E G O K N O G K K M I M M H E D E U
 R S L M B U N D L E D N E Y G C M H Y F
 Y M F D H T E D W T Y F F U L F A D D H
 C C C M I D A U F A L B E C V D R A O B
 V F T R K S N E T T I M Y O K L O C H U

Exclusive Sponsorship Rates

1 x..... \$350

3 x..... \$325/ea

6 x..... \$300/ea

Your Ad Here

Ad size: 7.375" x 2"

Decatur-Morgan

Living **50** Plus

Living 50 Plus is all about active senior life in and around Morgan County. Readers will get the true flavor of the area through features about people, places, food, homes, history, recreation and more - something for every season. The magazine will be filled with beautiful pictures by award-winning photographers.

Edition	Ad deadline
<input type="checkbox"/> April/May	March 1
<input type="checkbox"/> June/July	May 3
<input type="checkbox"/> August/September	July 5
<input type="checkbox"/> October/November	September 2
<input type="checkbox"/> December/January	November 1
<input type="checkbox"/> February/March	January 3

Frequency: Bi-Monthly

Circulation: Living 50 Plus prints a minimum of 9,000 issues and is available for pickup in boutiques, hotels, real estate offices, doctors' offices, and retail outlets throughout Morgan County.

For more information on showcasing your business in **Living 50 Plus** magazine, contact your marketing consultant.

Living 50plus Specs:

Full Page (bleed):	8.625"x11.063"
Trim:	8.375"x10.813"
Full Page:	7.375"x9.813"
1/2 Horizontal:	7.375"x4.781"
1/2 Vertical:	3.5"x9.813"
1/4 Page:	3.5x4.781"
1/8 Page:	3.5x2.35"

PR22300 pg 1

Living 50 Plus

Advertising Agreement

Advertiser: _____

Contact: _____

Physical Address: _____

Billing Address (IF DIFFERENT): _____

Phone#: _____ E-mail: _____

Web Site: _____

Additional Notes: _____

Advertising Rates	6 Issues Contract	3 Issues Contract	Single Issue	Edition	Ad deadline
Full	\$1245	\$1405	\$1643	<input type="checkbox"/> April/May	March 1
Half	\$737	\$822	\$985	<input type="checkbox"/> June/July	May 3
Quarter	\$451	\$504	\$583	<input type="checkbox"/> August/September	July 5
Eighth	\$239	\$265	\$317	<input type="checkbox"/> October/November	September 2
Back Cover	\$1617	\$1802	\$2120	<input type="checkbox"/> December/January	November 1
Inside Front Cover	\$1484	\$1670	\$1988	<input type="checkbox"/> February/March	January 3
Inside Back Cover	\$1484	\$1670	\$1988		

PAYMENT TERMS: The Advertiser/Agency shall pay for any advertising specified in this agreement according to the terms specified. All first time advertisers are required to provide prepayment, and, if credit application approved, may be billed for future advertising. In the event that timely payment is not made **Living 50 Plus** may reject advertising copy or cancel this agreement. If the agreement is canceled at any time due to the advertiser not making timely payments, **Living 50 Plus** may re-bill the advertiser/agency for any outstanding balances.

OWNERSHIP OF ADVERTISING COPY: All advertising copy created by **Living 50 Plus** remains property of the magazine, including all rights and copyrights therein.

Advertiser understands and agrees they cannot authorize any form of reproduction for use in any other medium without the magazine's prior written consent.

CREATIVE: Advertiser or its agency shall provide **Living 50 plus** with camera-ready materials by material close date of each issue. In cases in which advertising copy is created by **Living 50 Plus**, the magazine agrees to provide advertiser with (1) ad proof prior to material close date.

Advertiser Signature: _____

Living 50 Plus
Signature: _____ Date: _____

10 Reasons Why You Should Advertise In

Decatur-Morgan

Living 50 Plus

1

A Targeted Audience

Baby boomers+ – born between 1946-1964
Generation X – born between 1965-1980

2

Magazine advertising drives web search, traffic and action taking

Research shows that ads in magazines or on magazine websites boost web traffic, spur online purchase and offline behavior including store visits and buzz.

3

The pass-along rate is generally 2.5 readers - A Longer Shelf Life

Magazine ads have staying power. A magazine left in a doctor's office will be read by countless patients for many months, and your ad can be seen by a majority of them.

4

Baby boomers have money

More than **70% of the disposable income** in the US comes from baby boomers.

5

50+ Spend More Money Than Other Generations

A target market that's got money to spend (and is ready and willing to spend it!)

6

50+ Have the Most Disposable Income

Many are already retired and ready to spend their hard-earned retirement funds doing what they love and enjoy. With a household has an annual income of nearly \$68,000, according to AARP. Bear in mind, many people in this demographic have paid off their houses and have fewer expenses than people in younger demographics. This means they're not strapped for cash; rather, they've paid their dues and are ready to spend their money on the things that they enjoy most.

7

50+ Have the Most Free Time

Because retirement is here or on the horizon for this generation, 50+ can now choose to spend their time and finances on the things they actually enjoy.

8

50+ have a higher net worth

The median net worth of people 50+ is \$304,000.

9

50+ will soon be the age of the average American

By 2025, the average age of the American adult will be 50.

10

Local exposure unlike any other

The Magazine is inserted into the Decatur Daily Newspaper, our advertisers benefit from complimentary advertising in the paper, the Decaturdaily.com and the digital edition of Living 50+.

