

10 Reasons Why You Should Advertise In

TIMES DAILY

Living 50 Plus

1

A Targeted Audience

Target audience is active people ages 50-72

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 TimesDaily Newspaper, our advertisers benefit from complimentary advertising in the paper, the TimesDaily.com and the digital edition of Living 50+.



Living 50 Plus

Advertising Agreement

Advertiser: _____

Contact: _____

Physical Address: _____

Billing Address (IF DIFFERENT): _____

Phone#: _____ E-mail: _____

Web Site: _____

Additional Notes: _____

Advertising Rates	6x	3x	1x	Edition	Ad deadline
	6 Issues Contract	3 Issues Contract	Single Issue		
Full	\$1453	\$1696	\$1919	<input type="checkbox"/> April/May	February 27
Half	\$928	\$1089	\$1232	<input type="checkbox"/> June/July	May 1
Quarter	\$625	\$731	\$827	<input type="checkbox"/> August/September	July 2
Back Cover	\$1874	\$2190	\$2478	<input type="checkbox"/> October/November	September 3
Inside Front Cover	\$1733	\$2052	\$2321	<input type="checkbox"/> December/January	November 1
Inside Back Cover	\$1733	\$2052	\$2321	<input type="checkbox"/> February/March	January 2
				<input type="checkbox"/> April/May	March 3

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.

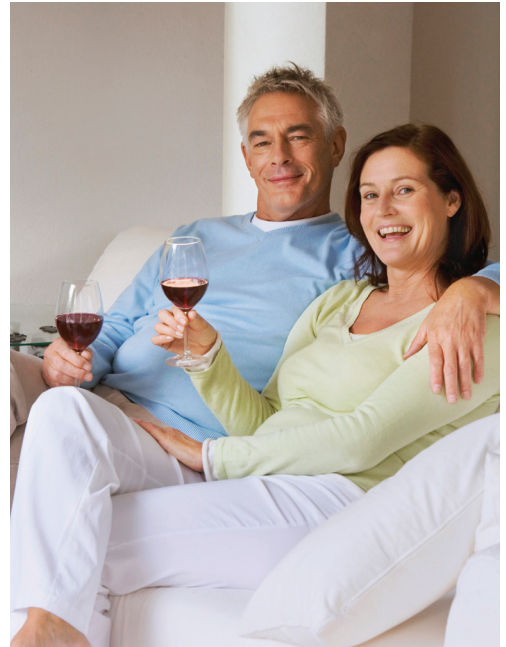
Advertiser understands and agrees they cannot authorize any form of reproduction for use in any other medium without the magazine's prior written consent.

CREATIVE: Advertiser or its agency shall provide **Living 50plus** 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: _____

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 - \$1919
- 3x - \$1696
- 6x - \$1453

HALF PAGE

- 1x - \$1232
- 3x - \$1089
- 6x - \$928

QUARTER PAGE

- 1x - \$827
- 3x - \$731
- 6x - \$625

2024-2025 DEADLINES

APRIL/MAY	FEBRUARY 27
JUNE/JULY	MAY 1
AUGUST/SEPTEMBER.....	JULY 2
OCTOBER/NOVEMBER.....	SEPTEMBER 3
DECEMBER/JANUARY	NOVEMBER 1
FEBRUARY/MARCH	JANUARY 2
APRIL/MAY	MARCH 3

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 2024

PREMIUM POSITIONS

1x	\$2321	1x	\$2478
Inside Front	\$2321	3x	\$2190
Inside Back	\$2321	6x	\$1874
		Back Cover	\$2478

Renita Jimmar 256-740-5815 | Holt Bayles 256-740-5809
 Amy Isbell 256-740-4730 | Sharon Goens 256-740-4731

Living **50** Plus

Living 50 Plus is all about active senior life in and around the Shoals area. 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	Run Date
<input type="checkbox"/> April/May	February 27	April 11
<input type="checkbox"/> June/July	May 1	June 6
<input type="checkbox"/> August/September	July 2	Aug 8
<input type="checkbox"/> October/November	September 3	Oct 10
<input type="checkbox"/> December/January	November 1	Dec 5
<input type="checkbox"/> February/March	January 2	Feb 6
<input type="checkbox"/> April/May	March 3	April 10

Frequency: Bi-Monthly

Circulation: Living 50 Plus prints a minimum of 9,200 issues and is available for pickup in boutiques, hotels, real estate offices, doctors' offices, and retail outlets throughout the Shoals area.

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"