

# MARKETING INFORMATION



## Generate qualified, cost-effective leads through a consistent advertising campaign in Lovin' Life After 50.

Reach the three major markets in Arizona & Nevada

- Metro Phoenix, population 3.9 million
- Metro Tucson, population 930,000+
- Metro Las Vegas, population 1.7 million

### Key facts about Lovin' Life Newspapers:

- Largest, most influential active adult publication in Arizona & Nevada
- Company established in March 1979
- Targets the active adult market
- Affluent readers
- 77% of readers keep each issue a week or longer (reader survey)
- Dynamic, fast-growing markets
- More than 250,000 active adults read each issue of Lovin' Life After 50
- 93% of readers use the paper to make shopping decisions (reader survey)
- Controlled distribution

**In two growing states with over 8 million residents, we deliver your message in areas where 80% of the affluent, active adults reside.**

For additional marketing information visit [www.seniormedia.com](http://www.seniormedia.com)

## CORPORATE POLICIES & MECHANICAL REQUIREMENTS

### PAYMENT TERMS

Advertising will be payable prior to publication unless other satisfactory terms are arranged.

### CONTRACT RATES

All frequency advertising agreements are available for consecutive insertions only.

### AGENCY PLACEMENT

Rates quoted are commissionable to any recognized advertising agency furnishing camera-ready copy. Agency commission may be disallowed if invoice is not paid within 30 days of billing date.

### SERVICE CHARGES

All invoices are payable upon receipt and considered past due if not paid within 30 days of invoice date. Past due accounts are subject to service/handling charges equal to 2% of the past due amount, with a minimum service charge of \$3 per month.

### PRODUCTION

Advertising rates are based on camera-ready ads. Complete ad production is available at additional cost. Rates will be quoted upon request. Lovin' Life After 50 will not be responsible for artwork left for a period exceeding six months from date of publication. Return must be specifically requested by advertiser in writing to this office at the time of insertion order.

### POLITICAL ADVERTISING

Use published rates. Payment required in advance of publication. No exceptions.

### ADVERTISING ACCEPTANCE

The publisher reserves the right to reject any advertising.

### DEADLINES

Deadlines will vary from month to month. Ask your advertising consultant for a schedule.

### PUBLICATION DATE

Lovin' Life After 50 is published at the beginning of each month.

#### Mechanical Requirements

- Lovin' Life After 50 is printed by Web Offset
- 85 line screen required
- Page size four columns with the following ad dimensions available:

Size	Vertical	Horizontal
Full Page	9 3/8" x 10 3/8"	NA
3/4 Page	7" x 10 3/8"	9 3/8" x 7 3/4"
9/16 Page	7" x 7 3/4"	NA
1/2 Page	4 5/8" x 10 3/8"	9 3/8" x 5 1/8"
3/8 Page	4 5/8" x 7 3/4"	7" x 5 1/8"
1/4 Page	4 5/8" x 5 1/8"	9 3/8" x 2 1/2"
1/8 Page	2 1/4" x 5 1/8"	4 5/8" x 2 1/2"

**Lovin' Life After 50**  
Promoting an Ageless Attitude Since 1979

[www.seniormedia.com](http://www.seniormedia.com)