

PROMOTING A POSITIVE ACTIVE LIFESTYLE

# Fifty-Five Plus

MAGAZINE

## 2010 MEDIA KIT OTTAWA EDITION

**The multi-award winning  
Fifty-Five Plus Magazine  
is now in its 22nd year as a leader  
in the publishing market catering  
to mature adults.**

As a full-colour, glossy lifestyle magazine, it has garnered 75 international awards for the exceptional quality of its writing, photography, graphic design and overall excellence.

*Fifty-Five Plus Magazine* targets people enjoying or nearing retirement. It provides valuable information they want - and need - to know about everything from health and nutrition to fitness, travel and finance. Each issue offers a variety of timely, inspiring stories, plus innovative special features and advertising targeted to the affluent Baby Boomer segment of the market. Thanks to the attractive, easy-to-read format, it's always entertaining and well worth keeping every time.

Now online! Visit [www.coylepublishing.com](http://www.coylepublishing.com) to read current and archived issues for FREE!

**Readership:** 84,000 (2.8 readers per copy)

**Reading Time:** 131 Minutes (Average)

**Circulation:** 30,000 in Ottawa Region

**Publishes 8 Issues per year:**

January/February, March/April, May, June, July/  
August, September, October, November/December

**Reader Statistics**

- 98% donate money to charity
- 95% are interested in health news
- 94% travel within Canada
- 82% travel outside of Canada each year
- 80% own their home
- 78% use a computer and the Internet
- 75% are interested in finance articles
- 73% are retired
- 72% plan to make home improvements this year
- 67% are female, 33% are male
- 66% are married
- 55% have a household income of over \$50,000
- 52% are under 65 years of age
- 30% are between 66-75 years of age
- 25% have a household income of over \$75,000

\* Statistics based on Ontario Readership Survey 2008

# 2010 Advertising Rate Card

## 2010 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$2,800	\$2,500	\$2,300	\$2,100
1/2 Page	\$1,625	\$1,500	\$1,300	\$1,150
1/3 Page	\$1,250	\$1,045	\$975	\$895
1/4 Page	\$925	\$775	\$725	\$695
1/6 Page	\$750	\$595	\$550	\$495
1/8 Page	\$520	\$425	\$400	\$375

## Additional Information

- Rates are per insertion and include process colour
- Guaranteed positions add 30%
- Inserts, outserts, reply cards: Rates upon request
- Additional charge for file edits and colour separations

Advertisement Size	Width	Height
Full Page (Trim)*	8.125"	10.5"
Full Page (Non Bleed)	7.042"	9.625"
1/2 Page Vertical	4.625"	7.062"
1/2 Page Vertical Strip	3.418"	9.625"
1/2 Page Horizontal	7.042"	4.633"
1/3 Page Square	4.625"	4.633"
1/3 Page Vertical	2.208"	9.625"
1/4 Page	3.418"	4.633"
1/6 Page Horizontal	4.625"	2.215"
1/6 Page Vertical	2.208"	4.633"
1/8 Page	3.418"	2.215"

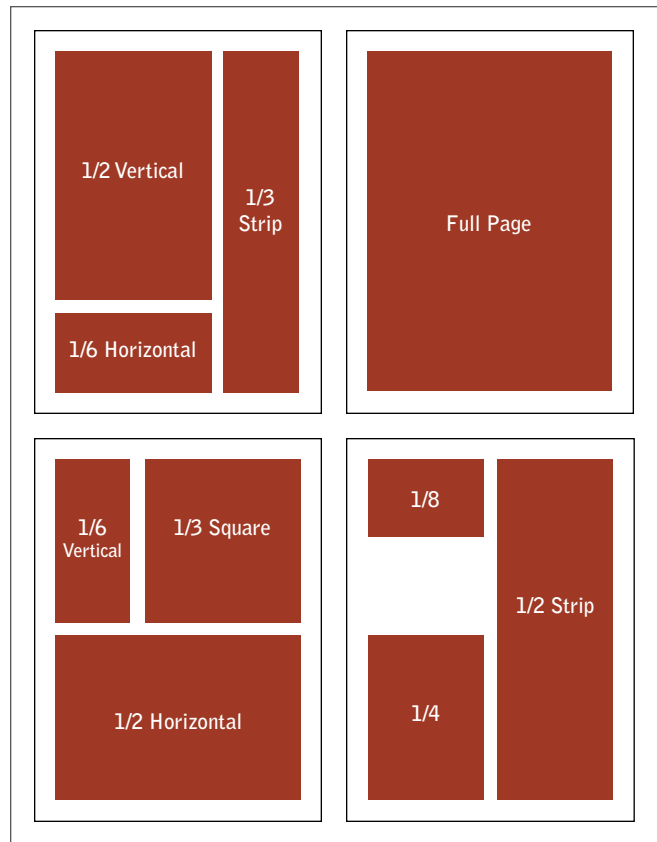
\* add minimum 4mm on all sides for full page bleed

**Recommended Formats for Supplied Artwork**  
*QuarkXPress (Mac) up to V. 6.52*  
 Please include all linked files and all fonts

*Adobe Illustrator (Mac) up to V. 10*  
 Please outline all fonts and include or embed all EPS or TIFF images

*Adobe Photoshop up to V. 7*  
 Please remove all Colour Management when saving Photoshop files. TIFF and EPS preferred.

*Press Optimized Colour PDFs*  
 Please embed all fonts. We cannot check detailed trapping in press-quality PDFs. Please ensure that all colours are trapped correctly prior to writing PDF.



## 2010 Advertising Deadlines

Issue	Booking	Material	Distribution
Mar/Apr	Feb 2	Feb 8	Feb 25
May	Mar 29	Apr 5	April 23
June	May 4	May 10	May 28
July/Aug	June 1	June 7	June 25
Sept	Aug 3	Aug 9	Aug 27
Oct	Sept 7	Sept 13	Oct 1
Nov/Dec	Oct 12	Oct 18	Nov 5
Jan/Feb '11	Dec 7	Dec 13	Jan 4

\* Dates are subject to change without notice \*



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