

PROMOTING A POSITIVE ACTIVE LIFESTYLE

# Fifty-Five Plus™

MAGAZINE

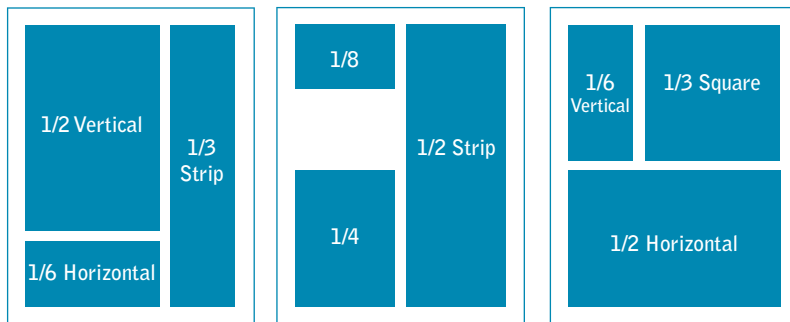


Ontario Edition

## 2009 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$7,600	\$6,900	\$6,400	\$5,900
1/2 Page	\$4,800	\$4,300	\$3,700	\$3,300
1/3 Page	\$3,700	\$3,100	\$2,800	\$2,500
1/4 Page	\$2,800	\$2,300	\$2,100	\$1,900
1/6 Page	\$2,000	\$1,800	\$1,600	\$1,400

\* Rates are per insertion and include process colour



## 2009 Advertising Deadlines

Issue	Ad Booking	Material	Street Date
Mar/Apr	Jan 27	Jan 30	Feb 20
May	Mar 31	Apr 6	April 24
June	May 5	May 11	May 29
July/Aug	June 2	June 8	June 26
Sept	Aug 4	Aug 10	Aug 28
Oct	Sept 9	Sept 14	Oct 2
Nov/Dec	Oct 6	Oct 12	Oct 30
Jan/Feb '10	Dec 2	Dec 7	Jan 4

- Guaranteed positions add 30%
- Inserts, outserts, reply cards: Rates upon request
- Additional charge for file edits and colour separations.

## Quick Facts

Published since 1988

Readership: 280,000 (2.8 readers per copy)

Reading Time: 131 Minutes (Average)

Circulation: 100,000 (55,000 in Greater Toronto Area, 30,000 in Ottawa, and 15,000 in Kingston)

- 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

## Advertisement Size Width Height

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.