

PROMOTING A POSITIVE ACTIVE LIFESTYLE

Fifty-Five Plus™

MAGAZINE

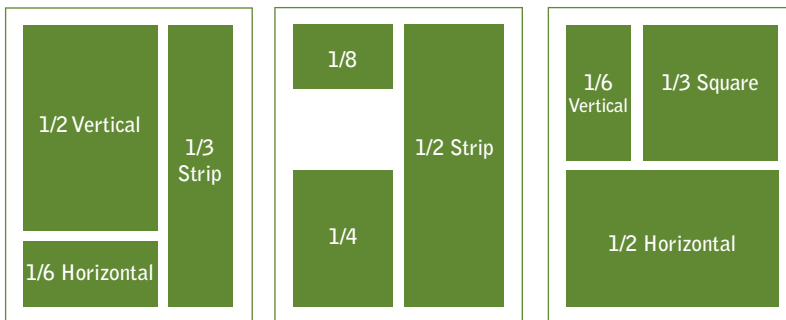


Greater Toronto Area (GTA) Edition

2009 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$4,700	\$4,500	\$4,200	\$3,900
1/2 Page	\$3,000	\$2,800	\$2,400	\$2,100
1/3 Page	\$2,300	\$2,000	\$1,850	\$1,600
1/4 Page	\$1,700	\$1,450	\$1,375	\$1,250
1/6 Page	\$1,400	\$1,200	\$1,000	\$900
1/8 Page	\$1,000	\$925	\$825	\$750

* 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: 154,000 (2.8 readers per copy)
 Reading Time: 131 Minutes (Average)
 Circulation: 55,000 in Greater Toronto Area

- 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
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.