

PROMOTING A POSITIVE ACTIVE LIFESTYLE

# Fifty-Five Plus

MAGAZINE

## 2011 MEDIA KIT GTA EDITION

The multi-award winning  
**Fifty-Five Plus Magazine**  
is now in its 23rd 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: 98,000 (2.8 readers per copy)  
Reading Time: 131 Minutes (Average)  
Circulation: 35,000 in Greater Toronto Area

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

# 2011 Advertising Rate Card

## 2011 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
<b>Full Page</b>	\$4,000	\$3,800	\$3,500	\$2,900
<b>1/2 Page</b>	\$2,800	\$2,600	\$2,200	\$1,800
<b>1/3 Page</b>	\$2,300	\$2,000	\$1,850	\$1,400
<b>1/4 Page</b>	\$1,500	\$1,450	\$1,200	\$850
<b>1/6 Page</b>	\$1,400	\$1,000	\$800	\$650
<b>1/8 Page</b>	\$800	\$600	\$575	\$475

## 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"

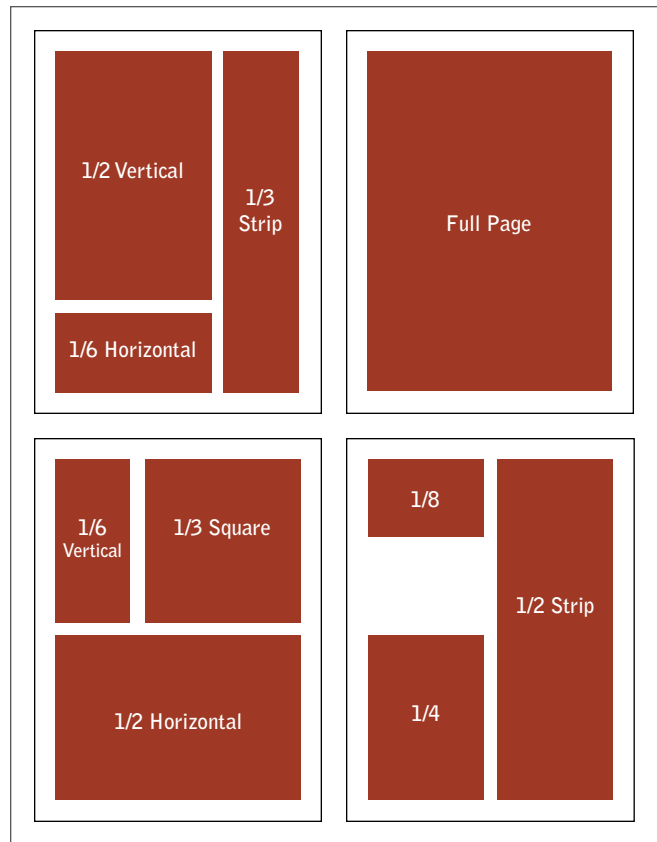
\* add minimum 4mm on all sides for full page bleed

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.



## 2011 Advertising Deadlines

Issue	Booking	Material	Distribution
<b>Mar/Apr</b>	Feb 1	Feb 7	Mar 2
<b>May</b>	Apr 5	Apr 11	May 4
<b>June</b>	May 3	May 9	June 1
<b>July/Aug</b>	June 7	June 13	July 7
<b>Sept</b>	Aug 2	Aug 8	Aug 31
<b>Oct</b>	Sept 6	Sept 12	Oct 5
<b>Nov/Dec</b>	Oct 11	Oct 17	Nov 9
<b>Jan/Feb '11</b>	Dec 6	Dec 12	Jan 6

\* Dates are subject to change without notice \*



**Coyle**  
publishing inc.

220-362 Terry Fox Drive, Kanata ON K2K 2P5  
 Tel. 613 271-8903 • Fax 613 271-8905  
[www.coylepublishing.com](http://www.coylepublishing.com)