

PROMOTING A POSITIVE ACTIVE LIFESTYLE

Fifty-Five Plus™

MAGAZINE

2018 Media Kit



www.coylepublishing.com



Launched in 1988, Fifty-Five Plus is one of Ontario's largest circulation magazine targeted at Canada's largest and most powerful demographic –
Men and Women 50+



- Over **25%** of the population is 55 years of age or older
- Represent nearly **two-thirds** of the wealth in Canada
- Average household net worth is **\$560,485**
- **42%** of the working-age population were between ages 45-64
- They are the **largest** market for **vacation travel**

*Statistics Canada, Vanier Institute, Readership survey

Top Categories:

Arts & Entertainment • Finance • Health • Travel • Home

Customer Testimonials

*“Our successful partnership with the magazine has been continuous success. The magazine offers great content to mature demographics, in which we advertise our travel packages. Advertising in the Fifty-Five Plus magazine has proven for us to be a great source to gain many new and repeat happy clients over the past 17 years...” — **Walter – Expo Cruises***

*“Thanks to the 55+ magazine and show, we have been able to build and maintain a conversation with lucrative niche. Unlike other media outlets we tried in the past, you are one of the few properties that has had demonstrable results.” — **Benoît Poliquin, President, Exponent Investment Management Inc.***

*“We have been advertising with Fifty-Five Plus for over a decade. We strongly feel that they offer the area's best publication for our target demographic of seniors. The staff has been incredibly easy to work with and we have built a great relationship with our sales rep. With the recent addition of their Fifty-Five Plus Lifestyle Seniors Show, it just gives us one more way to connect with their readers.” — **Robbie Davidson, Davidson Hearing***

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Fifty-Five Plus is Eastern Ontario's largest circulation magazine for people enjoying – or nearing – retirement.

Established:	1988
Format:	Magazine, full colour, glossy
Readership:	Average 325,000 readers
Average Time Spent Reading:	130 Minutes
Publishing Frequency:	Eight times per year
Editions:	Ottawa, Ottawa Valley, Kingston/Quinte, Brockville and Greater Toronto area (GTA)
Issues:	January/February, March/April, May, June, July/August, September, October, November/December

Quick Facts

Reader Demographic Highlights

SOURCE: FALL 2015 READERSHIP SURVEY

75%	have income over \$75,000
30%	income over \$100,000
72%	are planning renovations or home improvements
89%	own their own home
65%	are under 65 years of age (30% 65-75 years, 5% 76+ years)
61%	use Facebook
67%	female readers
95%	donate to charity each year
74%	are married
94%	travel within Canada
80%	travel within Ontario
89%	travel out of Canada each year:
78%	• USA
65%	• Europe
61%	• Caribbean
43%	• Asia, Africa, Other
82%	enjoy Cruising
75%	purchase Travel/Medical insurance
79%	said travel articles help them choose a destination
86%	are interested in travel articles

2018 Advertising Deadlines

Issue	Booking	Material	Distribution
Jan/Feb	Dec 22	Jan 06	Jan 26
March/April	Feb 13	Feb 20	Mar 10
May	Apr 04	Apr 09	Apr 27
June	May 08	May 15	June 01
July/Aug	June 12	June 18	July 06
Sept	Aug 01	Aug 14	Aug 31
Oct	Sept 19	Sept 21	Oct 12
Nov/Dec	Oct 25	Oct 29	Nov 16

Ontario 2018 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$7,900	\$7,600	\$6,900	\$6,400
1/2 Page	\$5,000	\$4,800	\$4,300	\$3,700
1/3 Page	\$3,900	\$3,900	\$3,100	\$2,800
1/4 Page	\$3,000	\$3,700	\$2,300	\$2,100
1/6 Page	\$2,200	\$2,800	\$1,800	\$1,600

- 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

Inserted in Canadas #1 National Newspaper Home Delivered in the Globe & Mail

Readers are highly educated – university degrees 36% \$100K+ Income

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Ottawa 2018 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$3,000	\$2,800	\$2,500	\$2,400
1/2 Page	\$1,725	\$1,625	\$1,525	\$1,425
1/3 Page	\$1,350	\$1,250	\$1,150	\$1,000
1/4 Page	\$975	\$925	\$800	\$750
1/6 Page	\$800	\$750	\$625	\$560
1/8 Page	\$575	\$520	\$475	\$415

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Kingston Quinte 2018 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$2,200	\$2,000	\$1,725	\$1,625
1/2 Page	\$1,470	\$1,270	\$1,070	\$980
1/3 Page	\$1,225	\$1,025	\$830	\$740
1/4 Page	\$950	\$750	\$650	\$625
1/6 Page	\$850	\$650	\$480	\$425
1/8 Page	\$550	\$450	\$370	\$350

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GTA 2018 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$3,000	\$2,800	\$2,500	\$2,400
1/2 Page	\$1,725	\$1,625	\$1,525	\$1,425
1/3 Page	\$1,350	\$1,250	\$1,150	\$1,000
1/4 Page	\$975	\$925	\$800	\$750
1/6 Page	\$800	\$750	\$625	\$560
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Ottawa Valley 2018 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$1,695	\$1,595	\$1,295	\$1,095
1/2 Page	\$1,095	\$995	\$795	\$695
1/3 Page	\$795	\$695	\$595	\$495
1/4 Page	\$695	\$595	\$495	\$395
1/6 Page	\$595	\$495	\$395	\$345
1/8 Page	\$395	\$295	\$245	\$225

- 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

Advertising Mechanical Dimensions

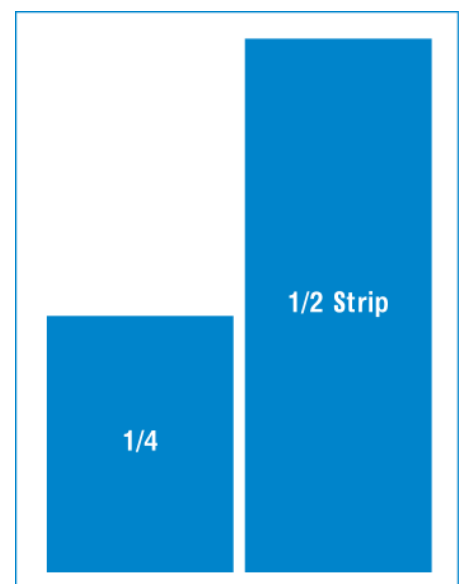
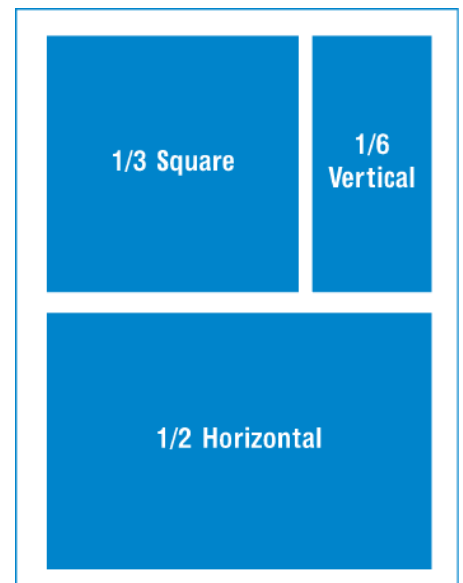
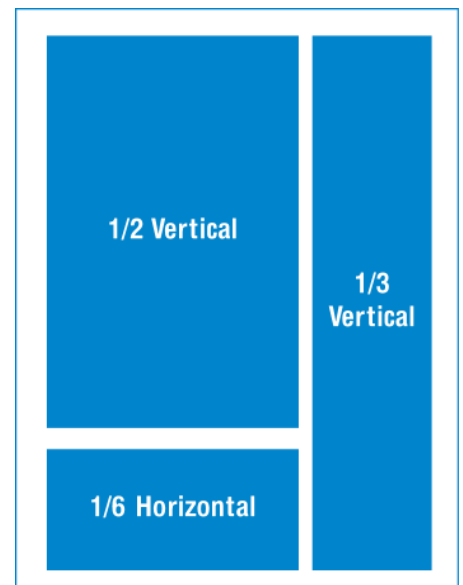
Size	W	H
Full Page (Trim)	8.125"	10.5"
(add minimum 4mm on all sides for full page bleed)		
Full Page (Non Bleed)	7.042"	9.625"
1/2 Vertical	4.625"	7.062"
1/2 Vertical Strip	3.418"	9.625"
1/2 Horizontal	7.042"	4.633"
1/3 Square	4.625"	4.633"
1/3 Vertical	2.208"	9.625"
1/4	3.418"	4.633"
1/6 Horizontal	4.625"	2.215"
1/6 Vertical	2.208"	4.633"
1/12	2.208"	2.215"

Accepted File Types

PDF FILES: Ads should be submitted as press-ready PDF files. Please embed all fonts, and convert all photos and spot colors to CMYK. Photos and graphics files used in the PDF should be at a resolution of 300 dpi or higher — at the size which they are used in the PDF.

TIFF or JPG files: Should be supplied at a resolution of 300 dpi or higher at the size which they are intended to print.

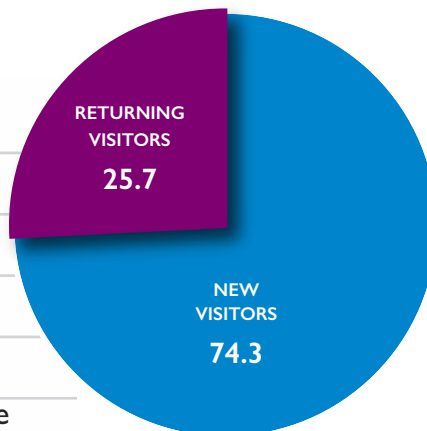
On bleed ads add minimum 4mm bleed to trim-size, on all sides.



Fifty-five-plus.com 2017 stats

Average Monthly

6,827	Visitors
5,102	Unique Visitors
20,959	Page views
3.07	Page views per session
4:07	Average time spent on site



81,924 Total online visitors in 2017

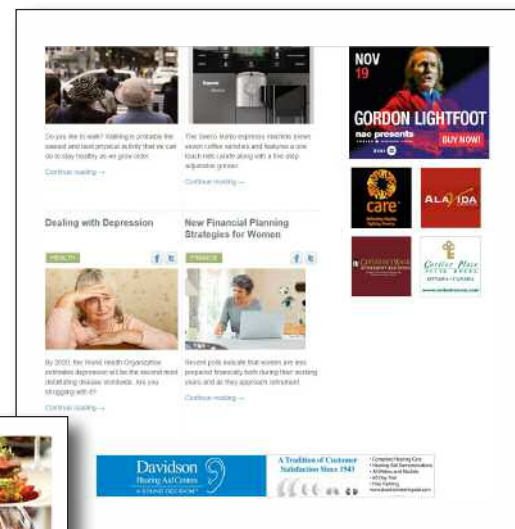
251,508 Total Page Views in 2017

Top 5 categories visited in 2017

1	Travel
2	Finance
3	Renovation
4	Housing
5	Charitable Giving

Pricing

\$400/ month	Big Box
\$300/ month	Banner
\$200/ month	Small Box
\$1000 each	Custom E-Newsletter
\$99/ month	Premium Online Listing



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