

PROMOTING A POSITIVE ACTIVE LIFESTYLE

Fifty-Five Plus™

MAGAZINE

2019 Media Kit



coylemediagroup.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

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

SOURCE: FALL 2015 READERSHIP SURVEY

2019 Advertising Deadlines

Issue	Ads Due	Distribution
Jan/Feb	Jan 04	Jan 25
March/April	Feb 15	Mar 09
May	Apr 04	Apr 24
June	May 17	June 07
July/Aug	June 20	July 12
Sept	Aug 16	Sept 06
Oct	Sept 20	Oct 11
Nov/Dec	Oct 25	Nov 15

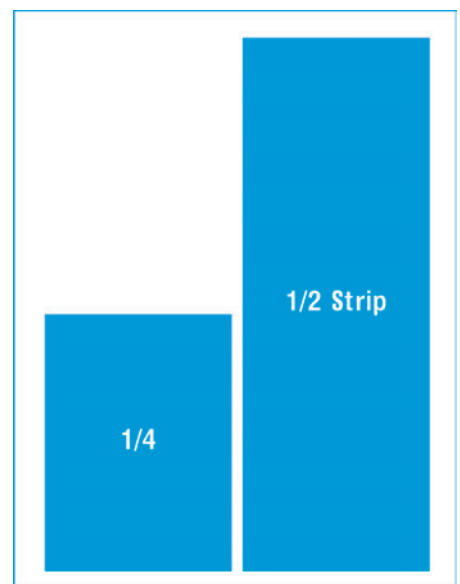
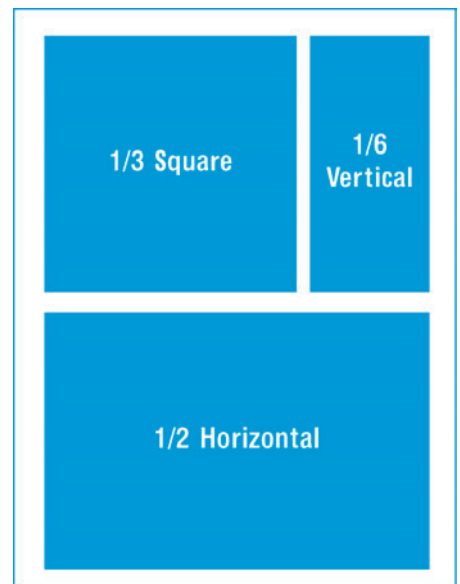
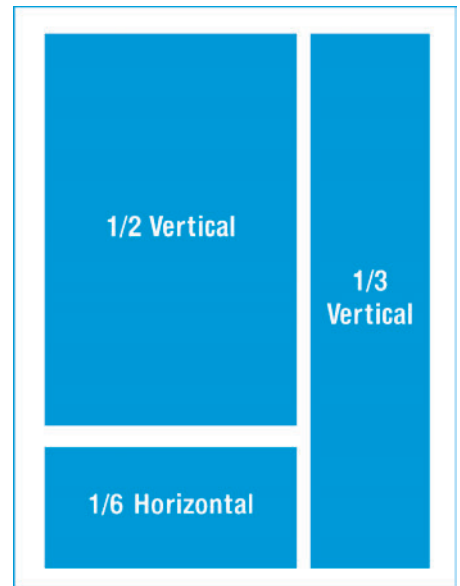
Ontario 2019 Net Advertising Rates

Size	1 Issue	3 Issues	6 Issues	8 Issues
Full Page	\$7,900	\$7,600	\$6,900	\$6,400
1/2 Page H	\$5,000	\$4,800	\$4,300	\$3,700
1/2 Page V	\$5,200	\$5,000	\$4,500	\$3,900
1/2 Page Strip	\$5,200	\$5,000	\$4,500	\$3,900
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

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"



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.