

# FIFTY-FIVE PLUS

Lifestyle Magazine

DIGITAL MEDIA KIT  
2021

## WHAT WE DO

We provide full-service, multi-touch-point marketing to maximize your ROI, along with cutting-edge multimedia solutions to help your business thrive. Not only do we dominate the Fifty-Five Plus market, we offer the most effective platforms to build your brand and reach your target audiences online, in print and in person.

## SERVICES WE PROVIDE

- » Digital Programs
- » Social Marketing
- » Publishing
- » Trade Shows
- » Content Management
- » Brand Awareness
- » Ad Design
- » Strategy & Execution

WE HELP YOU MAKE THE CONNECTIONS THAT COUNT.

30,000

E-NEWSLETTER SUBSCRIBERS

Number One

IN THE FIFTY-FIVE PLUS MARKET

Double

INDUSTRY AVERAGE OPEN RATES

# CUSTOM DIGITAL CAMPAIGN CASE STUDY



## ADVENTURE CANADA

### IRELAND - A CRUISE LIKE NO OTHER



#### OBJECTIVE

Adventure Canada has partnered with Coyle Media Group on several contest campaigns through the years. Coyle Media Group designs and develops landing pages, e-blasts, various contest submission options and social media campaigns for the promotion of each contest.

#### EXECUTION

Using email, Facebook, Twitter, Instagram, the web and print, we created campaigns that yielded great results, developed an online community and generated leads for future campaigns.

# 11,000

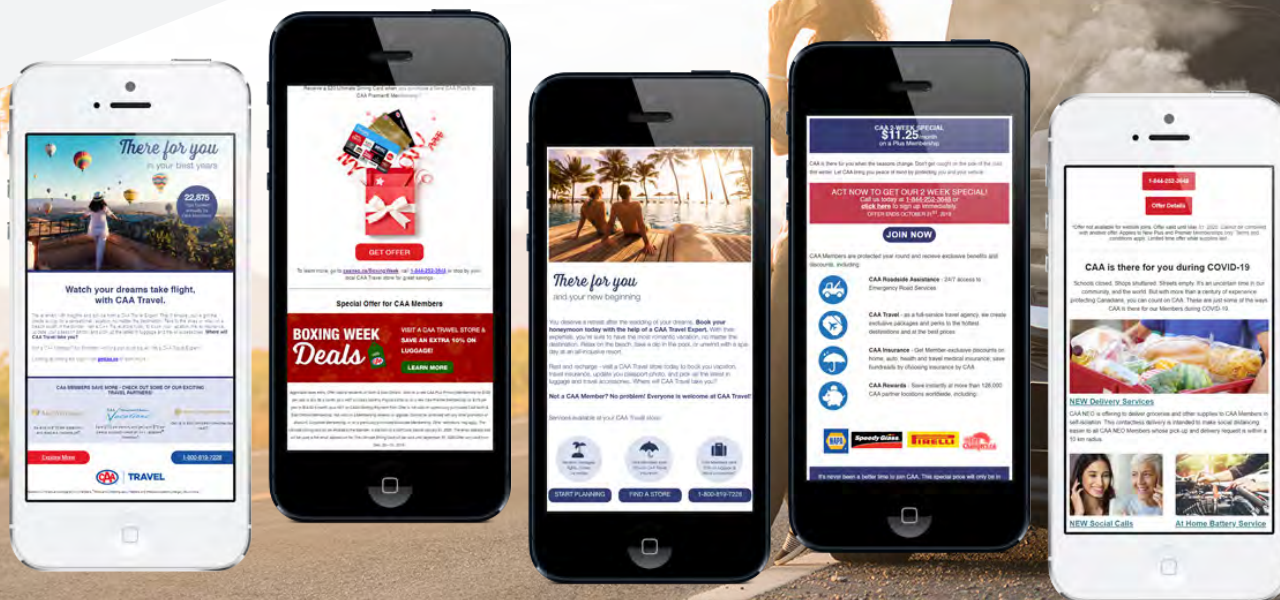
VISITORS TO THE CUSTOM  
LANDING PAGE

# 7,000

UNIQUE LEADS GENERATED



# CUSTOM DIGITAL CAMPAIGN CASE STUDY



## CAA NORTH & EAST ONTARIO



**OBJECTIVE** Develop a personalized marketing strategy geared towards specific audiences, generating trusted and confirmed leads and building brand recognition.

**EXECUTION** Coyle Media Group created a personalized marketing strategy that was specific to our Fifty-Five Plus and Wedding demographics. This custom marketing plan allowed three different departments of CAA to promote their services and products through our assets. The targeted multimedia strategy included multiple e-blasts to specialized lists that ranged from Honeymoon Insurance for Couples Planning their Weddings to Travel Insurance for Snowbirds. Print ads also received premium placement in dedicated publications.

60,000

CAA EMAILS OPENED

1,500

LEADS GENERATED FOR CLIENT

# CUSTOM DIGITAL CAMPAIGN CASE STUDY



## OTTAWA SENATORS

RED ARMY



### OBJECTIVE

Through the past two decades in Ontario, Coyle Media Group has been a leading presence for people aged 45-plus. Thanks to our influence, experience and reach, we partnered with the Ottawa Senators in developing a strategic marketing plan that utilized our mediums to reach these mature, loyal fans.

### EXECUTION

The multi-platform plan included a personalized social media campaign, custom exhibit space and contesting at our Fifty-Five Plus Lifestyle Show, multiple e-blasts to our 30,000-subscribers list and premium print advertisement in Fifty-Five Plus. Strategic placement in another one of our products, LUXE Magazine, also allowed the client to reach a new, sought-after niche market.

# 46,000

EMAIL CAMPAIGN OPENS

# 29.5%

MORE THAN DOUBLE THE  
AVERAGE OPEN RATE





# EMAIL CAMPAIGNS

Have our team design your custom e-Campaign and reach our 30,000 Fifty-Five Plus e-Newsletter members.



## CARCAJOU

Our e-Newsletter was the perfect vehicle for Confections Carcajou to reach a dynamic new market. Early in the pandemic, the Canadian company pivoted its operation from products for the military to mass production of masks for the general public. To get the word out, Carcajou looked to Coyle Media Group, and had huge success with our digital campaign.

60%

TOTAL OPENS

13.5%

CLICK THROUGH RATE



## ZOLAS

To keep business on the front burner, Zolas Restaurant and Pasta Shop pivoted its operation to offer people at-home options in response to COVID public dining restrictions. That's why the long-time client looked to Coyle Media Group for a fresh approach when promoting its festive heat-and-eat Thanksgiving dinner package. Our e-Newsletter subscribers gobbled it up, and the campaign was a smash hit.

42%

TOTAL OPENS

9%

CLICK THROUGH RATE



## DAVIDSON HEARING AID CENTRES

Davidson Hearing Aid Centres wanted to build its database of contacts and potential leads for its all-important hearing health solutions. Naturally, the company looked to Coyle Media Group for a creative way to make those numbers grow. Boy did they ever! Davidson held a contest to win Elton John tickets, and our e-Newsletter members responded in droves. The Rocket Man sent Davidson's list skyrocketing, thanks to a CMG campaign.

52%

TOTAL OPENS

19.8%

CLICK THROUGH RATE

# Let's build YOUR CUSTOM DIGITAL CAMPAIGN

## PRICING

\$1,500	Basic E-Newsletter
\$1,700	Custom E-Newsletter
\$600/Month	Large Leaderboard Ad (980 x 120 pixels)
\$400/Month	Medium Rectangle Ad (300 x 250 pixels)
\$600/Month	Sponsored Content
Custom Pricing	Digital Media Campaign
Custom Pricing	Mad Ads Programmatic Program

FIFTY-FIVE PLUS  
Lifestyle Magazine

FIFTY-FIVE PLUS WEBSITE STATS

10,000

VISITORS PER MONTH



30,000

Members on our E-Mail  
**Subscribers List**

Let us design a custom digital experience to suit your needs, and in the click of a button reach our 30,000 members today. Contact our associates for your custom-built campaign.

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