

FIFTY-FIVE PLUS

Lifestyle Magazine

Media Kit 2024

35th
Anniversary





MAGAZINES

WEBSITES

NEWSLETTERS

SOCIALS

TRADE SHOWS

Frequency: 8 + 2 (Ultimate Guide) issues per year
Readership: 2,000,000*

Average visitors per month: 7,498
Average page views per month: 23,829
Average session time: 2 mins 43 secs

Frequency: 8 times per year
Database size: 30,000
Average open rate: 25.2%

Facebook reach: 140,966*
Twitter followers: 1,135

8,000 - 10,000 Visitors
Show held twice per year

*annual readership / reach

WHO WE ARE

FIFTY-FIVE PLUS

For over three decades, we at Fifty-Five Plus have been providing older adults with the information and inspiration to make the very most of life. Having grown right along with our audience, we're mature lifestyle experts. Our brand, Fifty-Five Plus, reflects this exciting time in life: There are more opportunities than ever to try new things, embark on adventures, and pursue interests and dreams.





Print

Fifty-Five Plus magazine gives you the information you want about the topics you care about. With articles about health, home and design, finance, travel and entertainment, you'll always be in the know on the issues that matter most. Our readers must agree, because *Fifty-Five Plus* is one of the largest magazines for the mature market in Ontario.

In addition to *Fifty-Five Plus*, *The Ultimate Guide to Retirement Living* is published bi-annually. *The Ultimate Guide* offers essential information on retirement residences, City of Ottawa programs and services, Ottawa Police Services, and Ottawa Public Health topics and programs.

For rates and file specifications, please contact your media consultant.



Spec Sheet

Technical Requirements

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.

PLEASE NOTE: on bleed ads add 4mm bleed to trim-size, on all sides.

Ad Dimensions

Size	Width	Height
Full Page (Trim)	8.125"	10.5"
(Add .125" on all sides for bleed)	8.375"	10.75"
Full Page (Non Bleed)	7.042"	9.625"
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 Vertical	3.418"	4.633"



Digital

Fifty-Five Plus offers a variety of versatile tools to connect with different audiences on the platforms they use most. From the Fifty-Five Plus website and social media sites, such as Facebook, to custom email marketing campaigns and newsletters, we help you reach and influence your target markets. We also offer integrated print and digital campaigns for maximum impact. They can be strategically tailored to meet your particular objectives.



www.Fifty-Five-Plus.com

facebook.com/FiftyFivePlus

twitter.com/fiftyfiveplus

FIFTY-FIVE PLUS
LIFESTYLE 10^{Years}
SHOW

Ottawa's largest lifestyle show



Lifestyle Show

Looking for a unique advertising opportunity? The Fifty-Five Plus Lifestyle Show is hosted twice a year in April and September, with great entertainment, exhibitors, and more.

For more information, check out the Lifestyle Show Media Kit.

Please contact your media consultant for further information.

Presented by
Davidson
Hearing Aid Centres

Readership Survey 2020

READING HABITS

Our magazine is shared
73% of the time our magazine is shared with two or more people.
52% read our magazine for more than one hour.
61% refer back at least twice.

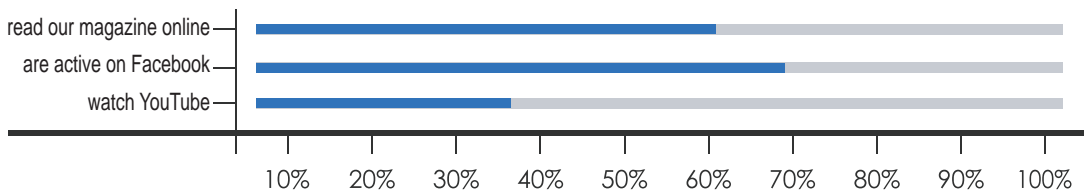
67%

of our readers donate
money to charities

26%

volunteer their
time

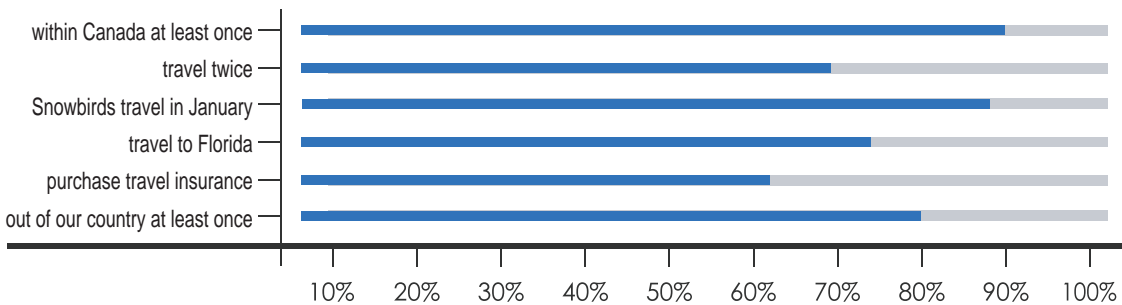
ONLINE ACTIVITY



COLUMNS AND FEATURES TOP 3

Travel Feature Article
Travel Bug
Your Finance

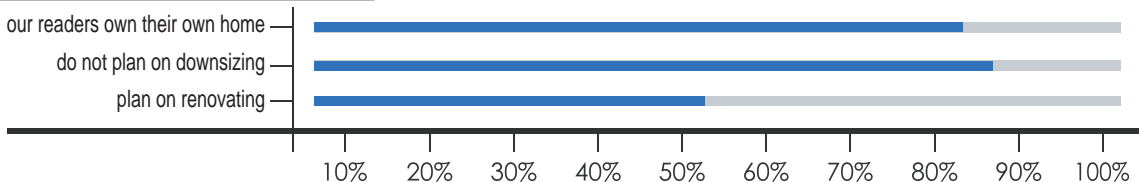
TRAVEL



TOP 3 locations traveled in the past year

Florida
Europe
Caribbean

PURCHASING HABITS



purchases planned within the next year TOP 10

Healthcare
Home Furnishings
Automobile
Major Appliances
Investments
Flooring
Computer/Tablet
Home Improvements
Cell Phone
Housing

PERSONAL INFORMATION

56% of our readers are over 66
44% are under 66
59% are female
41% are male
71% are Married
73% are retired
26% are still working
77% of our readers have an income of \$50,000+

45% have an income over \$75,000
92% of our readers have a Computer or Laptop
84% have a Cell Phone
67% have a Tablet

FIFTY-FIVE PLUS
Lifestyle Magazine

2024 RATE CARD

FIFTY-FIVE PLUS

Lifestyle Magazine

Ottawa Net Advertising Rates

Size	1 Issue	3 Issue	6 Issue	8 Issue
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

Ottawa Valley Net Advertising Rates

Size	1 Issue	3 Issue	6 Issue	8 Issue
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

Kingston Net Advertising Rates

Size	1 Issue	3 Issue	6 Issue	8 Issue
Full Page	\$2,200	\$2,000	\$1,725	\$1,625
1/2 Page	\$1,470	\$1,270	\$1,070	\$980
1/3 Page	\$950	\$750	\$650	\$625
1/4 Page	\$795	\$695	\$595	\$495

GTA Net Advertising Rates

Size	1 Issue	3 Issue	6 Issue	8 Issue
Full Page	\$2,200	\$2,000	\$1,725	\$1,625
1/2 Page	\$1,470	\$1,270	\$1,070	\$980
1/3 Page	\$950	\$750	\$650	\$625
1/4 Page	\$795	\$695	\$595	\$495

Ontario Net Advertising Rates

Size	1 Issue	3 Issue	6 Issue	8 Issue
Full Page	\$5,900	\$5,400	\$4,900	\$4,400
1/2 Page	\$3,500	\$3,300	\$3,000	\$2,800
1/3 Page	\$2,700	\$2,500	\$2,200	\$2,000
1/4 Page	\$2,000	\$1,800	\$1,500	\$1,300

- 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 Deadlines

Issue	Ads Due	Distribution
Jan/Feb	Jan 5	Jan 24
March/April	Feb 16	Mar 13
May	April 5	May 1
June	May 10	June 5
July/Aug	June 14	July 10
Sept	Aug 9	Sept 4
Oct	Sept 13	Oct 9
Nov/Dec	Oct 25	Nov 20



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facebook.com/fiftyfiveplus



twitter.com/fiftyfiveplus



MEDIA AGENCY | DIGITAL MEDIA | PUBLISHING | TRADE SHOWS