



ACTIVE LIFESTYLE

Active Lifestyle is dedicated to improving the lives and lifestyle of the super adult (55+) population.

Active Lifestyle



NATIONAL MEDIA KIT

ACTIVE LIFESTYLE MEDIA, INC

(631) 223-2029

SALES@ACTIVELIFESTYLEMEDIA.COM

www.activelifestylemedia.com

Active Lifestyle is published by JZZ Technologies, Inc. (OTC JZZI) www.jzzi.net

OUR MISSION

Active Lifestyle Media is dedicated to improving the lives and lifestyle of the super adult (55+) population. We enhance value through access to programs, services, advocacy, content, products and discounts for our membership.

Active Lifestyle Magazine

One of the key elements of Active Lifestyle Media will be the flagship Active Lifestyle magazine. The magazine will be published digitally every four months and everyone will be notified by email. Subscriptions will also be available to anyone who wants a printed version.

The magazine will focus on travel, health, sports, technology and the interests of the 55+ senior population.

A highlight of Active Lifestyle magazine will be the Senior Business Journal which will focus on senior business owners and their CEO's stories.



READER PROFILE

Seniors consume copious amounts of content both on and off line, far more than any other demographic. They also make spending decisions based upon the content they consume. This trend is expected to continue for at least the next 15-20 years. Advertisers realize this and have been investing at increasing levels to reach this valuable market. Active Lifestyle magazine is uniquely positioned to expand its market positions and take full advantage of these key elements of the senior market demographic. We intend to expand our dominance of the market via strategic partnerships, acquisitions and product development.

Over the next 25 years, the over 65 population is expected to grow at a rate three times that of the general population.

According to the US Dept of Health and Human Services, "The population age 65 and over has increased from 37.2 million in 2006 to 49.2 million in 2016 (a 33% increase) and is projected to almost double to 98 million in 2060. By 2040, there will be about 82.3 million older persons, over twice their number in 2000"

Currently, 83% of the wealth in this country is controlled by the 50+ age group. That means there is a tremendous purchasing power in the hands of our readers.

DISTRIBUTION

Active Lifestyle Media will incorporate a variety of techniques to increase our audience and subscriber base. Our goal is to communicate to the over 30 million seniors in our database on a regular basis, while working to add over two million paid members. ALM is currently working with a number of organizations whose membership makes up our database. The plan is to build relationships whereby those members will become members of Active Lifestyle.

Strategic organizations with significant senior membership:

- a) American Legion
- b) 60 Plus Association
- c) AMAC
- d) Knights of Columbus
- e) The Villages Homeowners Association (Orlando, FL)
- f) Various homeowners organizations
- g) Senior product companies
- h) Diabetic products companies
- i) Advertising Barter with other senior media

This creates an amazing opportunity for advertisers to reach this market.



Why Advertise with us?

ACTIVE LIFESTYLE magazine has excellent reach and distribution. Your ad will be seen by a significant number of readers throughout the country. Every issue contains information targeting the 55+ population.

TARGETED DISTRIBUTION of our magazine gives you access to the specific demographic of the active 55+ market distributed directly to their community.

VALUED CIRCULATION includes the people who view the magazine so highly that they keep their copies around for the information they can go back to time and time again.

ADVERTISING RATES

Why Join With Us?

ACTIVE IN THE COMMUNITY

Active Lifestyle will participate in many events throughout the year where we share our publications with communities across the country.

ACTIVE LIFESTYLE HAS STAYING POWER

Our readers save the entire issue and refer to it again and again. Each issue is passed along several times.

RECOGNITION

This is the best way to create brand recognition of your business or product to millions of readers.

PROVEN TRACK RECORD

Our publisher has already launched several successful lifestyle publications and our editor has been writing and editing for over 30 years.

WE ARE CREDIBLE

We are a credible source of information for the 55+ community. Our readers trust and believe magazine advertising.

Standard Rates

Sizes	1x	4x
Full Page	\$5,250	\$4,200
1/2 Horiz./Vert.	\$3,150	\$2,450
1/4 Vert.	\$1,750	\$1,400

Premium Positions

Sizes	1x	4x
Inside Cover	\$6,300	\$4,900
Back Cover	\$7,000	\$5,600
Inside Back Cover	\$6,300	\$4,900
Two-Page Spread	\$10,500	\$8,400

Special Section Rates Senior Business Journal

Sizes	1x	4x
Inside Cover	\$8,225	\$6,650
Back Cover	\$8,750	\$7,000
Inside Back Cover	\$8,225	\$6,650
Two-Page Spread	\$12,950	\$10,675
Full Page	\$6,650	\$5,250
1/2 Horiz./Vert.	\$4,200	\$3,325
1/4 Vert.	\$2,450	\$1,750

*Effective 1/1/2020

RATES ARE PER ISSUE
CALL OR EMAIL FOR WEBSITE ADVERTISING RATES
ASK ABOUT OUR NEWSLETTER SPONSORSHIP

Issue	Deadline
Spring	March 15
Summer	June 15
Fall	August 15
Winter	October 15

“Companies and organizations whose products and services are aligned with the need of new generations of maturing consumers are on the threshold of tremendous opportunity”

-Dr. Ken Dychtwald
Founder/CEO, Agewave

AD SPECIFICATIONS

Space	Non-Bleed	Bleed Trim	Bleed Art
Full Page 11.125	7.325 x 10.375	8.375 x 10.875	8.625
1/2 Page Horizontal	7.325 x 5	x	x
1/2 Page Vertical	3.47 x 10	x	x
1/3 Page Vertical	2.25 x 10	x	x
1/4 Page	3.47 x 5	x	x

Magazine Trim Size: 8.375 x 10.875.

Safety: For full-page ads, safety is .25 from trim and 0.8 from inside gutter.

Printing and Binding: Web offset; Saddle-Stitched.

Paper Stock: 60# gloss coated text.

Material Requirements: Active Lifestyle accepts digital files only.

Digital requirements:

- Files will be accepted on the following media: CD-ROM, DVD or Email.
- Material submitted on disk may be in either PC or Mac format.
- File formats accepted are: Adobe Illustrator, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS.
- All images should be saved as CMYK at 300dpi. otherwise, RGB color will be converted to CMYK for printing.
- Line art should be saved at a minimum of 1200dpi to avoid jagged edges.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."

Materials produced by Publisher: At the advertiser's request, Active Lifestyle will produce mechanicals. Cost will vary according to ad size, color and complexity. Call 631 223-2029 for details.

General Information

Copy restrictions: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

Copy responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

Position guarantees: Position is guaranteed for covers only.

Shipping: Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

**Advertising Production
Active Lifestyle Media
20 Broadhollow Road, Suite 3007
Melville, NY 11747
631 629-4110
631 629-4111 fax
production@activelifestylemedia.com**