

Huntsville/Madison

# Living **50** Plus

**Living 50 Plus** is all about active senior life in and around the Huntsville/Madison area. Readers will get the true flavor of the area through features about people, places, food, homes, history, recreation and more - something for every season. This gloss magazine will be filled with beautiful pictures by award-winning photographers.

<b>Edition</b>	<b>Ad deadline</b>	<b>Run Date</b>
<input type="checkbox"/> June/July	May 13	June 26
<input type="checkbox"/> August/September	July 15	August 28
<input type="checkbox"/> October/November	September 9	October 30
<input type="checkbox"/> December/January	November 4	December 18
<input type="checkbox"/> February/March	January 6, 2025	February 26
<input type="checkbox"/> April/May	March 10, 2025	April 30

**Frequency:** Bi-Monthly

Huntsville/Madison Living 50 Plus is available at locations throughout Huntsville and Madison. It also is inserted in single copy editions of Madison Record and Redstone Rocket newspapers.

**SPECS FOR CUSTOMER SUPPLIED**

**ADS.** Please build your ad to the correct dimensions shown in gray box. There are no bleeds on ads smaller than full page size. All elements should be 300PPI, CMYK. Black text should separate to black plate only (not a CMYK mix). Preferred file format is PDF but will also accept JPG.

**Living 50 Plus Specs:**

**Full Page (bleed):** 8.625"x11.063"  
**Safe/Image area:** 7.375"x9.813"

**1/2 Horizontal:** 7.375"x4.781"

**1/2 Vertical:** 3.5"x9.813"

**1/4 Page:** 3.5x4.781"

.....  
**Donna Counts, 256-714-7152** donna.counts@theredstonerocket.com

Huntsville/Madison

# Living **50** Plus

## Magazine Advertising Agreement

\_\_\_\_\_ Yes, I would like to reserve space in the Huntsville/Madison Living 50 Plus Magazine.

This is the space I would like to reserve:

\_\_\_ Full \_\_\_ Half \_\_\_ Quarter | \_\_\_ 1X \_\_\_ 3X \_\_\_ 6X

SERVICE DIRECTORY AD \_\_\_ 1X \_\_\_ 3X \_\_\_ 6X

PUZZLE PAGE SPONSORSHIP AD \_\_\_ 1X \_\_\_ 3X \_\_\_ 6X

I understand that my total cost will be: \_\_\_\_\_ per issue

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Website: \_\_\_\_\_

\_\_\_\_\_  
Authorization Signature

\_\_\_\_\_  
Date

**Donna Counts, 256-714-7152**  
donna.counts@theredstonerocket.com

Huntsville/Madison

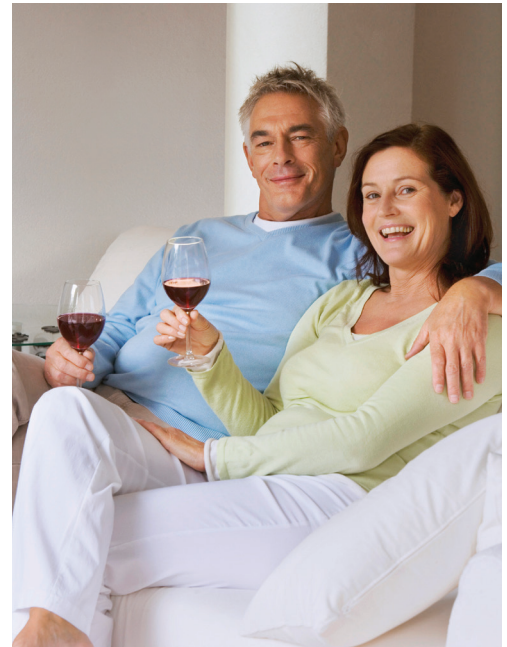
# Living **50** Plus

Connect With a Coveted Customer Base

**...Advertise in Living 50 Plus!**

If you want to reach active adults over the age of 50, our **Living 50 Plus** magazine is the place to be seen! This high-profile active senior magazine is filled with informative features geared toward active seniors on topics like travel, healthcare, safe driving and much more. It's an ideal opportunity for your business to showcase products and services for active seniors in a format they'll turn to again and again.

To learn more about targeted advertising in **Living 50 Plus**, contact your sales rep.



## ADVERTISING RATES

Call today to reserve your ad space: 256-353-4612

### FULL PAGE

- 1x - \$1935
- 3x - \$1712\*
- 6x - \$1465\*

### HALF PAGE

- 1x - \$1243
- 3x - \$1098\*
- 6x - \$935\*

### QUARTER PAGE

- 1x - \$830
- 3x - \$738\*
- 6x - \$632\*

\*per issue

## 2024-2025 DEADLINES

JUNE/JULY .....	MAY 13
AUGUST/SEPTEMBER.....	JULY 15
OCTOBER/NOVEMBER.....	SEPTEMBER 9
DECEMBER/JANUARY .....	NOVEMBER 4
FEBRUARY/MARCH .....	JANUARY 6
APRIL/MAY .....	MARCH 10

Reserve your advertising space today!

First Publication:  
June 2024

**ALL RATES ARE NET AND PER ISSUE**

## PREMIUM POSITIONS

	1x	\$2345
Inside Front	\$2345	3x \$2072*
Inside Back	\$2345	6x \$1749*

Back Cover	\$2499	1x	\$2499
		3x	\$2210*
		6x	\$1892*
Page 3	\$2199	1x	\$2199
		3x	\$2015*
		6x	\$1700*

Double Truck \$3499\* (first come basis)

\*per issue

Donna Counts (256)714-7152 • donna.counts@theredstonerocket.com

# 10 Reasons Why You Should Advertise In

Huntsville/Madison

# Living 50 Plus

1

## A Targeted Audience

Target audience is active people ages 50-72

2

## Magazine advertising drives web search, traffic and action taking

Research shows that ads in magazines or on magazine websites boost web traffic, spur online purchase and offline behavior including store visits and buzz.

3

## The pass-along rate is generally 2.5 readers - A Longer Shelf Life

Magazine ads have staying power. A magazine left in a doctor's office will be read by countless patients for many months, and your ad can be seen by a majority of them.

4

## Baby boomers have money

More than **70% of the disposable income** in the US comes from baby boomers.

5

## 50+ Spend More Money Than Other Generations

A target market that's got money to spend (and is ready and willing to spend it!)

6

## 50+ Have the Most Disposable Income

Many are already retired and ready to spend their hard-earned retirement funds doing what they love and enjoy. With a household has an annual income of nearly \$68,000, according to AARP. Bear in mind, many people in this demographic have paid off their houses and have fewer expenses than people in younger demographics. This means they're not strapped for cash; rather, they've paid their dues and are ready to spend their money on the things that they enjoy most.

7

## 50+ Have the Most Free Time

Because retirement is here or on the horizon for this generation, 50+ can now choose to spend their time and finances on the things they actually enjoy.

8

## 50+ have a higher net worth

The median net worth of people 50+ is \$304,000.

9

## 50+ will soon be the age of the average American

By 2025, the average age of the American adult will be 50.



10

## Local exposure unlike any other

The Magazine is inserted into the Redstone Rocket single copy locations, Madison Record and locations throughout Huntsville.

Huntsville/Madison

# Living **50** Plus

## Sponsor This Page

*(Readers spend 10x more time on a puzzle page)*

### WINTERTIME WORD SEARCH

N G T S F R O S T B I T E S E R C M O K  
 U M M Y L L I H C F S F S M F S L E D K  
 K V K D A E D B U F W T C W N B I R R R  
 Y R G G N W G N U T S D Y O F O G T I F  
 D O W N H I L L A U D H W G A R M U F W  
 G T C I I H F W G L T A O G U T A L T I  
 O H S T U I Y Y N E R S W V F W O C V N  
 U D C A H G K W W M C E T T E N C I S T  
 O F O K I C U S T U N H D U K L O G L E  
 U H M S T S V H F M F S E N B T E B Y R  
 W K V C V V M L I Y N G R C O E V B K D  
 F B O F O I U S D O U O D F I W B T H R  
 C M E T K R T F W V M G B Y F U R N O S  
 D F C B R R C N L T W N F R O S T Y H C H  
 L E B I A H G A A Y E H D O H U U F K V  
 A K E G O K N O G K K M I M M H E D E U  
 R S L M B U N D L E D N E Y G C M H Y F  
 Y M F D H T E D W T Y F F U L F A D D H  
 C C C M I D A U F A L B E C V D R A O B  
 V F T R K S N E T T I M Y O K L O C H U

Find the words hidden vertically, horizontally, diagonally, and backwards.

#### WORDS

- BOARD
- BUNDLED
- CHILLY
- COAT
- DOWNHILL
- DRIFT
- FLUFFY
- FLURRIES
- FROSTBITE
- FROSTY
- GUSTS
- HOCKEY
- ICE
- MITTENS
- SCARF
- SHOVEL
- SKATING
- SKIING
- SLED
- SNOW
- TUBE
- WARMTH
- WINTER
- WONDERLAND

N G T S F R O S T B I T E S E R C M O K  
 U M M Y L L I H C F S F S M F S L E D K  
 K V K D A E D B U F W T C W N B I R R R  
 Y R G G N W G N U T S D Y O F O G T I F  
 D O W N H I L L A U D H W G A R M U F W  
 G T C I I H F W G L T A O G U T A L T I  
 O H S T U I Y Y N E R S W V F W O C V N  
 U D C A H G K W W M C E T T E N C I S T  
 O F O K I C U S T U N H D U K L O G L E  
 U H M S T S V H F M F S E N B T E B Y R  
 W K V C V V M L I Y N G R C O E V B K D  
 F B O F O I U S D O U O D F I W B T H R  
 C M E T K R T F W V M G B Y F U R N O S  
 D F C B R R C N L T W N F R O S T Y H C H  
 L E B I A H G A A Y E H D O H U U F K V  
 A K E G O K N O G K K M I M M H E D E U  
 R S L M B U N D L E D N E Y G C M H Y F  
 Y M F D H T E D W T Y F F U L F A D D H  
 C C C M I D A U F A L B E C V D R A O B  
 V F T R K S N E T T I M Y O K L O C H U

### Exclusive Sponsorship Rates

- 1 x..... \$415
- 3 x.....\$385\*
- 6 x.....\$355\*

\*per issue  
Rates are net and per issue.

## Your Ad Here

Ad size: 7.375" x 2"

Huntsville/Madison

# Living 50 Plus

## In Every Issue

Living 50 Plus magazine will appeal to the interests of active Huntsville/Madison area 50+ adults, including cutting-edge content on: travel, health and wellness, outdoor activities, food, wine, home and garden, community events and much more!

**9,000**

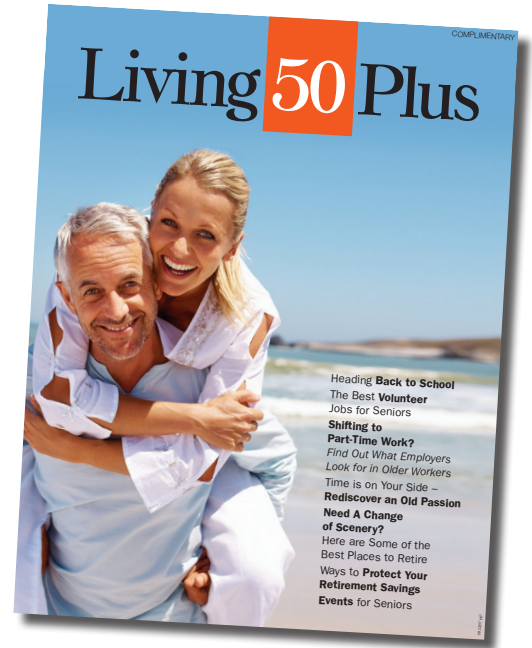
# of Copies Distributed

**\$77,031**

Median Income of Living 50 Plus Readers

**22,500**

\*2.5 Copies Pass-around Rate



DONNA COUNTS (256) 714-7152

## Living 50 Plus

# Service Discount Directory

LOCAL RESOURCES AND SPECIAL OFFERS

**Hearing Help**

The latest technology and expertise to help restore your ability to hear, communicate and live life to the fullest.

Call or go online to arrange your diagnostic hearing test today!

We welcome most insurance plans, and our friendly care coordinators are happy to answer your billing and coverage questions.

**Joyce Hearing Center**  
1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

**Spa Skin Care**  
and so much more!

Tuesday is Senior Spa Day!

**15% Off All Services**  
for clients age 55 and over by appointment

**Lotus Spa**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Senior Living **Now Open** We're welcoming new residents!

**Tuscany Village**

One-Bedroom Apartments starting from **\$995**

Community clubhouse, on-site fitness center and more!

1234 Washington Street | Somersville Heights | 000-000-0000 | www.namewebsite.com

**Dental Implants in Just One Day!**

Call to book your **free consultation** today, and ask about our **interest-free** financing plans!

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000-000-0000 | www.namewebsite.com

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**Clayton Pharmacy**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

Sign up in store or online for senior perks!

**Special Membership Rates for Seniors**

Stop in, or activate your **trial pass** online to try us out for free!

Cardio & strength | Group classes | Personal training | Nutrition plans

**Elevate Fitness**  
1234 Washington Street | Somersville Heights  
000-000-0000 | www.namewebsite.com

**RATES**  
3 x \$235\* =  
**\$705 Total**

6 x \$215\* =  
**\$1290 Total**

\*per issue