

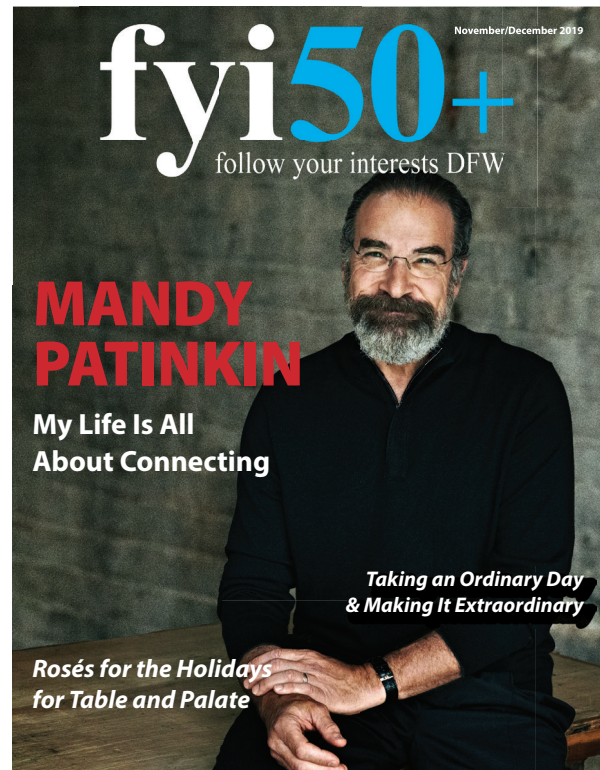
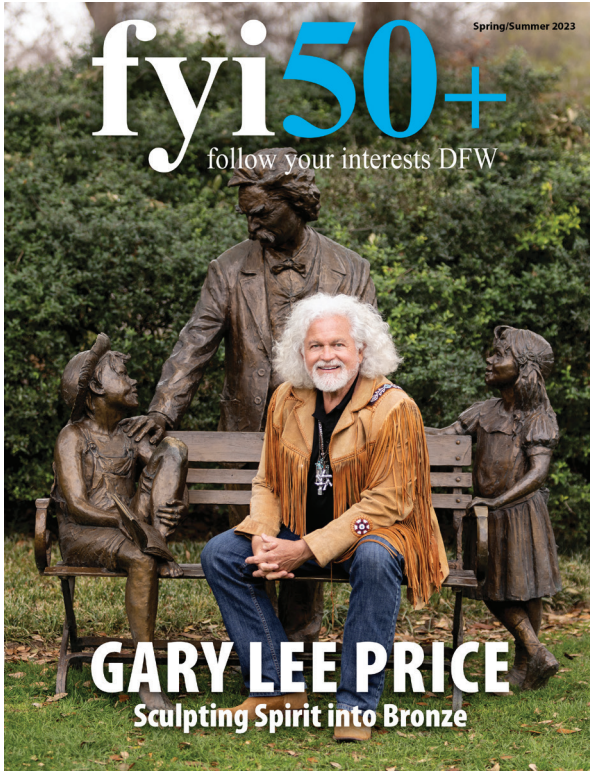
2023

**MEDIA
KIT**

fyi50+
a lifestyle publishing co.

fyi50+ is smart, savvy, and sophisticated. It is the **only media brand dedicated to the complete 50+ lifestyle** experience. We are committed to delivering creative cover stories and **relevant, inspiring, engaging, and thought-provoking articles, defining the new mindset of the 50+ generation ... and they are responding.**

—Heidi Frankel, Founder/Publisher, fyi50+ Lifestyle Publishing Co.



Our Mission:

We are passionate about the 50+ population and deliver valuable experiences, information, products, and resources. We support the healthy, curious, vibrant, and empowered lifestyle this growing community desires.

Our Vision:

It's never too late to do what you love

We encourage readers to follow their interests in an inspired lifestyle that is enriching, joyous, and full of adventure. The 50+ generation wants to **live on their own terms** and continue to learn, achieve, and grow. **And they have significant disposable income to do it.**

“

I have had a great return on our advertising with fyi50+. Our customers love the content and we are able to promote our services and agencies that outreach to our members.

PHYLLIS HEADING
United Healthcare

“

I am so grateful to Heidi and fyi50+ for their unwavering support of all things CCY! Heidi and her team are steadfast supporters, always helping us spread the word. She is super creative with a keen eye for marketing and branding! We cherish the relationship with fyi50+ and look forward to many more years in partnership!

JENNIFER GRIFFIN
CC Young Senior Living



The #1 Fastest Growing and Wealthiest Demographic

The 50+ consumer has **exceptional spending power**, accounting for **51%** of all consumer expenditures. **YES**, that's right; the 50+ audience, **your target market, makes half of all purchases nationwide!**

This important and influential demographic **will grow by 15 million over the next 10 years**. The 50+ Generation and associated audience segments (adult children, caretakers, grandchildren, and grandparents) is an **economic powerhouse!**

fyi50+ Promotes *Your* Message and Expands *Your* Reach:

- **4-color bi-monthly print magazine** — Free to the reader
- **Digital magazine that lives forever online** — fyi50plus.com
- **E-newsletter** — 100% organic and emailed twice monthly
- **Social media** — Placement on Facebook, Instagram, LinkedIn, Twitter, YouTube, Google My Business
- **Multi-media** — In-depth articles, videos, interviews, book reviews, travel, and more on the subjects the 50+ reader wants to know
- **Community outreach** — Advertisers partner with us at health and wellness fairs, expos, and entertainment events

fyi50+ Magazine Distribution

Our complimentary print magazine is widely available where the 50+ crowd frequents in Collin, Dallas, Denton, and Tarrant counties:

- Tom Thumb, H-E-B, Market Street, Albertsons, Central Market, and Natural Grocers
- Doctors' offices and hospitals, libraries, 50+ recreation centers, senior and fitness centers
- Restaurants, coffee cafes, salons, non-profit organizations, places of worship, and more

ACCESS ADULTS 50+ WHO:

Command
71%
of the nation's wealth

Account for
51%
of entertainment spending

Buy
39%
of online purchases

Make
90K+
median income

Purchase
57%
of big-ticket items

Source U.S. Consumer Expenditure

PUBLICATION DATES

January / February

March / April

May / June

July / August

September / October

November / December

fyi50+ Digital Reach

Year over year, the 50+ audience spends more time online. According to *Harvard Business Review*, "Contrary to stereotypes, people 50 and over are not set in their ways; they can be won over by brands that reach out to them."

- Partnering with **fyi50+**, your ad gains access to the influential 50+, their family, and friends who will align with your products and services
- This demographic and their adult children actively seek us out
- Through our website, you'll have access to **135,000 visitors annually**
- Our social media user acquisition exceeds **33% per month**
- We add **30 articles** every month to keep readers coming back.

Our advertisers **benefit** from **increased brand awareness and exposure** through our targeted journalism and engaging website, social posts, and email blasts.

So—

What does this all mean for you as an advertiser on the pages of **fyi50+** print magazine, our website, and digitally?

You are a valued partner with a savvy 50+ publication whose readership is eager to learn about and associate with your business.



FOR AD RATES, A CUSTOMIZED AD PACKAGE, & TO PLACE A MEDIA BUY:

Heidi Frankel, Publisher
972.824.6682
heidi@fyi50plus.com

PUBLICATION

VIEWERSHIP INCREASED BY

83%

YEAR OVER YEAR

15,000 distributed copies

400+ locations

Digital version available on fyi50plus.com

WEBSITE

11K+

MONTHLY UNIQUE VISITORS

+87% Growth Pageviews

+38% Growth Organic Traffic

+176% Growth Social Traffic

1200+ articles of original content

Source: Google Analytics, YoY Growth: 2023 Q2 vs 2022 Q2

E-NEWSLETTER

RETAINED SUBSCRIBERS AT

85%

35% Open Rate

New sign-up rate at 100+ per month

fyi50+
a lifestyle publishing co.



Heidi Frankel
PUBLISHER

972.824.6682
heidi@fyi50plus.com

fyi50plus.com

Ad buys may include mentions in fyi50+ social media platforms based on the final agreement.



fyi50+ is an advertiser-supported publication – just excellent, varied, and relevant content focused on the lives of active adults.

Our mission is to showcase our advertisers with quality placement and rich, supportive content, so your message engages our readers.

Thank you for your support!

2023 Rate Card

4-COLOR BI-MONTHLY MAGAZINE (rates include both the printed pub and digital version)

AD PLACEMENT & SIZE	Rate = Per Issue (X1)
Sponsored Cover Story	\$5,450

AD PLACEMENT & SIZE	RATE = PER ISSUE (X3)	RATE = PER ISSUE (X6)
Full Page, Back Cover, 4/C	\$2,175	\$2,075
Full Page, 4/C, Inside Front Cover	\$1,950	\$1,850
Full Page, 4/C, Inside Back Cover	\$1,750	\$1,650
Full Page, 4/C, Opposite the Table of Contents	\$1,595	\$1,495
Double-Page Spread, 4/C	\$2,495	\$2,395

Ad Size 17"x11.125" (Includes 1/8" Bleed on All Sides)
Live Area 7.375"x9.875" on Both Left and Right Sides with 1" Gutter Area in Center
Final Trim Size 16.75"x10.875"

Full Page, 4/C	\$1,395	\$1,295
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Ad Size 8.625"x11.125" (Includes 1/8" Bleed on All Sides)
Live Area 7.375"x9.875"
Final Trim Size 8.375"x10.875"

1/2 Page, 4/C	\$1,175	\$1,075
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Horizontal 7.625"x5"
Vertical 3.75"x10.125"

1/4 Page, 4/C	\$975	\$875
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Vertical 3.75"x5"

1/8 Page, 4/C	\$550	\$450
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Horizontal 3.75"x2.5"

ADVERTORIAL ARTICLE ON WEBSITE

800-Word Article – Supplied by the advertiser with a backlink	\$300
800-Word Article – Written by fyi50+ with a backlink	\$550/\$450*

*\$450 with purchase of magazine ad

WEBSITE BANNER ADS (location and ad size options)

AD PLACEMENT & SIZE	RATES PER ISSUE (2-MONTH PERIOD)
Home Page	
800 x 90 (two placements available)	\$500
400 x 400 (four placements available)	\$400
Category Page	
400 x 400 (four placements available per category)	\$300

E-NEWSLETTER (placement includes second resending)

AD PLACEMENT & SIZE	RATES PER MONTH (1 EMAIL)
Horizontal Banner ad	
800 x 90 (seven spots per newsletter)	\$180
800 x 200 (one spot per newsletter)	\$300

Print ads to be submitted as a high-resolution JPEG or PDF at 300 dpi or higher Digital ads to be submitted at their exact pixel dimensions.