

2023

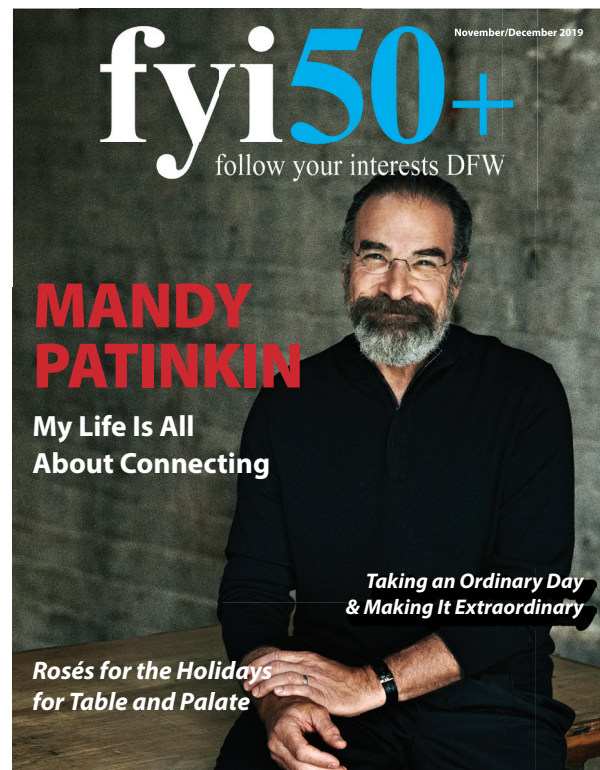
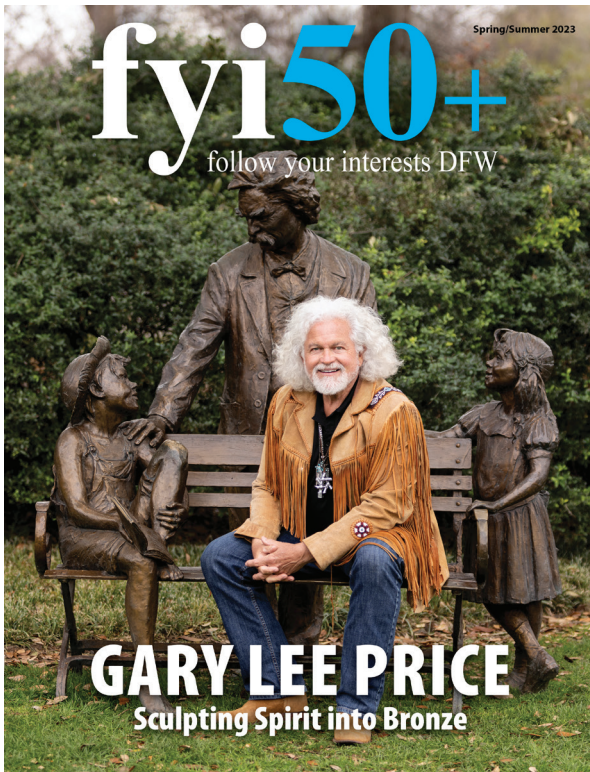
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# MEDIA KIT

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.**

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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 HEADDING**  
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](http://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