



# 50 <sup>Plus</sup> Marketplace **NEWS**

**The Information Resource  
for People 50 Years and Older  
On-line and In Print**

## ***We Reach...***

- 112,484 Boulder County citizens
- 118,506 Larimer County citizens
- 114,216 Weld County includes 6 bonus counties
- Denver Metro:
  - 139,001 Adams County citizens
  - 207,625 Arapahoe County citizens
  - 21,289 Broomfield County citizens
  - 199,999 Denver County citizens
  - 111,040 Douglas County citizens
  - 11,861 Elbert County citizens
  - 224,054 Jefferson County citizens

## ***With Your Business Message***

- More than social networking
- Effective 50 Plus business networking
- Attend over 70 local trade shows annually

# 50 <sup>Plus</sup> Marketplace **NEWS**

*Call to Reserve your space Today!*

**303-694-5512**

robert@50plusmarketplacenews.com  
 4400 Sioux Dr., Boulder, CO 80303  
*Subsidiary of 50 Plus Media Solutions*

## THE SENIOR MARKETPLACE IS BOOMING!

### National 50 Plus Market

- 50% of the U.S. population will be over the age of 50 in 2017 (*Census Bureau*)
- 50+ agers population has \$2.4 trillion in annual income (*Consumer Expenditure Survey CES*)
- Baby Boomers spend \$157 Billion on trips each year (*NextAvenue*)
- Americans over 50 account for half of all consumer spending, but are targeted by only 5% of marketers (*AARP*)
- Internet is important source of information for boomers making purchasing decisions (*Zoomerang*)
- 49% of 65 plus Internet users have a Facebook account



### The Colorado 50 Plus Market:

- Estimated to be 1,877,038 citizens by year end 2018
- Purchase 51% of all consumer goods
- Spend more on discretionary products and services for rewarding and enjoyable experiences
- Live longer due to their healthier lifestyles
- Over 490,000 NoCo users use Facebook for social and information
- Read 50 plus publications for latest news and purchases

Sources: AARP, BLS, CES, CO DOLA, FB

The Colorado lifestyle is healthy and active. The economy is growing and Colorado has become a popular retirement area. 1 in 3 Coloradans are 50 or older and 100,000 retirees moved to Colorado in the 2000's. The growing Silver Tsunami wave has changed the senior marketplace!

*200,000 Front Range Colorado Circulation to Over 100 Cities and Towns in 16 Counties*



**Reach the growing Seniors Market: Advertise in 50 Plus!**

**Reserve space Today: 303-694-5512**

Subsidiary of 50 Plus Media Solutions

## Our advertisers range in age from 30 to 60

*Many of our advertisers work with the 50 plus community in:*

- assisted living, independent living, and nursing homes
- legal and ombudsmen services
- care management services
- counseling and therapy services
- entertainment
- family and professional caregivers
- financial and insurance services
- funeral services
- government senior services
- home care, hospice, and companion services
- medical and dental services
- non-medical home healthcare services
- non-profit community services
- real estate and relocation services
- transportation services



## Our print readers range in age from 40 to 90

Many of our older readers still enjoy our print editions with all the great lifestyle articles presented by experienced writers in their background. In addition, many advertisers offer many products and services in many 50 plus categories.

## Our online readers range in age from 30 to 75

Baby boomers now retiring and our younger readers enjoy our digital editions and visiting our website for more local community news using their mobile devices. Our website is mobile friendly.



**Reserve space Today! 303-694-5512**

## *50 Plus Media Highlights*



- **Highly Effective Advertising Solutions**
- **Engaging Social Media Ads & Videos**
- **14,495 Average Website Visits per Month Across the World**
- **Promote Customer Partnerships with Win-Win Philosophy**
- **Daily and Weekly News Updates**
- **Local Trade Show Promotions**
- **Daily Calendar Events**
- **Daily Weather Forecasts**
- **Daily/Weekly Updates on our Website, Facebook & YouTube Pages**
- **New Social Media Videos Every Week**

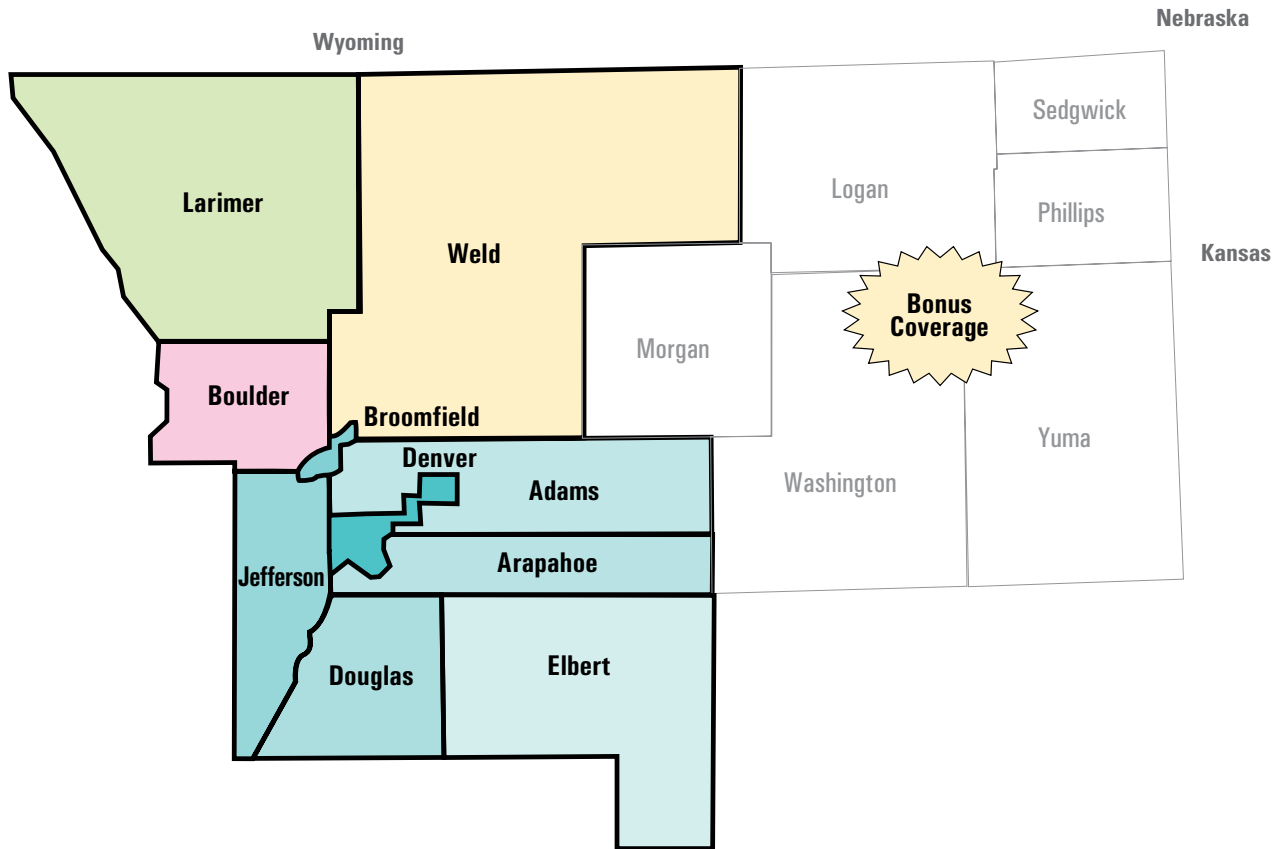


***Everything you need to drive customers to your web site!***



January	New Beginnings: Health & Fitness; Weight Loss; Nutrition; Real Estate; Furniture & Fixtures; Local Transportation Alternatives; Auto Repair, service & garages. National Mentoring Month. Holidays: 1st: New Years Day; 15th: Martin Luther King, Jr. Birthday
February	Senior Resource Guide in Larimer & Weld; Transportation, Mobility; Pets. Heart Health Month & Nat'l Dental health month. Holidays: 14th: Valentine's Day; 19th President's Day
March	Tax Guide; Investments, Financial Planning, Reverse Mortgages; College Funds For Grandchildren; Gifts & Donations; Gifts To Children; Volunteering. Holidays: 11th: Daylight Savings; 17th: St. Patrick's Day, 25: Palm Sunday
April	Home & Garden Guide, Housing: Assisted Living, In-Home Care, Real Estate; Affordable Housing. Parkinson's Awareness month. Holidays: 1st: Easter; 22nd: Earth Day; 27th Arbor Day
May	Mothers' Day Guide: Gifts, Florists, Restaurants; Family Relations/Communication. JffCo Senior Law Day; Nat'l Pet month; Nat'l Older Americans month. Holidays: 13th: Mother's Day; 19th Armed Forces Day; 28th: Memorial Day
June	Senior Resource Guide: Larimer & Weld; Travel & Entertainment; Fathers' Day: Gifts, Restaurants, etc. Crime Prevention; Rocky Mountain Senior Games. Salute To Seniors Guide: Denver Metro. Nat'l Pet Adoption. Holidays: 14th: Flag Day; 17th: Father's Day
July	July Travel Guide: Travel Agencies, Luggage, Clothing, Gambling Areas, Senior Destinations; Recreation; Lodging. Certified Services for Seniors: Realtors, Financial Advisors. Holidays: 4th: Independence Day
August	National Assisted Living Week; Continuing Education; Building Contractors, Health Care; Long-term Care; LTC Insurance, Reinventing yourself in retirement. Holidays: Aug. 21st Senior Citizens Day
September	Senior Fitness Guide: Gyms, Exercise equipment & clothing, Personal Trainers, Massage, Chiropractors, Dieticians, etc.; Auto Dealers & service; Museums. Holidays: 3rd: Labor Day; 9th: Grandparents Day; 10th Patriots' Day
October	Election Guide; Mental Health topics; Isolation; Computer information and education. Holidays: 8th: Columbus Day; 31st: Halloween
November	Senior Resource Guide: Larimer & Weld; Holiday Gifts, retail; Drug/prescriptions; Dining & Food; Insurance services, National Family Caregivers Month. 4th: Daylight Savings. Holidays: 11th: Veterans Day; 22nd: Thanksgiving
December	Holiday Gifts, apparel, jewelry, etc.; Re-Creating & Updating Traditions; Leaving Legacies Holiday: 3rd: Hanukkah; 25th: Christmas Day

## Circulation Map



## ***200,000 Total Circulation in 16 Colorado Front Range Counties***

**Boulder County Paper: 30,000**

**Larimer County Paper: 26,000**

**Weld County Paper: 22,500 ★ 5000 Bonus!**

**Denver Metro**

**Arapahoe County Paper: 35,000**

**Denver and Adams County Papers: 25,000**

**Douglas and Elbert County Papers: 20,000**

**Jefferson and Broomfield County Papers: 42,000**

**Reach: Over 1,260,075 Ager in the Colorado Front Range**

## Communities Served

### Boulder County

Boulder  
Louisville  
Lafayette  
Longmont  
Lyons  
Erie  
Nederland  
Superior

### Larimer County

Bellvue  
Berthoud  
Estes Park  
Fort Collins  
Loveland  
Wellington

### Weld County

Grover	Keenesberg	<i>Extra Coverage</i>
Brighton	Johnstown	Sterling
Milliken	Wattenburg	Briggsdale
Nunn	Hill & Park	New Raymer
Windsor	Lockbuie	Otis
Pierce	Hudson	Yuma
Platteville	LaSalle	Akron
Ault	Evans	Wray
Erie	Dacono	Atwood
Eaton	Frederick	Ft Morgan
Mead	Firestone	Brush
Kersey	Greeley	Holyoke
Fort Lupton		Haxton
		Segwick
		Julesburg

## Denver Metro

### Denver & Adams Counties

Bennett  
Brighton  
Commerce City  
Dupont  
Eastlake  
Federal Heights  
Henderson  
Northglenn  
Strasburg  
Thornton  
Watkins  
Westminster  
Unincorporated  
Adams County  
City & County  
of Denver

### Arapahoe County

Aurora  
Byers (Tri-County)  
Bowmar  
Centennial  
Cherry Hills Village  
Columbine Valley  
Deertrail  
Englewood  
Foxfield  
Glendale  
Greenwood Village  
Highlands Ranch  
Littleton  
Sheridan  
Unincorporated  
Arapahoe County  
City & County  
of Denver

### Jefferson County

Arvada  
Golden  
Lakewood  
Wheat Ridge  
Littleton  
Northglenn  
Westminster  
Unincorporated  
Jefferson County

### Broomfield County

Broomfield  
Westminster

### Douglas & Elbert Counties

Castle Rock  
Franktown  
Highlands Ranch  
Larkspur, Sedalia  
Parker  
Deckers  
Lone Tree  
Roxborough Village  
Louviers  
Acres Green  
Stonegate  
Grandview Estates  
Castle Pines North  
Castle Pines  
The Pinery  
Perry Park  
Bell Mountain  
Ranch  
Unincorporated  
Douglas County

## STRATEGY

To provide 50 Plus Marketplace News at the household level in each community we serve.

- Indoor sites use floor wire racks or compact table top plastic stands.
- Outdoor sites use quality plastic stands with glass door openings.
- County locations are audited weekly or monthly by our distribution managers to support pickup rates.

## TACTICS

- Use local resources to determine best optimum circulation!
- More details given with your request by sending an email to **Robert@50plusmarketplaceneews.com**

At 50 Plus Marketplace News, we believe distribution to be a major work-in-progress. We test and re-test sites to ensure the authenticity of our circulation program.

### Sample Of Distribution Sites Include:

- |  |   |
|--|---|
| Medical facilities by office             | City office complexes                       |
| Hospitals and waiting rooms              | Faith community facilities                  |
| Dentists and labs                        | Banks and Credit Unions                     |
| Eye care centers                         | Community resource fairs & shows            |
| Pharmacies' catering to seniors          | Attorneys                                   |
| All libraries                            | Barbers & Beauty shops                      |
| Health food stores                       | Flower & Gift shops                         |
| Hearing offices/Audiologists             | Some Walmarts & Fast Lube locations         |
| Home health care agencies                | Catalogue stores, Craft/Hobby stores        |
| Nursing homes/Assisted living facilities | City Senior centers                         |
| Senior appropriate restaurants           | Auto dealers                                |
| State office complexes                   | Apartment complexes                         |
| County office complexes                  | Various businesses serving the 50+ audience |





## PRINT AD SIZES

### 1/16 sizes

**H 1/16 2c.**  
 4 7/8" w x  
 1 7/8" h

**V 1/16 1c.**  
 2 3/8" w x 3 7/8" h

### 1/8 sizes

**H 1/8 2c.**  
 4 7/8" w x  
 3 7/8" h

**V 1/8 1c.**  
 2 3/8" w x 7 3/4" h

### 1/4 sizes

**V 1/4 1c.** 2 3/8" w x  
 15 3/4" h

**V 1/4 2c.**  
 4 7/8" w x  
 7 3/4" h

### 1/3 sizes

**V 1/3 2c.**  
 4 7/8" w x  
 11 3/4" h

**H 1/3 2c.**  
 7 3/8" w x 7  
 3/4" h

**H 1/4 3 col.**  
 7 3/8" w x  
 5 1/8" h

**H 1/4 4c.**  
 10" w x 3 7/8" h

### 1/2 sizes

**V 1/2 2c.**  
 4 7/8" w x  
 15 3/4" h

**V 1/2 3c.**  
 7 3/8" w x  
 10 1/4" h

**H 1/2 4c.**  
 10" w x 7 3/4" h

### 3/4 sizes

**V 3/4 3 col.**  
 7 3/8" w x 15  
 3/4" h

**V 3/4 4 col.**  
 10" w x 11 3/4" h

**Full Page**  
 10" w x 15 3/4" h

## WEB AD SIZES

**Small Banner**  
 250 pixels x 65 pixels

**Medium Banner**  
 250 pixels x 130 pixels

**Regular Banner**  
 250 pixels x 150 pixels

**Large Banner**  
 250 pixels x 200 pixels

**XLarge Banner**  
 250 pixels x 250 pixels

**2XLarge Banner**  
 250 pixels x 325 pixels

## DEADLINES: 10th\* of the Month Prior to Publication

We appreciate your assistance in supplying editorial and advertising material on time and in the best possible format.

Submissions can be supplied digitally, via email or uploaded to our website, on a CD or jump drive. *Faxed materials are not accepted.*

### Editorial Material:

50 Plus Marketplace News is published monthly. Deadlines for all material is the **10th of the month** for next month's issue. (*ie: February edition deadline January 10*)

- Material submitted after the 14th are published only if space is available.
- Online: <http://www.50plusmarketplacenews.com/editorial-content>
- Email: [graphicsdesign@50plusmarketplacenews.com](mailto:graphicsdesign@50plusmarketplacenews.com)
  - 1) attach a document from a word processing program or
  - 2) copy & paste content into the main body of the email  
*Photos should be attached as a separate file in PDF, EPS or Jpeg formats.*
  - 3) 250 to 300 words
  - 4) Photos: 300 dpi, PDF, JPEG, TIFF, or EPS.  
*Images submitted at lesser resolution may not be included.*

### Advertising Material:

All material is due on the **10th of the month prior** to the next month's issue. (*ie: September deadline August 10*)  
Material submitted by the 14th are accepted only if space is available. Advertising Material:

Print ready ads requirements:

- 300 dpi, for all formats
- Press Quality PDF, TIF, EPS, or JPG formats
- CMYK color space
- Contact info: email or web address, and phone
- Email to [graphicsdesign@50plusmarketplacenews.com](mailto:graphicsdesign@50plusmarketplacenews.com)
- By 15th of the month.

Free Ad design available, if requested by the 10th

*Provide all elements that need to be included: complete info, photograph(s), & logo(s) as specified above.*

Marketing recommendations:

- For better results, do not overcrowd your ad
- Bullet point highlights to create interest
- Images from websites do not print well

••• Faxes are not accepted. •••

**\*Deadlines may vary, please call to be included!**

If you have questions regarding the above specifications, call 303-772-7626 or email [graphicsdesign@50plusmarketplacenews.com](mailto:graphicsdesign@50plusmarketplacenews.com). We appreciate your cooperation.

Mail materials to:

50 Plus Marketplace News, Inc. 4400 Sioux Dr., Boulder, CO 80303

Subsidiary of 50 Plus Media Solutions

*For Faster Processing Use Our Online Order Form*

Advertiser \_\_\_\_\_  
 Contact \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Email \_\_\_\_\_

New client     Renewal     Upgrade

County Paper(s)

Boulder     Larimer     Weld     Denver Metro

Estimated circulation: \_\_\_\_\_

Start Run: \_\_\_\_\_ End: \_\_\_\_\_

Monthly cost: \_\_\_\_\_ Total cost: \_\_\_\_\_

Deposit: \_\_\_\_\_ Payment due: \_\_\_\_\_

Check # \_\_\_\_\_ Received by: \_\_\_\_\_

Artwork to be sent by email on \_\_\_\_\_

To: Graphicsdesign@50plusmarketplaceneews.com

Need artwork design help. Please contact at above email!

Customer signature \_\_\_\_\_

Date \_\_\_\_\_

50 Plus Rep. signature \_\_\_\_\_

Date \_\_\_\_\_

\_\_\_\_\_ # of free copies requested for distribution

\_\_\_\_\_ # of display racks requested

**Print Ad Sizes:**

- 1/16 page**     1c. V: 2 3/8" w x 3 7/8" h  
                    2c. H: 4 7/8" w x 1 7/8" h
- 1/8 page**     1c. V: 2 3/8" w. x 7 3/4" h  
                    2c. H: 4 7/8" w. x 3 7/8" h
- 1/4 page**     1c. V: 2 3/8" w x 15 1/2" h  
                    2c. V: 4 7/8" w x 7 3/4" h  
                    3c. H: 7 3/8" w x 5 1/8" h  
                    4c. H: 10" w x 3 7/8" h
- 1/3 page**     2c. V: 4 7/8" w x 11 3/4" h  
                    3c. H: 2 3/8" w x 15 1/2" h
- 1/2 page**     2c. V: 4 7/8" w x 15 3/4" h  
                    3c. V: 7 3/8" w x 10 1/4" h  
                    4c. H: 10" w x 7 3/4" h
- 3/4 page**     3c. V: 7 3/8" w x 15 3/4" h  
                    4c. V: 10" w x 11 3/4" h
- Full page**     10" w x 15 3/4" h
- Business Partner**  3 1/4" w. x 1 3/4" h.
- Classified**     1 col. (1.5") x \_\_\_\_\_ lines

**Color:**

- 4 Color     Black & White

**Web Ad Sizes:**

- Small Banner**     250 pixels x 65 pixels
- Medium Banner**  250 pixels x 130 pixels
- Regular Banner**  250 pixels x 150 pixels
- Large Banner**     250 pixels x 200 pixels
- XLarge Banner**     250 pixels x 250 pixels
- 2X Large Banner**  250 pixels x 325 pixels

*The staff and management of 50 Plus Marketplace News, Inc. thank you for your business*

Office Use Only							
Month	Amount	Month	Amount	Month	Amount	Month	Amount
January	\$ _____	April	\$ _____	July	\$ _____	October	\$ _____
February	\$ _____	May	\$ _____	August	\$ _____	November	\$ _____
March	\$ _____	June	\$ _____	September	\$ _____	December	\$ _____

# 50 Plus Marketplace NEWS

This page is provided for ideas for your ad. Supply a previous ad, if available, for style reference, and make changes as needed. Also provide copy by e-mail, either in the body of the e-mail or attached in a word document. Logos and graphics to be included should be provided digitally or on white paper. Specifications available on the submissions page of the media kit. Call 303-772-7626 with questions or by e-mail at [graphicsdesign@50plusmarketplacenews.com](mailto:graphicsdesign@50plusmarketplacenews.com)