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

Call to Reserve your space Today!

303-694-5512

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

- 50% of the U.S. population will be over the age of 50 in 2017 (Census Bureau)
- 50+ ages population has $2.4 trillion in annual income (Consumer Expenditure Survey CE S)
- 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!

Subsidiary of 50 Plus Media Solutions
Editorial Calendar 2018

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

June

July

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
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 Agers in the Colorado Front Range

Subsidiary of 50 Plus Media Solutions
### Boulder County
- Boulder
- Louisville
- Lafayette
- Longmont
- Lyons
- Erie
- Nederland
- Superior

### Larimer County
- Bellvue
- Berthoud
- Estes Park
- Fort Collins
- Loveland
- Wellington

### Weld County
- Grover
- Brighton
- Milliken
- Nunn
- Windsor
- Pierce
- Platteville
- Ault
- Erie
- Eaton
- Mead
- Kersey
- Fort Lupton
- Keenesberg
- Johnstown
- Wattenburg
- Hill & Park
- Lockbie
- Hudson
- LaSalle
- Evans
- Dacono
- Frederick
- Firestone
- Greeley

### 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

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

*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. 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

Adviser _______________________________________
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@50plusmarketplacenews.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
 مدى التخصيص للكرتون
Classified
- 4 Color
- Black & White

Color:

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

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