We Reach...

123,699 Boulder County citizens
137,031 Larimer County citizens
124,479 Weld County citizens
Denver Metro:
149,871 Adams County citizens
220,206 Arapahoe County citizens
25,790 Broomfield County citizens
220,930 Denver County citizens
138,066 Douglas County citizens
11,607 Elbert County citizens
230,997 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
THE SENIOR MARKETPLACE IS BOOMING!

National 50 Plus Market
• Estimated 52 million people who are age 65 or older in 2021
• 1 in 5 people will be senior citizens by 2060.
• Senior market has over $1.6 trillion in spending power and a net worth that’s almost twice the U.S. average.
• E-Retail Sales Are Projected to Grow to $5.4 Trillion in 2022
• 60% of U.S. seniors spend on medical issues.
• Seniors spend over $7 billion annually online on products and services.

The Colorado 50 Plus Market:
• Colorado older adults estimated to be 1,364,961 citizens age 50 & older by end of 2022.
• The median household income in Colorado for those 65 and older is more than $50,000.
• 79.8% of Coloradoans Age 60 plus own their own housing.
• Colorado seniors have the seventh-highest life expectancy.
• 55% of Colorado older adults use Facebook
• Colorado is home to more than 170 independent living communities.
• There are more than 300 memory care facilities in Colorado and growing.

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.

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

Sources: CO State Demographers Office, US Census Bureau, Bureau of Labor Statistics, Facebook, Seniorliving.org, AARP, BLS, CES, CO DOLA, FB
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 30 to 90

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<thead>
<tr>
<th>Age</th>
<th>%</th>
<th>Estimated readers</th>
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<tr>
<td>30-40</td>
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<td>172,200 readers</td>
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<td>75-90</td>
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</table>

*Total print circulation

Our online readers range in age from 30 to 75

2022 Website Statistics: 11,677 visits per month

- Denver Metro readers represents 25.9%
- Boulder readers represents 4.8%
- Larimer readers represents 11.9%
- Weld readers represents 5.4%

Total Northern Colorado readers represent 48%

Reserve space Today! 303-694-5512
50 Plus Media Highlights

- Highly Effective Advertising Solutions
- Engaging Social Media Ads & Videos
- 11,677 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
- Our online ad tracking program provides weekly or monthly statistics

Everything you need to drive customers to your web site!

Subsidiary of 50 Plus Media Solutions
Our online advertising solutions include banner ads, customer webinars, and video solutions on our website and Facebook page including your website and social media channels! These online benefits will meet your needs and provide positive results on your investment!

- Over 11,677 visits per month on our newspaper website with 48% of traffic seen by our Northern Colorado residents and businesses!
- Can reach thousands of worldwide prospects 24 hours/7 days each week for a larger audience on your desktop, tablet, or smartphone!
- Affordable monthly, semi-annual, or annual rates with packaged programs give your products or services multiple solutions to fit your branding strategy!
- Use combination of website and social media solutions for highest audience reach!
- Great method for branding your products, services, or events for our worldwide and Northern Colorado visitors with active links to your websites!

Contact your media consultant or our office at 303-694-5512 to learn more about our many online and video solutions!

Our multiple video solutions include customer product and service promotions, testimonials, tradeshow and resource fair promotions, employee orientation and training, and much more to promote your products and services! These video benefits will meet your needs and provide positive results on your investment!

- Lowest Cost Video Solutions using multiple online delivery methods!
- Increased Visibility & Branding of your products and services!
- Highly Persuasive with Measurable Results for selecting the best strategy!
- Customer Testimonials provides positive customer reviews and increased sales!
- Multiple Delivery Methods using your website, social media channels, and monthly emails to expand your audience reach!
- More Memorable with our two to three minute videos than other media!
# Editorial Calendar 2023

## 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; 16th: Martin Luther King, Jr. Day

## February
- Senior Resource Guide in Larimer & Weld; Transportation, Mobility; Pets. Heart Health Month & National Dental Health month.Holidays: 2nd: Groundhog Day; 14th: Valentine’s Day; 17th: National Caregivers Day; 20th President’s Day

## March

## April
- Home & Garden Guide, Housing: Assisted Living, In-Home Care, Real Estate; Affordable Housing. Parkinson’s Awareness month. Holidays: 2nd: Palm Sunday; 9th: Easter; 17th: Tax Day; 22nd: Earth Day; 28th: Arbor Day

## May

## June
- Senior Resource Guide: Larimer & Weld; Travel & Entertainment; Fathers’ Day: Gifts, Restaurants, etc. Crime Prevention; Rocky Mountain Senior Games. National Pet Adoption. Holidays: 14th: Flag Day; 18th: Father’s Day;

## July

## August

## September

## October
- Election Guide; Mental Health topics; Isolation; Computer information and education. Holidays: 9th: Columbus Day; 16th: National Bosses Day; 24th: United Nations Day; 31st: Halloween

## November
- Senior Resource Guide: Larimer & Weld; Holiday Gifts, retail; Drug/prescriptions; Dining & Food; Insurance services, National Family Caregivers Month. Holidays: 7th: National Election Day; 5th: Daylight Savings ends; 11th: Veterans Day; 23rd: Thanksgiving; 24th: Black Friday Shopping; 27th: CyberMonday Shopping

## December
- Holiday Gifts, apparel, jewelry, etc.; Re-Creating & Updating Traditions; Leaving Legacies Holiday: 25th: Christmas Day; 31st New Year’s Eve
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 1,382,676 Agers in the Colorado Front Range

Subsidiary of 50 Plus Media Solutions

mkb 3-2023
### 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
- Lockbuie
- 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

**Extra Coverage**
- Sterling
- Briggsdale
- New Raymer
- Otis
- Yuma
- Akron
- Wray
- Atwood
- Ft Morgan
- Brush
- Holyoke
- Haxton
- Segwick
- Julesburg

*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.
Your 50+ Resource Since 1991
www.50plusmarketplacenews.com
303-694-5512

Ad Sizes

PRINT AD SIZES

<table>
<thead>
<tr>
<th>1/16 sizes</th>
<th>1/8 sizes</th>
<th>1/4 sizes</th>
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<td>H 1/8 2c.</td>
<td>V 1/4 1c.</td>
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<tr>
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<td>4 7/8”w x 3 7/8”h</td>
<td>2 3/8”w x 7 3/4”h</td>
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<td>H 1/3 3c.</td>
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<td>7 3/8”w x 7 3/4”h</td>
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<td>V 1/2 3c.</td>
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<td>H 1/2 4c.</td>
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WEB AD SIZES

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<tr>
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DeM Kilroy, LLC
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@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

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

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 3/4"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: 7 3/8"w x 7 3/4"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

Office Use Only

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mkb 3-2023
This page is for ideas for your ad. Supply a previous ad, if available, for style reference, and make changes as needed. Also provide text 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. Specifications available on the submissions page of the media kit. E-mail questions to graphicsdesign@50plusmarketplacenews.com

50 Plus Marketplace News: 4400 Sioux Dr., Boulder CO 80301
303-694-5512