

# American Senior

**MEDIA KIT 2018**



A pro-aging lifestyle print publication designed to entertain, educate, and empower our senior audience and their friends, family, and caregivers.

**ENGAGING. USEFUL. ENTERTAINING.**



## American Senior

Launched November 2013 as PS MAGAZINE

The editorial mission is to publish a high-quality general interest magazine that serves to be useful and entertaining while addressing issues from the perspective of the senior population.

The tone is that of a trusted friend, not talking up to or down to seniors, someone who recognizes the challenges of growing older, but also a chatty celebration of the rich, varied tapestry of experience and interests that seniors have.

Featured articles include a mix of pop culture personalities that the senior market can identify with, issues related to aging and living well, and evocative pictorial articles with an emphasis on American culture.

# DIRECT REACH TO THE SENIOR MARKET



## American Senior

is designed for and about older Americans, with original, entertaining, and informative content in large type and rich photography and illustrations on thick, non-glare paper.

### INSIDE EACH ISSUE, YOU'LL FIND:

- Exclusive interviews
- Columns by senior lifestyle experts
- Health & wellness topics
- Historic and nostalgic celebrations
- Horoscopes
- Crossword, Sudoku and other games
- Pages of **Highlights** for Children
- Cartoons from THE NEW YORKER archives and comic strips from Blondie and Rhymes with Orange

## FOUR QUESTIONS - for - MARIA SHRIVER

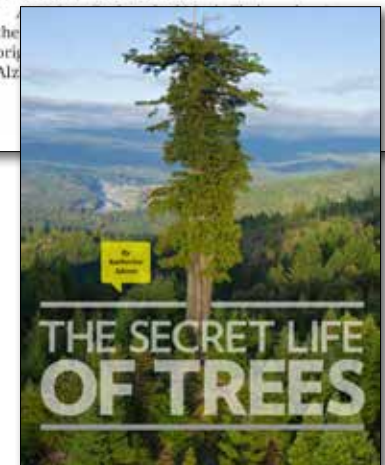
By Christina Burns

When one hears the name Maria Shriver, many things come to mind: the journalist, the author, the film and television producer, the former First Lady of California, the mother of four, and the daughter of Sargent Shriver and Eunice Kennedy Shriver, who were both committed to public policy and activism as founders of the Peace Corps, Head Start, and the Special Olympics, respectively, to name just a few. Maria Shriver's background and her accomplishments have all lead her on a dedicated mission to address a national epidemic: to get people to pay attention to Alzheimer's disease, starting with women's health, so we can end this thing.

Shriver refers to herself as "a daughter of Alzheimer's disease." Sargent Shriver was diagnosed with the disease in 2003, so she experienced the effects of the disease firsthand. Eventually he could not recognize anyone in his family, including his wife or any of their children. By the time her father passed away from Alzheimer's in 2011 at the age of 95, she became one of the nation's leading advocates for families struggling with Alzheimer's disease.

In 2009, she wrote the best-selling children's book, *What's Happening to Grandpa*, as a tool for children to understand the effects of Alzheimer's and how to support someone with it. That same year she testified before the US Senate Special Committee on Aging to encourage Congress to make Alzheimer's a national legislative priority, which paved the way to the December 2010 passage of the National Alzheimer's Project Act. In 2010, she published "The Shriver Report: A Woman's Nation Takes on Alzheimer's," which was the largest study ever conducted to look at the significant impact of Alzheimer's disease on women, who make up the majority of patients and caregivers. She also executive produced the Emmy Award-winning, multi-platform series, "The Alzheimer's Project" with HBO, as well as the Academy Award-winning film, *Still Alice*, which tells the tale of a woman affected by early onset Alzheimer's disease.

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## OUR SENIOR MARKET

**SENIORS ARE THE FASTEST GROWING MARKET TODAY,**

now comprising

**46.2 Million**

of the US adult population

**HOUSEHOLDS CONTAINING**  
families headed by persons 65+ reported a median income in 2014 of

**\$54,838**

**PEOPLE 65+ CONTROL OVER**

**70%**

of all disposable income with **\$1.6 trillion** in spending power and more than **\$1 trillion** of that spent on goods and services

**American Senior**

FAMILY

FRIENDS

CAREGIVERS

## SENIORS OFTEN DEPEND ON THEIR FAMILY, FRIENDS, AND CAREGIVERS

to assist in making consumer decisions

- Roughly 10,000 Baby Boomers will turn 65 today, and about 10,000 more will cross that threshold every day for the next 19 years

*Source: Pew Research Center*

- Over 1 in every 7 Americans is over age 65, **OR 14.5% OF THE POPULATION**

- The 85+ population in the US was 6.2 million in 2014, and expected to triple in the next 25 years

*Source: Administration on Aging*





## American Senior Media

After more than a decade of working within the senior community, American Senior Media understands today's mature adults.

- The majority of *American Senior's* readers are already customers of PS Lifestyle services—they know and trust our brand.
- Readers of American Senior associate advertisers with the same trust.
- Distributed throughout 800+ senior living communities across the United States, and through individual subscriptions.
- *American Senior* understands how best to communicate to seniors and knows what they want to see and read, and how to present content to them.
- *American Senior* Media is uniquely positioned as a leader in senior marketing, with expertise in senior-focused content.
- Exclusive access, with more than 750 senior living communities in our network, and a growing list of individual subscribers who are at-home seniors.
- *American Senior Media* is uniquely positioned as a leader in senior marketing, with expertise in senior-focused content.

**American Senior Media** can help you drive your content marketing initiatives to have maximum impact.

# EDITORIAL CALENDAR

## **ISSUE 7** January/February 2018: **FINDING SANCTUARY**

- A Sense of Belonging
- The Top Nature Reserves in America
- Ways to Relax and Reconnect with Whom and What You Love

## **ISSUE 8** March / April 2018: **LAUGHTER**

- Laughter as Good Medicine: Comedy for Healing Therapy and Wellness
- Great Performance Halls
- What's So Funny?: The Psychology of Humor

## **ISSUE 9** May / June 2018: **STYLE**

- Style Icons
- Beauty Tips
- Fashion For All

## **ISSUE 10** July / August 2018: **ADVENTURE**

- Dare You: Meet the People Reaching Extraordinary
- How to Travel Alone
- Bicycle Adventures

## **ISSUE 11** September / October 2018: **KNOWLEDGE & LEARNING**

- Why is the Sky Blue?: How to Expand Your Mind
- Becoming a Writer, and Other Second Careers
- Back to School: Tips for Online Learning

## **ISSUE 12** November / December 2018: **MEMORY LANE**

- The One-Hit Wonders
- Where Are They Now?
- If I Knew Then What I Know Now

### **JANUARY**

National Glaucoma Awareness Month

### **FEBRUARY**

American Heart Month

### **MARCH**

National Nutrition Month

### **APRIL**

Occupational Therapy Month

### **MAY**

Arthritis Awareness Month

National Stroke Awareness Month

### **JUNE**

Cataract Awareness Month

Men's Health Month

### **SEPTEMBER**

Healthy Aging<sup>®</sup> Month  
World Alzheimer's Month

National Yoga Awareness Month

Pain Awareness Month

### **OCTOBER**

National Dental Hygiene Month

### **NOVEMBER**

American Diabetes Month

National Alzheimer's Disease Awareness Month

National Family Caregivers Month

National Healthy Skin Month



## CUSTOM PUBLISHING OPPORTUNITIES

### Price Per Copy Based on Quantity Ordered

Minimum: 1,000 units

Additional options available upon request.

	1,000	2,000	5,000	10,000	20,000	50,000	100,000
<b>American Senior</b> (as published)	\$1.35	\$1.28	\$1.10	\$1.03	\$0.94	\$0.80	\$0.64
<b>Custom cover</b> (no interior changes)	\$2.42	\$1.82	\$1.31	\$1.14	\$0.99	\$0.82	\$0.72
<b>Custom cover + 4 extra, continuous internal pages</b>	\$4.69	\$3.19	\$2.29	\$1.99	\$1.84	\$1.75	\$1.72
<b>4 X 6 in. sheet, glued on the front cover</b>	\$3.88	\$2.79	\$2.13	\$1.91	\$1.80	\$1.73	\$1.71
<b>False front cover</b> (Full page front cover that is glued on the front cover)	\$5.58	\$3.63	\$2.47	\$2.08	\$1.88	\$1.77	\$1.73
<b>False cover</b> (false front/back/inside front/inside back cover wrapped around magazine)	\$4.73	\$3.21	\$2.30	\$1.99	\$1.99	\$1.86	\$1.85
<b>Bind-in business reply card</b> (4 X 6 in.) placed inside	\$4.11	\$2.90	\$2.17	\$1.93	\$1.93	\$1.75	\$1.74

*All pricing excludes shipping*



# American Senior

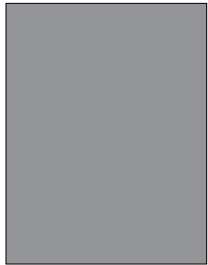
# PRINT RATES & AD DIMENSIONS

## Gross, Full-Color Rates

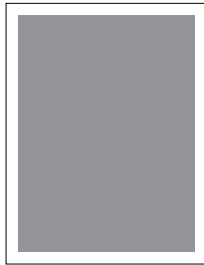
Cross-platform print and digital advertising packages are also available.

	1X	3X	6X	12X	18X	24X	36X
Full page	\$6,995	\$6,505	\$5,596	\$5,456	\$5,386	\$5,316	\$5,246
1/2 page	\$5,451	\$5,070	\$4,361	\$4,252	\$4,198	\$4,143	\$4,089
1/3 page	\$4,896	\$4,553	\$3,917	\$3,819	\$3,770	\$3,721	\$3,672
1/4 page	\$4,197	\$3,903	\$3,358	\$3,274	\$3,232	\$3,190	\$3,148
Inside Front Cover	\$8,394	\$7,806	\$6,715				
Inside Back Cover	\$7,695	\$7,156	\$6,156				
Back Cover	\$8,744	\$8,132	\$6,995				

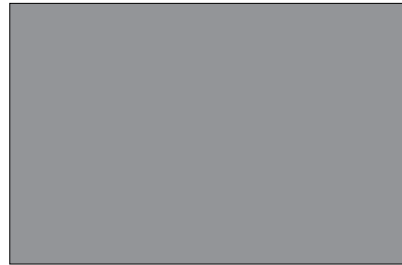
## Display Ad Sizes



Full Page, Bleed  
11 1/4" x 14 1/8"



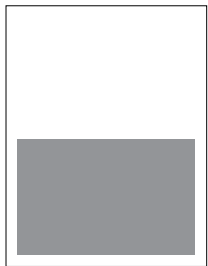
Full Page  
10 1/2" x 13 2/5"



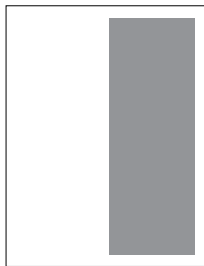
Double Page Spread, Bleed  
21" x 14 1/8"



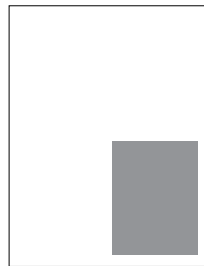
Double Page Spread  
21" x 13 2/5"



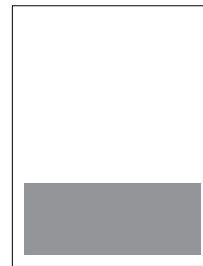
1/2 Horizontal  
10 1/2" x 6 1/5"



1/2 Vertical  
5 1/4" x 13 2/5"



1/4 Standard  
5 1/4" x 6 1/5"



1/3 Horizontal  
5 1/4" x 4 1/2"



# SPECIFICATIONS, SCHEDULE & TERMS

## Specifications

**Requested file format:** High-Resolution PDFX1a

**Electronic Files:** All ads must be submitted in a PDF format. Press-ready PDFs are preferred. A SWOP standard proof of the file supplied at 100% size is required for all ads. Four-color ads must be CMYK. Please assure that your PDF does not contain ICC, RGB, LAB or spot-based colors. Any such colors must be converted to CMYK. *American Senior* cannot guarantee an exact color match and is not responsible for color shifts due to differences between the supplied file and proof. Black and white ads must be furnished in grayscale only. Please assure that all embedded four-color graphics are at least 300 dpi to assure optimal resolution and reproduction quality. Please assure that all fonts are embedded within the PDF document.

## General Mechanical Specifications

**Printing method:** Web offset

**Binding:** Saddle-stitch

**Line screen:** 133 preferred; 120–150 is accepted

**Density:** 170% maximum for B&W and 2/C;  
280% maximum for 4/C

**Trim Size:** 10 1/2" x 13 2/5"

**Bleeds:** 11 1/4" x 14 1/8"

- Keep live matter 3/8" of final trim from head, bottom, outside edge and gutter
- Crop marks should appear outside the bleed of the ad
- Please place crop marks on documents only if submitting a full page ad with bleed.

## Inserts and Postcards

**Maximum weight:** 80 lb for single leaf insert; 70 lb. for multiple leaf insert

**Maximum size:** 10 1/2" x 13 2/5"

- Includes trim at outside edges
- Inserts jog to the head
- Multiple page inserts must be supplied folded
- Contact publisher for quantities, shipping, and binding information

## 2018 Schedule

Issue	Reservations Due	Materials Due	Mail Date
January/February 2018	12/29/17	1/5/18	2/12/18
March/April 2018	2/23/18	2/16/18	3/29/18
May/June 2018	4/13/18	4/13/18	5/22/18
July/August 2018	6/1/18	6/15/18	7/25/18
September/October 2018	8/3/18	8/17/18	9/26/18
November/December 2018	10/5/18	10/19/18	11/29/18

## Send materials to

American Senior  
Ad Production Department  
55 Public Square  
Suite 1180  
Cleveland, OH 44113  
Christina Burns  
Phone: 917.806.0487  
E-mail: christina@americanseniormagazine.com

Please indicate which publication and which issue the ad is to be published in. Include the name, phone number, and e-mail address of the designer in the event that we need to contact him/her about the ad. If new material is not received by the closing date, the latest ad of similar size and color will be used.

## Terms

*American Senior* is published every other month.

**Earned Frequency:** Rates are determined by the total space used within a 12-month period, dating from the first

insertion. Earned frequency is determined by the total number of insertions, not issues. Sizes may be mixed.

**Special Positions:** The publisher will select ad location, unless the advertiser pays a 10% premium for a desired location (excluding cover positions).

**Bleed Charges:** There is no extra charge for bleed ads.

**Cancellations:** All cancellations must be sent in writing to both the sales representative and the Ad Production Department prior to the published space reservation deadline. Cancellations not made in writing to both parties within the cancellation period will be charged to the advertiser at the full, contracted rate. Rates may be retroactively adjusted, should contracted frequency commitment not be met.

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