

Package Media, Inc.

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Minnesota GOOD AGE-Journal of Active Living

Description:

Packed with need-to-know news for Seniors. This is the premier Twin Cities publication. Established 25 years. Covers health, housing, finance, travel and legal issues.

Profile:

Female: 75% Male: 25%

48.5% with Annual Income \$100K+

77.8% are investors in CD's, IRA's , 401K's

21% between 55-65 years old.

25.9% HHI \$35K - \$49K

10.8% exercised 12+ times at health club past year.

Distribution:

Twin Cities Metro Area with presence in over 100 towns/cities statewide. 1,300 locations,

Frequency: Monthly

Circulation: 70,000

Percent Newsstand: 1%

Delivery Method: Other

Special Issues:

May supplement: Senior Housing Showcase Guide

August 10M piece print overrun to cover annual State Fair.

See calendar for special features and special events.

Specifications:

Publication Size: Newspaper Tabloid

Coated Paper: Yes Uncoated Paper: Yes

Special Ink Requirement: No

Folded Insert: Yes

Tests and Selects:

Minimum Test: 70,000

Gross CPM: \$35

Media Sales Management

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