

Package Media, Inc.

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**SENIOR CONNECTION and MATURE LIFESTYLES Magazine Florida
On Page**

Description:

Group of four award-winning Senior papers designed to inspire, motivate and educate. Focus is on the exciting new lifestyle after 50. Includes engaging stories, news, health trends, with advice about finance, travel, lifestyles and more. Includes special monthly sections - inquire for specifics. This is Florida's largest network of local senior publications.

Audited.

Profile:

Female: 65% Male: 35%

HHI \$30 - \$55K.

Age 50+.

Over 80% Florida-based homeowners.

Interest in travel, finance, health/wellness

Computer users

Distribution:

Distributed in 9 southwest Florida counties in the St. Petersburg, Tampa, Ocala and Ft. Myers areas.

Frequency: Monthly

Circulation: 120,000

Audited: Yes

Percent Subscription: 15%

Percent Newsstand: 85%

Delivery Method: Other

Special Issues:

Sections include:

"Around Town"

"Travel Destinations"

"Retirement Living"

"Money Matters"

"Health/Wellness"

Monthly Senior fun fest events.

Specifications:

Publication Size: 10.25" x 12.5" - Magazine Tabloid

Format: Saddle Stitched

Coated Paper: Yes Uncoated Paper: Yes

Tests and Selects:

Minimum Test: 50

Media Sales Management

141 East 33rd Street - Suite 2D, New York, NY 10016

Phone: 212.532-2128 Fax: 212.532.5498

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Rate Card:

General	Full Page	1/2 Page	1/4 Page	1/8 Page
BW Rates	\$5,648	\$3,096	\$1,567	\$995

Ad Sizes	Width x Depth	Ad Sizes	Width x Depth
Full Page	9.125" x 12"	1/8 Page	4.5" x 2.75"
1/2 Page Horizontal	9.125" x 5.875"		

Issue	Order Date	Materials Date
Monthly	15th of the month preceding issue date.	15th of the month preceding issue date.

Printing Process: Full Color add \$950.

On Sale Date: 7th of each month

Material Requirements: Mechanical Requirement: Tabloid newspaper printed on web-offset press using litho newsprint. Stitched and trimmed to 10-1/4" x 13". Photos should be 85 line screen for black and white and 100 line screen for full color. Negatives should be right reading, emulsion side down.

Electronic Requirements: Ads accepted on Macintosh computers in QuarkXpress 3.32 or 4.03. All artwork, photos and fonts must be provided. There will be a charge for troubleshooting. Documents must be in PDF format.

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