



50^{Plus} Marketplace **NEWS**

**The Information Resource
for People 50 Years and Older
On-line and In Print**

We Reach...

122,775 Boulder County citizens

128,608 Larimer County citizens

126,347 Weld County citizens

Denver Metro:

147,850 Adams County citizens

218,538 Arapahoe County citizens

25,603 Broomfield County citizens

218,683 Denver County citizens

134,476 Douglas County citizens

11,333 Elbert County citizens

230,748 Jefferson County citizens

With Your Business Message

More than social networking

Effective 50 Plus business networking

Attend over 70 local trade shows annually

50^{Plus} Marketplace **NEWS**

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 Coloradans 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.

Sources: CO State Demographers Office, US Census Bureau, Bureau of Labor Statistics, Facebook, Seniorliving.org, 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.

*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 30 to 90

<i>Age</i>	<i>%*</i>	<i>Estimated readers</i>
30-40	<1%	2,100 readers
40-49	12%	25,200 readers
50-74	82%	172,200 readers
75-90	5%	10,500 readers

*Total print circulation

Our online readers range in age from 30 to 75

2021 Website Statistics: 20,700 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**
- **20,700 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

lkp 1/2022

50^{Plus} Online 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 20,700 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!

50^{Plus} 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!



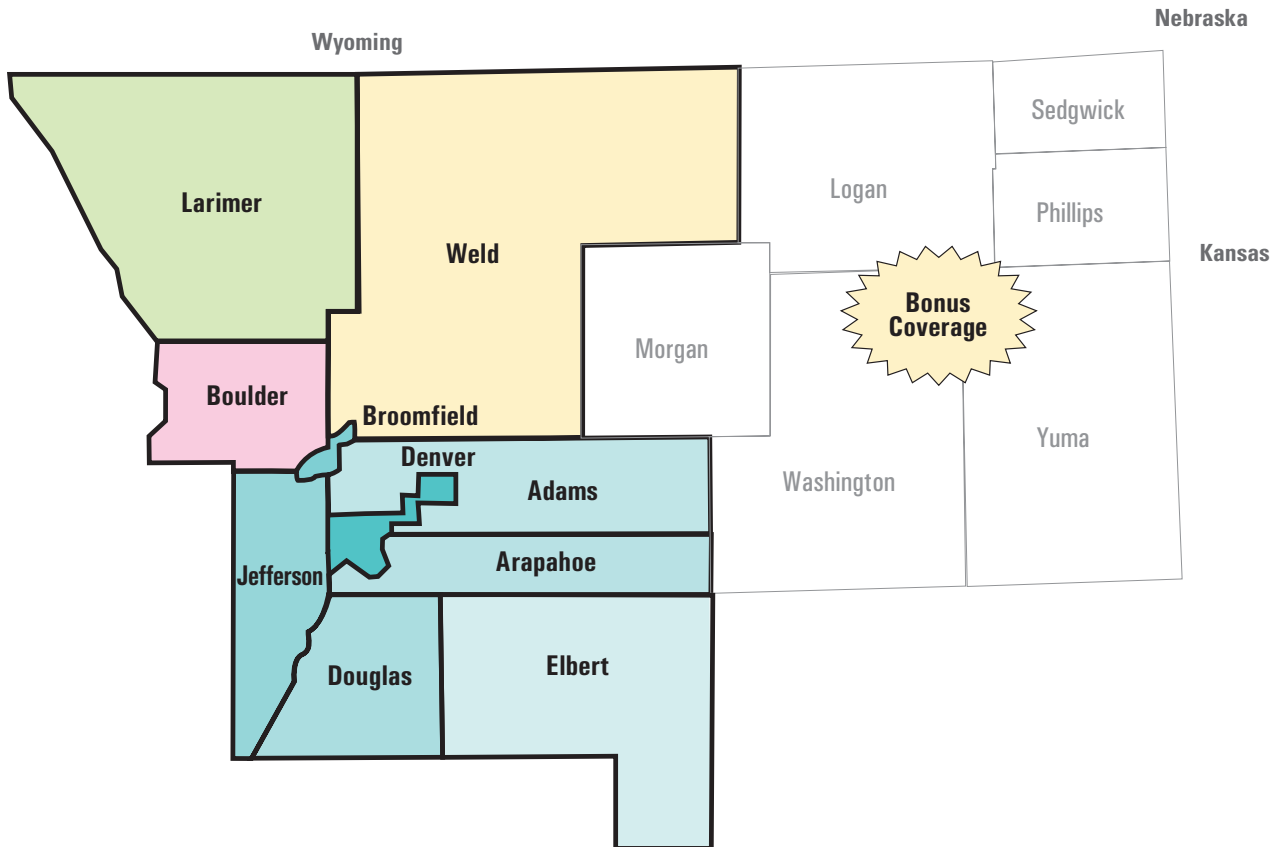
Contact your media consultant or our office at 303-694-5512 to learn more about our many online and video solutions!

Editorial Calendar 2022

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; 17th: 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; 21st President's Day
March	Tax Guide; Investments, Financial Planning, Reverse Mortgages; College Funds For Grandchildren; Gifts & Donations; Gifts To Children; Volunteering. Salute To Seniors Guide: Denver Metro. Holidays: 13th: Daylight Savings; 17th: St. Patrick's Day; 28th Palm Sunday
April	Home & Garden Guide, Housing: Assisted Living, In-Home Care, Real Estate; Affordable Housing. Parkinson's Awareness month. Holidays: 17th: Easter; 18th: Tax Day; 22nd: Earth Day; 29th: Arbor Day
May	Mothers' Day Guide: Gifts, Florists, Restaurants; Family Relations/Communication. JffCo Senior Law Day; Nat'l Pet month; National Older Americans month. Holidays: 5th: Teachers Day; 6th: Nurses Day; 8th: Mother's Day; 21st: Armed Forces Day; 30th: Memorial Day
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; 19th: Father's Day;
July	July Travel Guide: Travel Agencies, Luggage, Clothing, Gambling Areas, Senior Destinations; Recreation; Lodging. Certified Services for Seniors: Realtors, Financial Advisors. Holidays: 4th: Independence Day; 24th: Parents Day
August	National Assisted Living Week; Continuing Education; Building Contractors, Health Care; Long-term Care; LTC Insurance, Reinventing yourself in retirement. Holidays: 1st: Colorado Day, 7th: Friendship Day, 21st: Senior Citizens Day; 26th: Women's Equality Day
September	Senior Fitness Guide: Gyms, Exercise equipment & clothing, Personal Trainers, Massage, Chiropractors, Dieticians, etc.; Auto Dealers & service; Museums. Holidays: 5th: Labor Day; 11th: Grandparents Day; 11th Patriots' Day; 21st: World Peace Day
October	Election Guide; Mental Health topics; Isolation; Computer information and education. Holidays: 10th: 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: 2nd: National Election Day; 16th: Daylight Savings ends; 11th: Veterans Day; 24th: Thanksgiving; 25th: Black Friday Shopping; 28th: CyberMonday Shopping
December	Holiday Gifts, apparel, jewelry, etc.; Re-Creating & Updating Traditions; Leaving Legacies Holiday: 25th: Christmas Day; 31st New Year's Eve

PLAN AHEAD!

Circulation Map



***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 1,364,961 Ager in the Colorado Front Range

Communities Served

Boulder County

Boulder
Louisville
Lafayette
Longmont
Lyons
Erie
Nederland
Superior

Larimer County

Bellvue
Berthoud
Estes Park
Fort Collins
Loveland
Wellington

Weld County

Grover	Keenesberg	<i>Extra Coverage</i>
Brighton	Johnstown	Sterling
Milliken	Wattensburg	Briggsdale
Nunn	Hill & Park	New Raymer
Windsor	Lockbuie	Otis
Pierce	Hudson	Yuma
Platteville	LaSalle	Akron
Ault	Evans	Wray
Erie	Dacono	Atwood
Eaton	Frederick	Ft Morgan
Mead	Firestone	Brush
Kersey	Greeley	Holyoke
Fort Lupton		Haxton
		Segwick
		Julesburg

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

Distribution Policy

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

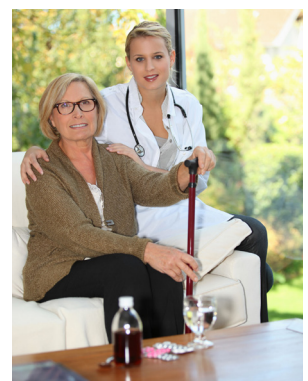
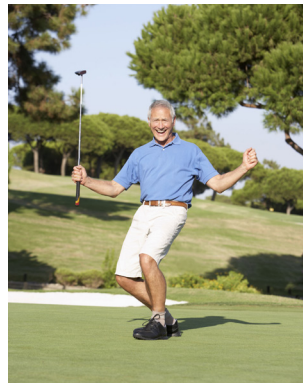
- Use local resources to determine best optimum circulation!
- More details given with your request by sending an email to

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:

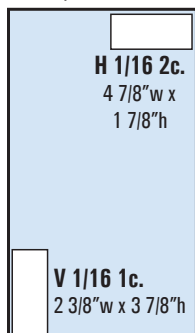
Medical facilities by office	City office complexes
Hospitals and waiting rooms	Faith community facilities
Dentists and labs	Banks and Credit Unions
Eye care centers	Community resource fairs & shows
Pharmacies' catering to seniors	Attorneys
All libraries	Barbers & Beauty shops
Health food stores	Flower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



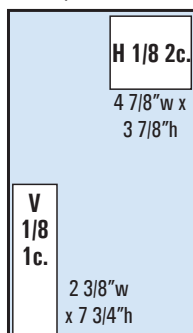
Targeting The 50 Plus Audience!

PRINT AD SIZES

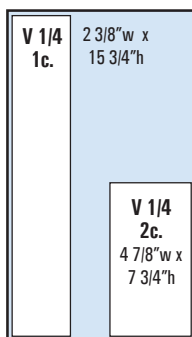
1/16 sizes



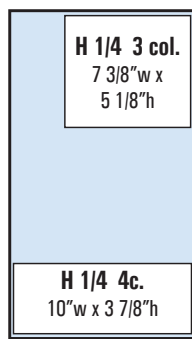
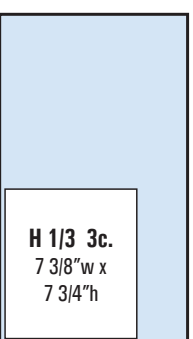
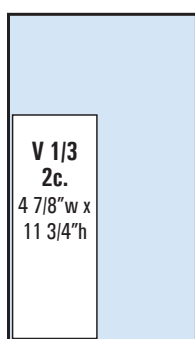
1/8 sizes



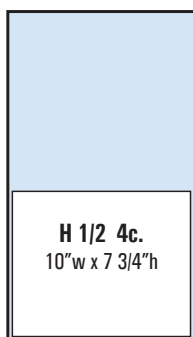
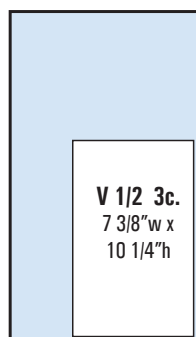
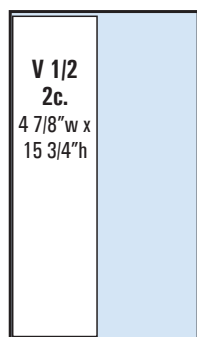
1/4 sizes



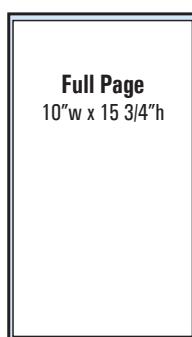
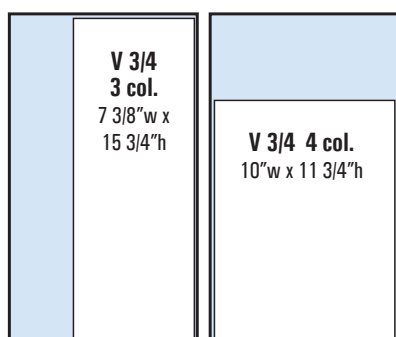
1/3 sizes



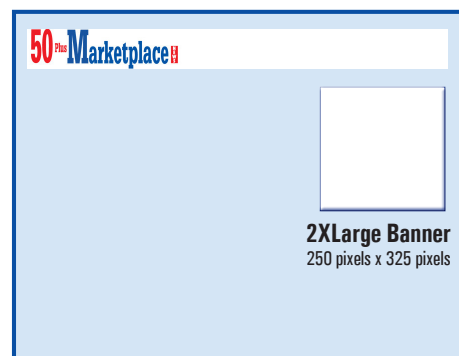
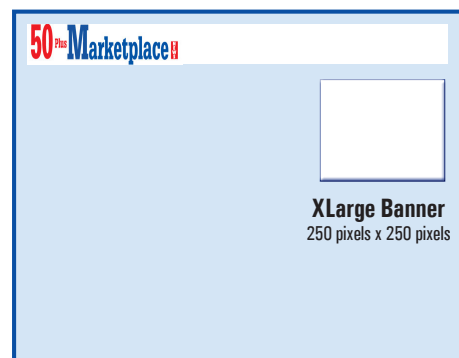
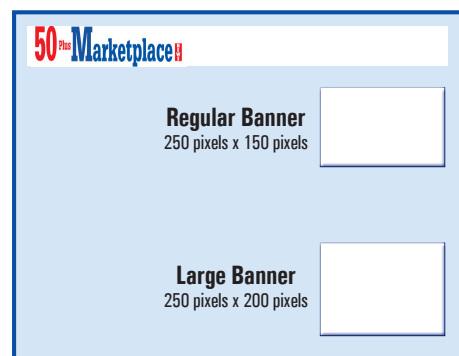
1/2 sizes



3/4 sizes



WEB AD SIZES



Submissions

DEADLINES:
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 flash 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

• • • Faxes are not accepted. • • •

****Deadlines may vary, please call to be included!***

If you have questions regarding the above specifications, 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

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

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

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

Office Use Only

Month	Amount	Month	Amount	Month	Amount	Month	Amount
January	\$ _____	April	\$ _____	July	\$ _____	October	\$ _____
February	\$ _____	May	\$ _____	August	\$ _____	November	\$ _____
March	\$ _____	June	\$ _____	September	\$ _____	December	\$ _____



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