

50+ Lifestyles

Over 100,000 residents in areas per schedule below
12 Mailings in 2010 - Over 1,200,000 circulation

\$40/M

"Serving the 50+ since 1975"

Founded in 1975, an independent newspaper published monthly for the education of individuals, professionals, businesses and elected officials interested in the needs and concerns of mature men and women on Long Island and Queens.

The 50+ market reads newspapers more than any other age group! Most own their own homes and spend more on remodeling and improvements. They spend more on health and personal care products too. The over 50 group spends \$30 billion a year on their grandchildren! This broad range of purchases allows your mailer to connect with the perfect consumer with many different offers.

Mail Date	Quantity
JAN	100,000
FEB	100,000
MAR	100,000
APRIL	100,000
MAY	100,000
JUNE	100,000
JULY	100,000
AUG	100,000
SEPT	100,000
OCT	100,000
NOV	100,000
DEC	100,000

Areas covered: Queens and Long Island.

Inserts will be either blown or stitched into publication.

**Inquire for other unique magazine distribution options.
Over 300 titles to consider!
Inquire about having your insert printed.**

Stanton Direct Marketing, Inc.

315 W. Water Street, Elmira NY 14901-2914 <> Tel: 607-734-1665<> Fax 607-734-3708

MINIMUM ORDER:

25M

DISTRIBUTION

100% Authorized
Location Pick-Ups

MATERIAL DUE:

2 weeks prior

MAX INSERT SIZE

5.5" x 8.5"

MIN INSERT SIZE

3" x 6"

MAX WT.- .15 oz

Please inquire on larger piece

INCOME:

AVG AGE: 62

CONTACT

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SAMPLE INSERT
PIECE REQUIRED
FOR CLEARANCE