

50+**PLUS**FYI®

Lifestyle & Resource Guide for the 50+Plus Community



“Little Black Book” of Resources
Is now included in the
50+Plus FYI Lifestyle & Resource Guide

Reach Thousands . . .

The Best Connection to the 50+ Community

- Professionals • Boomers • Seniors • Retirees • Service Providers • Caregivers • Families •
- Transition Care Managers • Social Workers •

Your Business Impact PER ISSUE:

55,000 Distributed

- **20,000 mailed** to 50+ age households (50K to 200K annual income)
- **10,000 distributed** by public libraries, senior centers, medical offices...
- **PLUS 25,000 e-mailed** to our e-subscribers

100,000 Readership / 200,000 annually

- Primary vehicle that drives EXPO attendance
- Guide to resources, products, and services

This Guide is the reason our EXPOs are so well attended!

Thousands mailed as an invitation to the EXPO.

Place your ad where it will be seen by thousands!

**Add your info to this
mailed
EXPO invitation.**

New ISSUE Features:
“Little Black Book” of Resources
Trending Products & Services
• Scam Alerts • Hotlines & Helplines •

Why are the **50+Plus FYI EXPOs** so successful?

This is the vehicle that drives attendance to the EXPO!



“Little Black Book” of Resources
Is now included in the
50+Plus FYI Lifestyle & Resource Guide



EXPO Exhibitor Specials!

■ **50+Plus FYI® Lifestyle & Resource Guide:**

Full-page (reg. \$2985) at Half-page rate **NOW . . . \$1950**

Half-page (reg. \$1950) at Quarter-page rate **NOW . . . \$1185**

Quarter-page (reg. \$1185) at Quarter-page rate **NOW . . . \$750**

(Required: 2-issue agreement = one year with ad in each issue.)

YOUR BUSINESS IMPACT ANNUALLY — 200,000

Distribution Facts:

50+Plus FYI® Lifestyle & Resource Guide promotes the **EXPO . . .**

Direct mailed to 50+ age households (50K to 200K annual income)

Place your ads where they will be viewed over and over again . . .

. . . your ads won't be trashed!

Ask about

FYI article focused on your business

50PlusFYI.org • 407-265-0534 • ReachUs@50PlusFYI.org

The 50+Plus FYI Resource Network is a 501(c)3 Florida non-profit organization dedicated to serving the resource information needs of the Central Florida 50+ population. We are endorsed by the Florida Department of Elder Affairs and The Senior Resource Alliance but we are 100% self funded and receive no monies from any agency or organization. Created for 50+ Central Floridians by 50+ Central Floridians!

FYI:

Cornerstone Hospice & Palliative Care

Cornerstone Hospice is a local, community based, not-for-profit hospice licensed since 1984.

Cornerstone Hospice was started by a group of volunteers who saw a need for hospice services. One dedicated nurse with a vision and passion for patients' care, their dignity, choices, and peace, started caring for three patients, one at a time. The organization today serves patients in seven counties including Lake, Sumter, Polk, Highlands, Hardee, Osceola, and Orange Counties.

When you, or a loved one, is diagnosed with a life-limiting illness, every moment matters; especially the moments spent with family, friends, and enjoying your favorite activities. At Cornerstone Hospice, our pain management and palliative care experts help to make the most of life's precious moments. Through Hospice care, patients maintain dignity, self-respect, and personal control over their lives.

Our care is provided within the familiar setting of wherever the patient lives and calls home: one's own home, assisted living facility, nursing home, independent care facility, Hospice house, or inpatient unit.

Cornerstone Hospice involves the family and offers professional support and training in

caring for their loved ones. Bereavement services and grief support are available to family members for up to one year after the death of a patient.

There are rewarding volunteer opportunities for the community to become involved with Cornerstone Hospice. Volunteers contribute their time, energy, and love to the mission

of Cornerstone Hospice and provide invaluable services to patients, families, and staff.

The best time to learn about hospice is before someone in your family is facing a crisis. With so many questions, Cornerstone Hospice offers answers. Contact 866-742-6655 or www.cornerstonehospice.org.

I deserve care that never takes a day off.

As Richard's symptoms became more difficult for his family to manage, they needed support that lasted through the weekend. Fortunately, Cornerstone's seven-day case management model allowed us to stay in his corner every day of the week. Richard's end-of-life needs don't go off the clock. Neither do we.

**Cornerstone**
HOSPICE & PALLIATIVE CARE *Serving since 1984*
LICENSE 5019096

We're in your corner.

866.742.6655 // cornerstonehospice.org

Cornerstone is committed to caring for all hospice patients regardless of payer source or ability to pay. 100% covered by Medicare & Medicaid

**Reach 200,000 50+ consumers per year!
Orange-Osceola-Seminole**

50+Plus FYI®

RATES
Central Florida



**“Little Black Book” of Resources
Is now included in the
50+Plus FYI Lifestyle & Resource Guide
In-Print . . . Online**



**The only Central Florida 50+ publication
distributed by mail . . .**



• 55,000 distributed per ISSUE

- 20,000** mailed to 50K to 200K annual income 50+Plus households
- 10,000** distributed by public libraries, senior centers, associations, social workers, agencies, government offices, special events, medical offices, caregivers, faith-based organizations, discharge planners retirement communities, transition care managers, support groups, hospitals, HR departments . . .
- 25,000** additional e-mailed to our e-subscribers

Professionals • Boomers • Retirees • Seniors • Families • Caregivers

Endorsed by The Area Agency on Aging of Central Florida and Florida Department of Elder Affairs

RATES (Per Issue) 2 issues per year:

SIZE (Width x Height)	Cost Per Issue
Full Page (6-1/4" x 9-1/4").....	\$2985
1/2 Page (3" x 9-1/4" V) (6-1/4" x 4-1/2" H).....	\$1950
1/4 Page (3" x 4-1/2" V)	\$1185
1/8 Page (3" x 2-1/4" H).....	\$ 750
Business Showcase (3" x 1-3/4").....	\$ 495

PREMIUM PRINT PLACEMENT

Spread (2-page).....	\$5550
Inside Front, Page 3-5, Back Cover (6-1/4" x 9-1/4") (Bleed Trim: 7" x 10")*	\$3750
Back Cover (6-1/4" x 9-1/4")	\$5250

FYI Article: Your Opportunity to Educate and Inform Consumers!

- “Little Black Book” 6-line Listing:** . . . \$398 / print issue . . . \$398 / 6 mos. online issue . . . \$398/6 mos. e-book PDF
- “Little Black Book” 6-line LOGO Listing:** . . . \$998 / print issue . . . \$998 / 6 mos. online issue . . . \$398/6 mos. e-book PDF

Artwork, guaranteed positions, inserts, special ad sizes, editorials — rates available upon request.
Let us know if you need assistance creating your camera-ready ad.

Electronic/Digital Art Specifications: 4-color process except where noted

- 1) All color images are CMYK and at least 300 dpi. Ads should be accompanied by a color proof.
- 2) Ads must be hi-res PDF e-mailed or on disk/cd with all support files and fonts embedded.
- 3) Ads must be prepared in InDesign, Quark, Illustrator CS, PhotoShop CS.
- 4) **Bleed size 7-1/2" x 10-1/2". Trim size is 7" x 10". Imprint area is 6-1/4" x 9-1/4"**

If you have questions, please call 407-265-0534 or e-mail ReachUs@50plusFYI.org.

2-2018

50+Plus FYI Lifestyle & Resource Guide — mailed distribution

2 issues per year

—30,000 printed per issue TOTAL printed: 60,000

—20,000 mailed per issue TOTAL mailed: 40,000

—10,000 POS per issue TOTAL hand out: 20,000*

*through public libraries, senior centers, medical offices, faith-based groups, etc.

Orange, Osceola, Seminole counties

Income / household: \$50,000 to \$200,000

Age: 52 to 79

Mean Age: 65

Zip Codes Mailed:

32701

32707

32708

32714

32730

32746

32750

32751

32765

32789

32792

32803

32804

32806

32807

32809

32812

32813

32814

32817

32819

32822

32824

32825

32826

32827

32828

32829

32831

32832

32833

32837

32839

34741

34743

34744