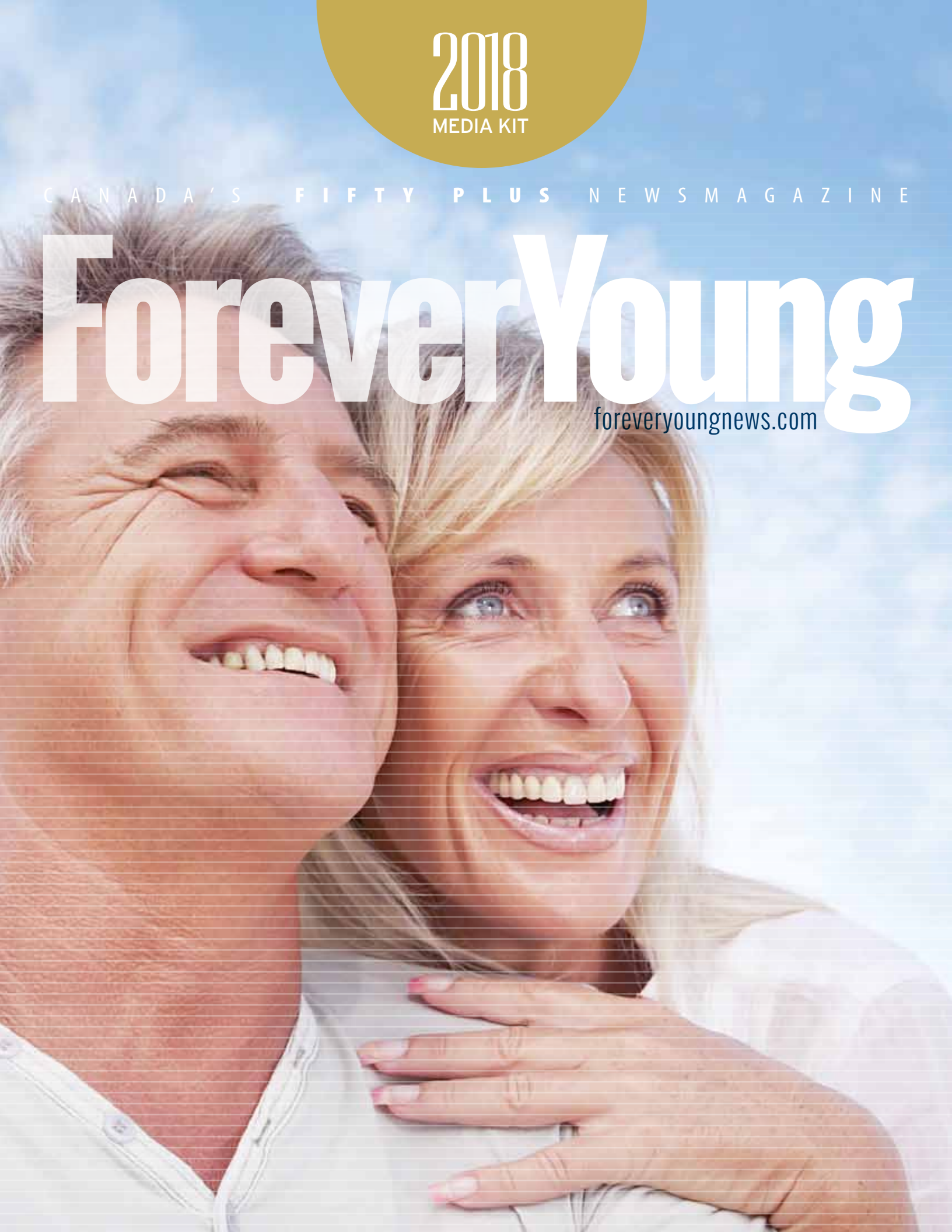


2018
MEDIA KIT

CANADA'S FIFTY PLUS NEWS MAGAZINE

ForeverYoung

foreveryoungnews.com



CANADA'S **FIFTY PLUS** NEWSMAGAZINE

Forever Young

On target

Forever Young is an award-winning Metroland publication founded in 1985. Forever Young inspires mature Canadians to reach higher, live better and achieve new goals. This monthly newsmagazine encourages boomers to explore the limitless lifestyle possibilities available to active Canadians who welcome new challenges. Forever Young is distributed in

major markets across Ontario, offering a strong editorial identity that attracts national marketing campaigns, supplemented by local content and advertising messages in regional editions in Niagara, Hamilton/Halton, GTA (Toronto, York and Peel), Simcoe, Durham, Kawartha, Kitchener and Ottawa as well as the British Columbia Interior.



Specialty Shows & Publications

Empty Nest, Retirement Living Guide and Southbound

Forever Young 50+ Lifestyle & Retirement Shows
Hamilton/Halton Venue: Royal Botanical Gardens

- Spring Show, Sunday May 6, 2018
- Fall Show, Sunday Sept. 9, 2018



Our Markets

Greater Toronto Area	70,000	
• 61,200 to Saturday Toronto Star Home Subscribers		
• 8,800 to senior centres/libraries/hospitals		
Hamilton/ Halton Area	30,000	
• 17,770 to Saturday Hamilton Spectator Home Subscribers (Hamilton area)		
• 10,000 to Saturday Toronto Star Home Subscribers (Halton area)		
• 2,230 to seniors centres/libraries/hospitals		
Ottawa Valley/St.Lawrence	45,000	
British Columbia (interior)	20,000	
Kitchener	60,000	Extended Reach*
Peterborough	45,500	Extended Reach*
Niagara	50,000	Extended Reach*
Oshawa/Whitby	107,250	Extended Reach*
Ajax/Pickering	54,400	Extended Reach*
Northumberland	22,800	Extended Reach*
Barrie	53,000	Extended Reach*

*Extended Reach - A section within the Community Newspaper



Advertising Rates

Toronto GTA Rates Distribution: 70,000 (approx 168,000 readers)

Size	1- 3x	4 - 6x	7 - 9x	10-12x
Full pg.	\$2,500	\$2,300	\$2,100	\$1,900
3/4 Page	\$1,960	\$1,760	\$1,560	\$1,420
1/2 pg. (Island)	\$1,760	\$1,610	\$1,470	\$1,370
1/2 pg.	\$1,560	\$1,420	\$1,270	\$1,170
1/4 pg.	\$930	\$830	\$735	\$630
1/8 pg.	\$490	\$465	\$440	\$420
Basebar (Front Page)	\$930	\$830	\$735	\$630

Hamilton/Halton Rates Distribution: 30,000 (approx 72,000 readers)

Size	1- 3x	4 - 6x	7 - 9x	10-12x
Full pg.	\$1,100	\$1,000	\$900	\$810
3/4 Page	\$840	\$750	\$670	\$600
1/2 pg. (Island)	\$750	\$690	\$630	\$580
1/2 pg.	\$670	\$600	\$540	\$500
1/4 pg.	\$400	\$350	\$315	\$270
1/8 pg.	\$210	\$199	\$189	\$180
Basebar (Front Page)	\$400	\$350	\$315	\$270

*Rates are net CDN. Commissionable rates available. Additional 10% charge for premium positions.

Mechanicals

Preferred file format:
High resolution PDF.

Resolution and formats:
266 dpi; CMYK; total ink limit 240%, INDD, QXD, TIFF or EPS.

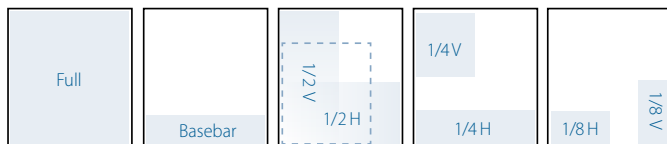
FTP SITE
Host: ftp.metroland.com
User ID: adbank
Password: cslads1
 Scroll to the **Forever Young News** directory

Ad Sizes

Sizes: Toronto GTA & Hamilton/Halton ONLY!

- Full Page (no bleed): 10.375" x 11.5"
- Front Basebar: 10.375" x 1.785"
- Half Vertical: 5.145" x 11.5"
- Half Horizontal: 10.375" x 5.714"
- Half Island: 7.78" x 8.5"
- Quarter Vertical: 5.145" x 5.714"
- Quarter Horizontal: 10.375" x 2.785"
- Eighth Vertical: 2.512" x 5.714"
- Eighth Horizontal: 5.145" x 2.785"

Note: Call for sizing for other markets



Diagrams are for visualization only. Not to scale. Broken line denotes 1/2 page island orientation.

Our Digital Offerings



- Display Advertising
- Native Advertising
- Behaviour Targeting
- Mobile GeoFencing
- Digital Flyers & Coupons
- Email Marketing
- Online Contesting and Branded Content

All-Inclusive Digital Bundles

What's included:

- Campaign strategy and setup
- Access to Metroland's exclusive hyper local audience
- Multi-platform targeting (mobile, tablet, desktop)
- Real time location based targeting
- Complimentary creative ad designs in multiple sizes
- Campaign optimization
- Post campaign impact performance reporting

Starting from: \$499

(35,000 impressions, suggested length 30 days)

Contents/Dates subject to change; consult your advertising representative.

★ EN - Empty Nest Special Edition
★ SB - Southbound Special Edition
★ RLG - Retirement Living Guide Special Edition

2018 Special Features

January:

Theme: Financial
Feature: Winter Escapes
Sponsor: Alzheimer's
Ask the Professionals

Publishes Dec. 30
Material due Dec. 18



February

Theme: Healthy Living
Feature: Family Day
Sponsor: Heart

Publishes Feb. 3
Material due Jan. 22



March

Theme: Caregivers
Feature: Spring Travel
Sponsor: Colorectal,
Red Cross

Publishes Mar. 3
Material due Feb. 16



April

Theme: Volunteering
Feature: Home & Reno
Sponsor: Daffodil,
Cancer Awareness

Publishes Mar. 24
Material due Mar. 12

May

★ EN

Theme: Planned Giving
Feature: Outdoors &
Gardening
Sponsor: Hearing

Publishes Apr. 28
Material due Apr. 16



June

Theme: Seniors Month
Feature: Summer Health
Sponsor: Stroke
Awareness

Publishes June 2
Material due May 18



July

Theme: Summer
Flavours
Feature: Travel Canada
Sponsor: N/A

Publishes June 30
Material due June 18

August

★ RLG

Theme: Life Reflections,
Wills, Planning
Feature: ON Day Trips
Sponsor: N/A

Publishes July 28
Material due July 16

September

Theme: Grand Parents
Feature: For Love of Pets
Sponsor: Prostate Cancer
Awareness

Publishes Sept. 1
Material due Aug. 20



October

★ SB

Theme: Healthy Ways
Feature: Cruising
Sponsor: Breast Cancer
Awareness

Publishes Sept. 29
Material due Sept. 17



November

★ EN

Theme: Entertainment
Feature: Holiday Travel
Sponsor: That's
Entertainment

Publishes Oct. 3
Material due Oct. 22

December

Theme: Planned Giving
Feature: Festive Food
Sponsor: N/A

Publishes Dec. 1
Material due Nov. 19



In Every Edition

Cover Story – the hottest celebrities, newsmakers, (Look Who's 50).

Win on the Web – Enter our popular contests for a chance to win the latest products, foods, entertainment opportunities and more. Check out the prizes in each issue.

Almanac – Forever Young readers love to discuss the glories of their heydays and so in Almanac we'll indulge in nostalgia.

Spotlight – Entertainment calendar of events, recipes and more.

Travel – Destinations, milestone adventures, cruising, more.

The Goods – The latest products from home decor and fashion to fabulous food and more are featured with a different theme each month.

Diversions – Brainteasers and puzzles, *Laughlines* and *Life in the Boomer Lane*.