

# MAINE SENIORS

THE FUN STARTS AT 50



## Media Kit



**Let us help you build your brand  
and spread your message with  
Maine's most valuable audience!**

Maine Seniors Magazine appeals to folks over 50 and features enjoyable stories about people and organizations here in Maine! We offer in-depth coverage of topics ranging from healthcare and issues around aging, to wealth management, retirement communities, elder law, and even a trip down memory lane with a touch of nostalgia! At Maine Seniors, it is our goal to deliver valuable information and wholesome, enjoyable content in every issue.

## ONLINE PRESENCE

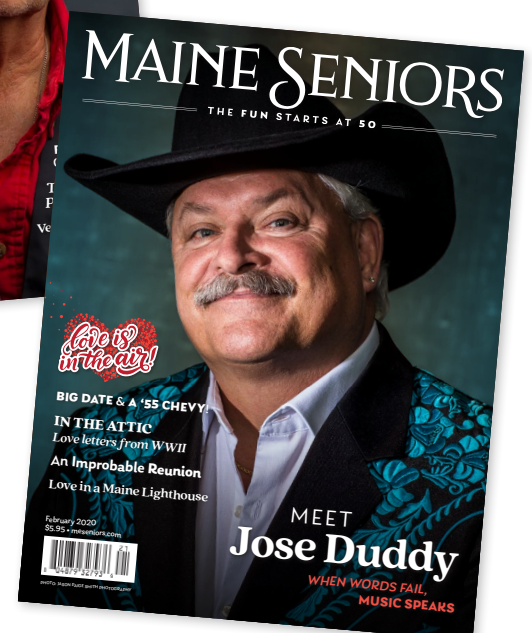
[www.meseniors.com](http://www.meseniors.com)

[facebook.com/MaineSeniorsMagazine](https://facebook.com/MaineSeniorsMagazine)

[instagram.com/maineseniormag](https://instagram.com/maineseniormag)

[linkedin.com/company/maine-seniors-magazine](https://linkedin.com/company/maine-seniors-magazine)

[twitter.com/maineseniormag](https://twitter.com/maineseniormag)





## Did you know that almost 40% of Mainers are 50-plus? No wonder Maine Seniors is reaching more than 100,000 Mainers and growing!

Yes, it is true that Maine has the oldest population in the country and **Maine Seniors Magazine** is in front of this audience every month with a new premium quality issue.

**FACT 1:** *The 50-plus demo and those professionals who work with our senior population represent a **valuable audience**. In Maine nearly 1,000 people each month turn 65. This demographic requires wealth management advisors, healthcare professionals, and elder law and estate planning attorneys. They are also the primary volunteers and philanthropists of Maine—making them our most valuable audience.*

**FACT 2:** *People are **spending quality time** with **Maine Seniors Magazine** and this means more time with your message.*

**FACT 3:** *At **Maine Seniors Magazine**, we are growing. Our subscription and ad base are growing organically and should continue to do so for the next several years, due in part to the growth of our market space. In fact, MSM's target market will be growing with us for the foreseeable future.*

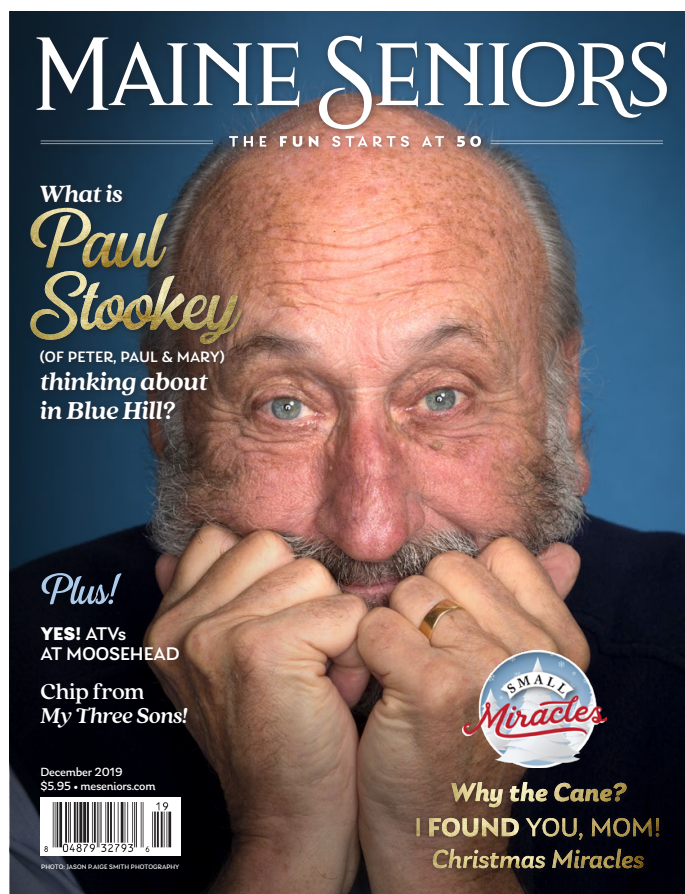
**FACT 4:** *In addition to Maine hosting a larger number of seniors per capita than any other state in the nation, we also import semi-retired folks and retirees, who typically bring considerable assets to the state and seek new professional relationships, from healthcare to financial services and more!*

## OUR MARKET NICHE:

**Adults 50+**

## THOSE 50 AND OVER:

- Control **70%** of the nation's wealth
- Purchase **70%** of all prescriptions
- Account for **60%** of all healthcare spending
- Own **70%** of all money market accounts
- Buy **43%** of all new cars and **48%** of luxury cars
- Account for **80%** of all luxury travel



### **Maine Seniors is seen in 5,000 waiting rooms statewide.**

That means that if just *1 person per day* in each waiting room reads **Maine Seniors Magazine**, it

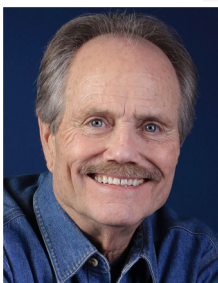
will be read by *5,000 people per day*.

5,000 readers per day equals at least **25,000 readers per week** and **100,000 readers per**

*month*, meaning that your message could

**be seen by over 100,000 Maine seniors!**

### **FEATURING** **Wicked Memories**



### **CIRCULATION:**

**27,000**

### **DISTRIBUTION OUTLETS:**

- At **300 newsstands** across Maine
- More than **350 law firms** (estate planning & elder law)
- More than **2,500 medical office waiting rooms** (hospitals, optometrists, orthopedic surgeons, audiologists, dentist, and more)
- More than **1,000 financial service firm lobbies** (accounting firms, insurance & financial planning offices, banks)
- More than **1,000** go to other locations (car dealerships, garages, hair and nail salons, fitness centers, hotels, retirement villages, and more)
- More than **8,000 subscriptions**

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## Rate Card & Mechanical Specs

Size	12x	6x	3x	1x
Full Page	\$1,763	\$1,867	\$1,971	\$2,387
2/3 Page	\$1,139	\$1,243	\$1,347	\$1,659
1/2 Page	\$931	\$1,035	\$1,139	\$1,347
1/3 Page	\$723	\$827	\$931	\$1,035
1/4 Page	\$535	\$595	\$654	\$774
1/6 Page	\$411	\$515	\$619	\$732
1/12 Page	\$203	\$338	\$411	\$442
SPECIAL SECTIONS:				
1/3 Page	\$495	\$595	\$695	\$795
PREMIUM COVER POSITIONS: <i>(based on availability)</i>				
Back	\$2,295	\$2,395	\$2,495	\$2,895
Inside Back & Inside Front	\$2,095	\$2,195	\$2,295	\$2,695

Rates are per insertion. Non-fulfillment of contract will result in a short rate.

### BILLING:

- All rates are net.
- A pre-pay discount of 10% is available for customers who pay a contract in full prior to the first insertion going to press.
- No additional discounts are applicable.
- Ads are billed upon publish date and are net 30.

### TECHNICAL INFORMATION:

Please read before submitting your files for print.

All ads should be submitted in high-resolution PDF format with fonts embedded. All color images within the ad must be CMYK and 300 dpi at 100%.

We regret that we cannot accept Microsoft Publisher, Word, or Powerpoint files for use in print.

If you have any questions about your materials, please contact your representative, and we will identify potential difficulties and recommend the best way to proceed. Please remember: we strive for the highest quality on every page so that both our readers and advertisers benefit from *Maine Seniors*.

### SUBMISSION:

Submit via email or Dropbox to your sales rep.

#### FULL PAGE

Bleed size:  
8.625" W x  
11.125" H

Trim size:  
8.375" W x  
10.875" H

#### 2/3 PAGE

4.75" W x  
10" H

#### 1/2 VERT.

3.5625" W  
x 10" H

#### 1/2 HORIZ.

7.375" W x  
4.875" H

#### 1/2 ISLAND

4.75" W x  
7.5" H

#### 1/4 PAGE

3.5625" W x  
4.875" H

#### 1/3 VERT.

2.25" W x  
10" H

#### 1/3 SQUARE

4.75" W x  
4.875" H

#### 1/6 PAGE

VERT:  
2.25" W x 4.875" H

HORIZ:  
4.75" W x  
2.375" H

#### 1/12 PAGE

2.25" W x  
2.375" H