

# FIFTY-FIVE PLUS

2021 Media Kit



**CMG** COYLE  
media group



MAGAZINE

Frequency: 8 + 2 (Ultimate Guide) issues per year  
Readership: 2,000,000\*

WEBSITE

Average visitors per month: 7,498  
Average page views per month: 23,829  
Average session time: 2 mins 43 secs

NEWSLETTER

Frequency: 8 times per year  
Database size: 30,000  
Average open rate: 23.6%

SOCIAL

Facebook likes: 4,300  
Twitter followers: 1,100

TRADE SHOW

8,000 - 10,000 Visitors  
Show held twice per year

\*annual readership

# WHO WE ARE

# Fifty-Five Plus

For over three decades, we at *Fifty-Five Plus* have been providing older adults with the information and inspiration to make the very most of life. Having grown right along with our audience, we're mature lifestyle experts. Our brand, *Fifty-Five Plus*, reflects this exciting time in life: There are more opportunities than ever to try new things, embark on adventures, and pursue interests and dreams.





# Print

*Fifty-Five Plus* magazine gives you the information you want about the topics you care about. With articles about health, home and design, finance, travel and entertainment, you'll always be in the know on the issues that matter most. Our readers must agree, because *Fifty-Five Plus* is one of the largest magazines for the mature market in Ontario.

In addition to *Fifty-Five Plus*, *The Ultimate Guide to Retirement Living* is published bi-annually. *The Ultimate Guide* offers essential information on retirement residences, City of Ottawa programs and services, Ottawa Police Services, and Ottawa Public Health topics and programs.

For rates and file specifications, please contact your media consultant.



the team mascot's costume and don the outfit to become Youppi when needed.

"I repaired him part by part," he says. "Then they asked me to make a brand-new costume. The original had been intended for television, not for running around. It was difficult to clean and it had got to the point that you could smell when Youppi was coming."

With the newly made, washable Youppi, Jean-Claude travelled with the team for the next three years. As it turned out, he had a natural talent for performing as the costumed character. "I loved the job and had a great time travelling with the players, seeing costumes all over the U.S. and Canada," he says. "But I didn't know then that I was building a mascot business."

However, this was just what was happening,

although his bank initially refused to give him a business loan. ("The banks actually laughed at me and my business idea," he recalls.) Instead, a second mascot assignment — to make a mascot and perform in the costume for a local radio station (the now-defunct CJMF) — gave him the start-up boost he needed.

He began his mascot business in the basement of his home, later moving to an office. "I slept in the office for two years," says Jean-Claude, explaining that his marriage broke under the strain associated with building his company. "At that time, being or building a mascot was not a job with any prestige. Also, the business took so much energy and I was gone with the team a lot of the time."

Fifty-Five Plus Magazine • 11 • November/December 2016 Issue

# Spec Sheet

## Technical Requirements

**PDF Files:** Ads should be submitted as press-ready PDF files. Please embed all fonts, and convert all photos and spot colors to CMYK. Photos and graphics files used in the PDF should be at a resolution of 300dpi or higher.

**PLEASE NOTE:** on bleed ads add 4mm bleed to trim-size, on all sides.

## Ad Dimensions

Size	Width	Height
Full Page (Trim)	8.125"	10.5"
(Add .125" on all sides for bleed)	8.375"	10.75"
Full Page (Non Bleed)	7.042"	9.625"
1/2 Vertical	4.625"	7.062"
1/2 Vertical Strip	3.418"	9.625"
1/2 Horizontal	7.042"	4.633"
1/4 Vertical	3.418"	4.633"



Graphics show ads without bleed

# Digital

*Fifty-Five Plus* offers a variety of versatile tools to connect with different audiences on the platforms they use most. From the *Fifty-Five Plus* website and social media sites, such as Facebook, to custom email marketing campaigns and newsletters, we help you reach and influence your target markets. We also offer integrated print and digital campaigns for maximum impact. They can be strategically tailored to meet your particular objectives.



[www.Fifty-Five-Plus.com](http://www.Fifty-Five-Plus.com)

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

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

# Fifty-Five Plus *Lifestyle* SHOW



# Lifestyle Show

Looking for a unique advertising opportunity? The *Fifty-Five Plus Lifestyle Show* is hosted twice a year in April and September, with great entertainment, exhibitors, and more.

For more information, check out the Lifestyle Show Media Kit.

Please contact your media consultant for further information.

Fifty-Five Plus  
*Lifestyle*  
SHOW

# Readership Survey 2020

## READING HABITS

Our magazine is shared

**73%** of the time our magazine is shared with two or more people.

**52%** read our magazine for more than one hour.

**61%** refer back at least twice.

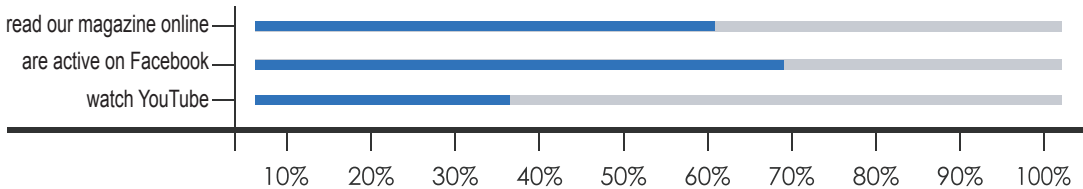
**67%**

of our readers donate  
money to charities

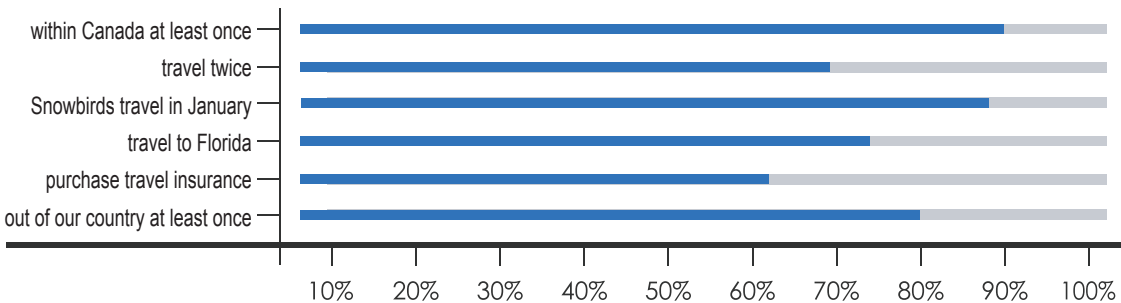
**26%**

volunteer their  
time

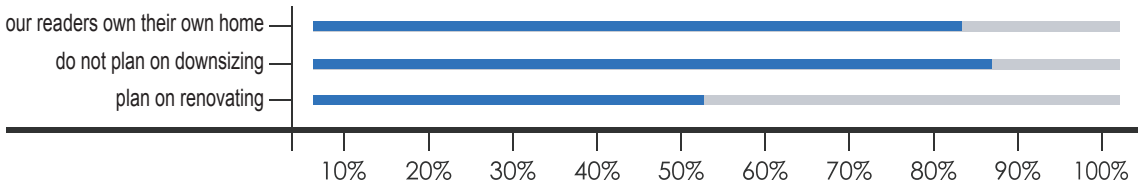
## ONLINE ACTIVITY



## TRAVEL



## PURCHASING HABITS



## PERSONAL INFORMATION

**56%** of our readers are over 66

**44%** are under 66

**59%** are female

**41%** are male

**71%** are Married

**73%** are retired

**26%** are still working

**77%** of our readers have an income of \$50,000+

**45%** have an income over \$75,000

**92%** of our readers have a Computer or Laptop

**84%** have a Cell Phone

**67%** have a Tablet

COLUMNS  
AND  
FEATURES  
**TOP 3**

Travel Feature Article  
Travel Bug  
Your Finance

**TOP 3**  
locations  
traveled in  
the past year

Florida  
Europe  
Caribbean

purchases  
planned within  
the next year  
**TOP 10**

Healthcare  
Home Furnishings  
Automobile  
Major Appliances  
Investments  
Flooring  
Computer/Tablet  
Home Improvements  
Cell Phone  
Housing

FIFTY-FIVE PLUS  
Lifestyle Magazine

# FIFTY-FIVE PLUS

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

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