

FIFTY-FIVE PLUS

Lifestyle Magazine

DIGITAL MEDIA KIT
2020



WHAT WE DO

We provide full service, multi-touch point marketing to maximize your ROI. We provide cutting-edge **multimedia solutions** to help your business thrive. Not only do we dominate the fifty-five plus market, we offer the most effective platforms to build your brand and reach your target audiences online, in print and in person.

SERVICES WE PROVIDE

- » Digital Programs
- » Social Marketing
- » Publishing
- » Trade Shows
- » Content Management
- » Brand Awareness
- » Ad Design
- » Strategy & Execution

WE HELP YOU MAKE THE CONNECTIONS THAT COUNT.

30,000+

E-NEWSLETTER SUBSCRIBERS

Number One

IN THE FIFTY-FIVE PLUS MARKET

Double

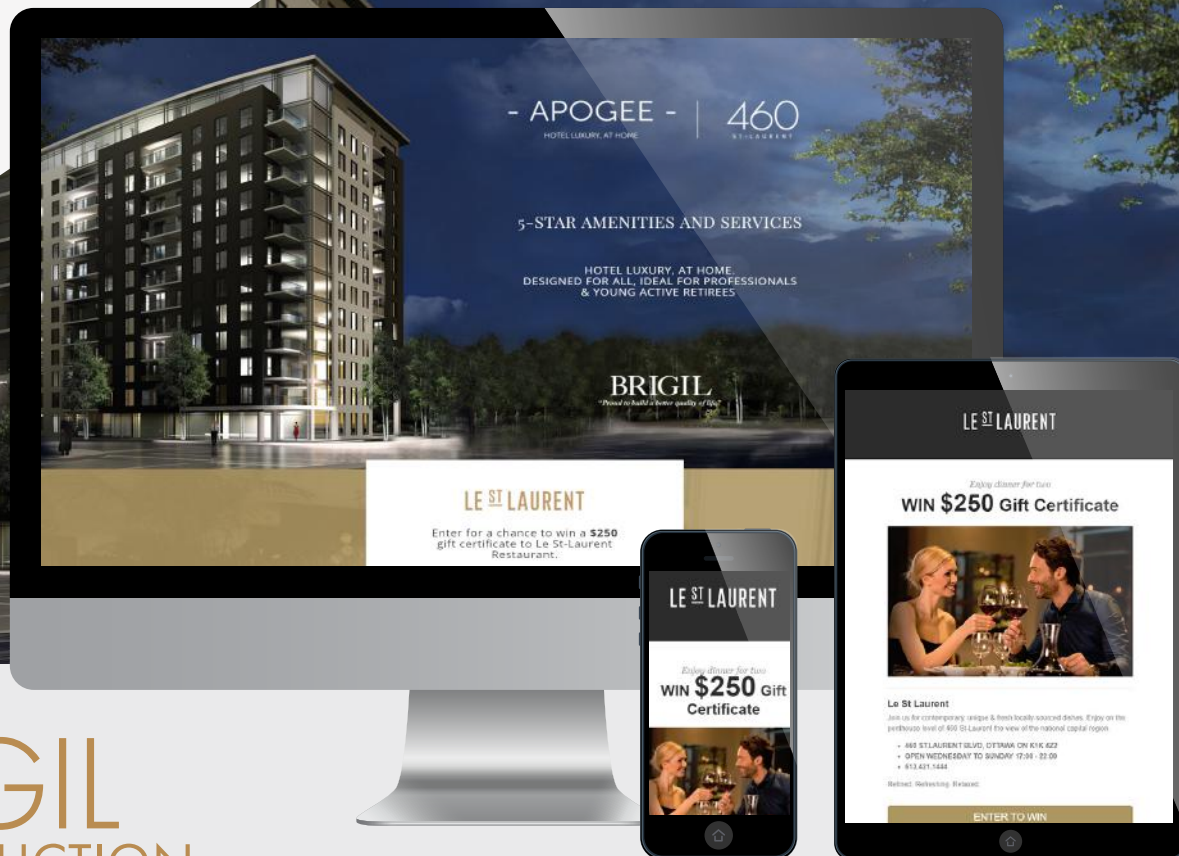
INDUSTRY AVERAGE OPEN RATES

CUSTOM DIGITAL CAMPAIGN CASE STUDY

1

BRIGIL

"Proud to build a better quality of life"



BRIGIL CONSTRUCTION

OBJECTIVE Generate new confirmed leads and heightened on-site foot traffic through promotion of their restaurant and promote brand awareness.

EXECUTION We generated over 1,700 new leads through a 48 hour campaign utilizing social media marketing, a custom landing page and focused e-mail blasts to our dynamic members list.

- » Custom Landing Page
- » Custom E-Newsletter
- » Content Creation
- » Social Media Marketing
- » Targeted Campaign

23,170

PEOPLE REACHED

4%

OVER INDUSTRY AVERAGE CLICK RATE

1,763

LEADS GENERATED FOR CLIENT

CUSTOM DIGITAL CAMPAIGN

CASE STUDY

2

ex.po.nent
INVESTMENT MANAGEMENT



EXPONENT INVESTMENT MANAGEMENT

OBJECTIVE Promote the conference, fill seats to the event, promote brand awareness and lead generation.

EXECUTION Over a three week custom campaign we created variable landing pages promoting targeted information, custom content and numerous custom e-blasts through precise drip campaign.

- » Custom Landing Page
- » Custom E-Newsletter
- » Follow-up E-Newsletters
- » Content Creation
- » Custom Design
- » Targeted Campaign

Tripled

EXPECTED EVENT ATTENDANCE

70%

LANDING PAGE CONVERSION RATE

Sold Out

IN 24 HOURS



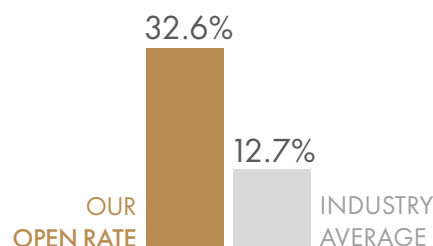
E-NEWSLETTERS

Have our team design your custom e-Campaign and reach our 30,000 Fifty-Five Plus e-Newsletter members.



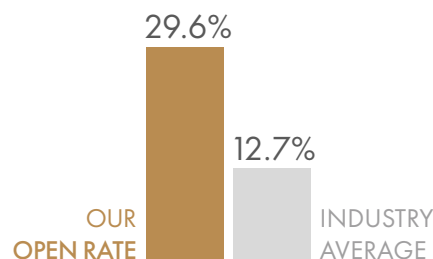
FAIRMONT

Our e-Newsletter numbers were the perfect match for Fairmont's exclusive Fall offer resulting in impressive open rates.



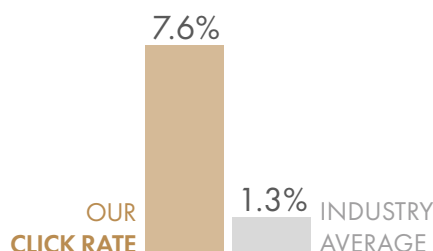
CANADA RETIREMENT

To promote Canada Retirement's *Little Black Book of Scams*, we designed a custom e-Blast to boost awareness.



ARBOR MEMORIAL

We designed a custom e-Blast for Arbor Memorial to help them promote their contest for a chance to win a \$100 Visa Gift Card.



Let's build YOUR CUSTOM DIGITAL CAMPAIGN

PRICING

\$1500	Custom E-Newsletter
\$600/Month	Large Leaderboard Ad (980 x 120 pixels)
\$400/Month	Medium Rectangle Ad (300 x 250 pixels)
\$600/Month	Sponsored Content
Custom Pricing	Digital Media Campaign

Pricing will change if added to a Fifty-Five Plus Magazine Print Campaign.

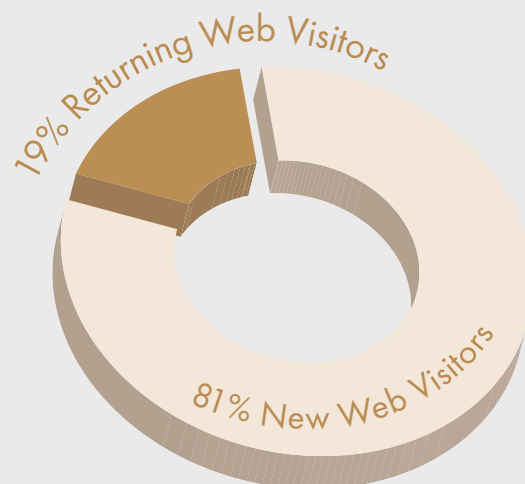
PROMOTING A POSITIVE ACTIVE LIFESTYLE

Fifty-Five Plus
MAGAZINE

Distribution numbers fluctuate and subject to change.

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FIFTY-FIVE PLUS WEBSITE STATS



30,000+

Members on our E-Mail
Subscribers List

Let us design a custom digital experience to suit your needs, and in the click of a button reach our 30,000+ members today. Contact our associates for your custom-built campaign.

CMG COYLE
media group