

A Health & Lifestyle Magazine for Thriving Adults  
**LIVING WELL**

A Health & Lifestyle Magazine for Thriving Adults  
**LIVING WELL**  
Akron

**PLUS:**  
**THE NEW  
TAX LAW**

**PROTECTING YOUR  
HEART**

**NUMB HANDS ARE  
NOT NORMAL**

*Olivia*  
**NEWTON-JOHN**  
**ON GREASE TO GLEE,  
TO EVERYTHING ELSE**

Complimentary Issue

Summer 2011

MEDIA KIT

# Distribution

LIVING WELL Magazine has one of the most sought after demographics in all of publishing: Affluent, Health Conscious, Active, Educated Professionals and Retirees over 50 with combined household incomes of \$100,000 and higher.

## 14,125

**COPIES DIRECT MAILED TO 50 AND OLDER HOUSEHOLDS WITH A COMBINED INCOME OF \$100,000 AND HIGHER**



## 6,235

**COPIES DISTRIBUTED TO HOSPITALS, MEDICAL CAMPUSES, RETIREMENT COMMUNITIES, SENIOR CENTERS AND ADVERTISERS.**



PLUS  
**808**

**ADDITIONAL COPIES MAILED DIRECTLY TO LOCAL PHYSICIANS AND SPECIALISTS.**



## AKRON'S TRUSTED PUBLICATION FOR THRIVING ADULTS

.....

**LIVING WELL Magazine** is an **award winning** national parent company that publishes locally-owned and operated magazines **3-times per year in 20 markets** in 12 states: Arizona, Colorado, Florida, Georgia, Indiana, Iowa, Louisiana, Missouri, Ohio, Oklahoma, Texas and Utah for a total production of over **1.2 Million** magazines annually.

**LIVING WELL Magazine** brings its readers something new: A local, educational resource showcasing informative, timely articles written by top professionals in specialized fields, direct mailed to affluent, mature households, with a total distribution of over 21,000 copies per issue. Our distribution guarantees mailbox delivery and drop offs to targeted locations throughout the community.

## WHAT MAKES LIVING WELL MAGAZINE DIFFERENT? YOU, THE ADVERTISER!

.....

**Akron LIVING WELL Magazine** provides your company with a **highly visible** platform to educate potential customers. Unlike other magazines, Akron LIVING WELL Magazine's editorial content is provided by you, the advertiser, to **communicate and demonstrate your expertise in your chosen specialty**. Your educational article offers readers beneficial information that establishes your company as an industry leader; and is concrete evidence of your professional abilities.

## PROVEN, COST EFFECTIVE RESULTS

.....

**LIVING WELL Magazine** provides **unparalleled access to the affluent 50 and older** demographic at a very low cost. For a fraction of what other magazines charge for an ad, LIVING WELL Magazine offers you more for your advertising dollar. With every full-color ad space purchased, you receive coveted editorial space to write about what you know best – your business. The result: Higher ROI and more customers.

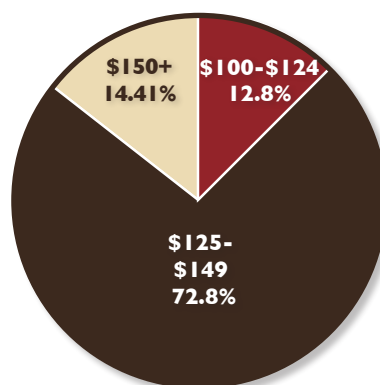
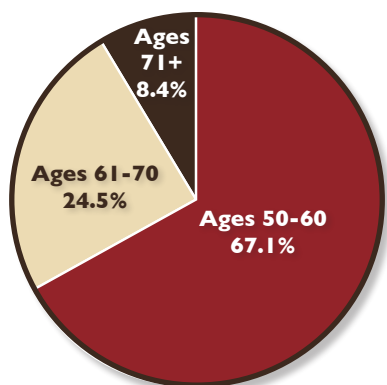


**LIVING WELL Magazine** is a recipient of 3 Generations Awards.

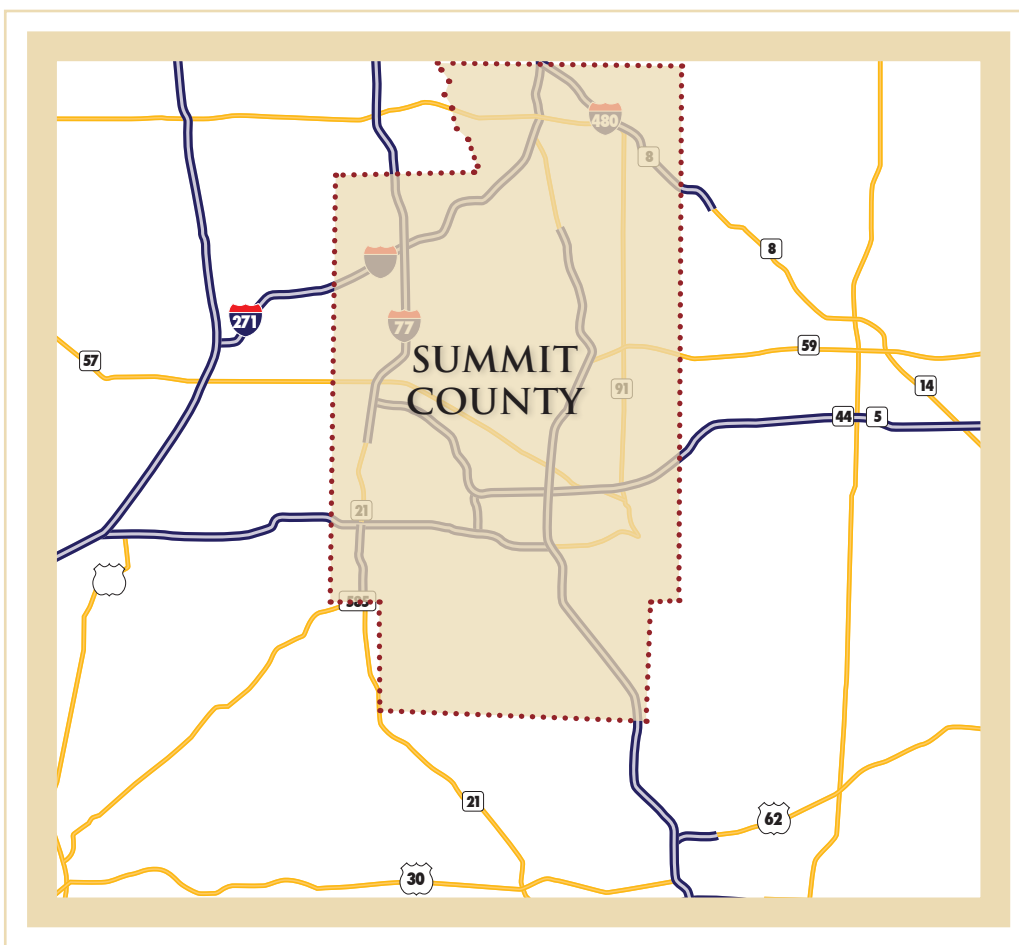
# Demographics

## AGE OF HOMEOWNER

## HOUSEHOLD INCOME



IN THOUSANDS



# ADVERTISING *Rates & Sizes*

AKRON LIVING WELL PUBLISHES 3 ISSUES ANNUALLY	
<b>RATES (PER ISSUE)</b>	
HALF PAGE + HALF PAGE EDUCATIONAL ARTICLE	\$ 880
FULL PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,575
<b>PREMIUM PLACEMENT (PER ISSUE)</b>	
INSIDE FRONT COVER + FULL PAGE EDUCATIONAL ARTICLE	\$1,880
FIRST PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,880
INSIDE BACK COVER + EDUCATIONAL ARTICLE	\$1,760
BACK COVER + EDUCATIONAL ARTICLE	\$2,500
<b>SPECIALS (PER ISSUE)</b>	
TWO PAGE SPREAD	\$2,150
INSIDE LOCAL FEATURE STORY	INQUIRE FOR INFORMATION

<p><b>FULL PAGE AD</b> 8.625 in. x 11.0625 in.</p>	<p><b>FULL PAGE ARTICLE</b> 750 WORD LIMIT</p>	<p><b>1/2 PAGE ARTICLE</b> 350 WORD LIMIT</p> <hr/> <p><b>1/2 PAGE HORIZONTAL AD</b> 7.375 in. x 4.75 in.</p>	<p><b>1/2 PAGE VERTICAL AD</b> 4.25 in. x 11.0625 in.</p>	<p><b>1/2 PAGE ARTICLE</b> 350 WORD LIMIT</p>
--	--	---	---	---

- **YOUR ADVERTISING DOLLAR BUYS MORE THAN JUST AN AD.** With the purchase of your ad, you have the opportunity to write an educational article of equal size — a different article for each issue. Your educational and informative article is professionally edited and published adjacent to your ad.
- **ADDITIONAL MAGAZINES AND A TABLE DISPLAY** are provided and delivered by our staff for your office reception area or foyer, with our compliments.
- **NEED HELP DESIGNING AND CREATING YOUR AD. NO PROBLEM.** At no additional cost, your publisher will coordinate with LIVING WELL Magazine's art department to create your ad for the magazine.

## CONTACT INFORMATION

CAROLYN CROCKER 330.620.8260  
 PUBLISHER EMAIL: CAROLYN@LIVINGWELLMAG.COM