

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

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

**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

**COLLIN COUNTY**

# 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 \$150,000 and higher.

## 14,931

COPIES DIRECT MAILED TO 50 AND OLDER HOUSEHOLDS WITH A COMBINED INCOME OF \$150,000 AND HIGHER



## 5,600

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



PLUS  
**470**

ADDITIONAL COPIES MAILED DIRECTLY TO LOCAL PHYSICIANS AND SPECIALISTS.



DISTRIBUTION SUBJECT TO CHANGE BASED ON READER AND MARKET NEEDS.

## COLLIN COUNTY'S TRUSTED PUBLICATION FOR THRIVING ADULTS

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**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!

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**Collin County LIVING WELL Magazine** provides your company with a **highly visible** platform to educate potential customers. Unlike other magazines, Collin County 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

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**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.



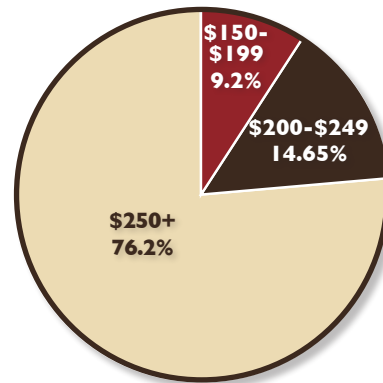
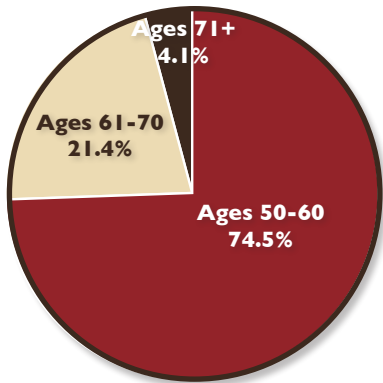
**LIVING WELL Magazine** is a recipient of 3 Generations Awards.

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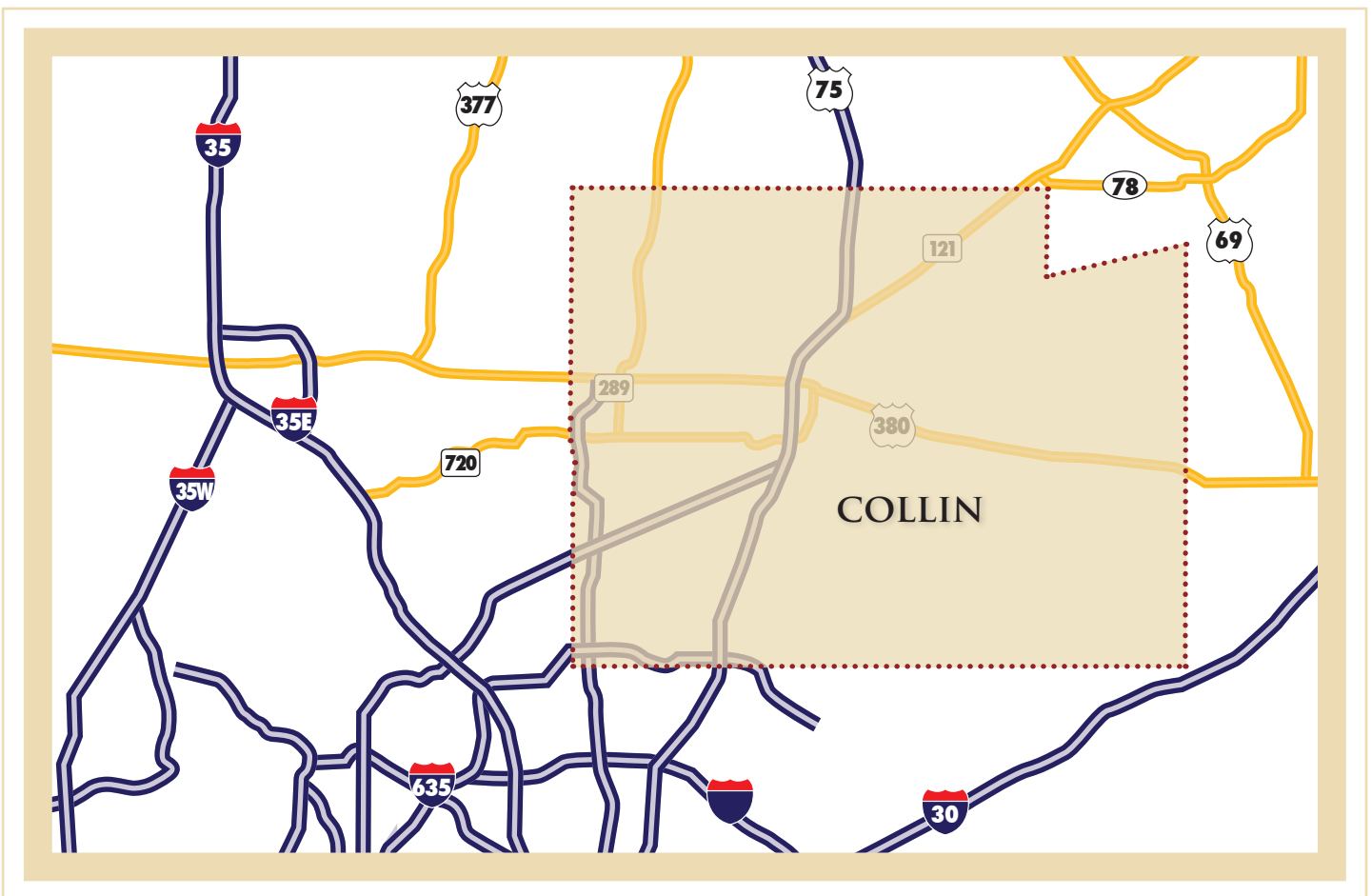
# Demographics

## AGE OF HOMEOWNER

## HOUSEHOLD INCOME



IN THOUSANDS



ADVERTISING *Rates & Sizes*

RATES (PER ISSUE)

COLLIN COUNTY LIVING WELL  
PUBLISHES 3 ISSUES ANNUALLY

HALF PAGE + HALF PAGE EDUCATIONAL ARTICLE	\$ 850
FULL PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,450

PREMIUM PLACEMENT (PER ISSUE)

INSIDE FRONT COVER + FULL PAGE EDUCATIONAL ARTICLE	\$1,650
FIRST PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,650
INSIDE BACK COVER + EDUCATIONAL ARTICLE	\$1,550
BACK COVER + EDUCATIONAL ARTICLE	\$3,500

SPECIALS (PER ISSUE)

TWO PAGE SPREAD	\$1,800
INSIDE LOCAL FEATURE STORY	INQUIRE FOR INFORMATION

The diagram illustrates six different ad and article formats. On the left, a large vertical rectangle represents a 'FULL PAGE AD' with dimensions 8.625 in. x 11.0625 in. Next to it is a 'FULL PAGE ARTICLE' with a 750 word limit. In the center, a horizontal rectangle represents a '1/2 PAGE HORIZONTAL AD' with dimensions 7.375 in. x 4.75 in. Above it is a '1/2 PAGE ARTICLE' with a 350 word limit. On the right, a vertical rectangle represents a '1/2 PAGE VERTICAL AD' with dimensions 4.25 in. x 11.0625 in. To its right is another '1/2 PAGE ARTICLE' with a 350 word limit.

- **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

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