

A Health & Lifestyle Magazine for Thriving Adults
LIVING WELL

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LIVING WELL
North Dallas

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

NORTH DALLAS

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 54 with combined household incomes of \$100,000 and higher.

14,138

COPIES DIRECT MAILED TO 54 AND OLDER HOUSEHOLDS WITH A COMBINED INCOME OF \$100,000 AND HIGHER



6,100

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



PLUS

830

ADDITIONAL COPIES MAILED DIRECTLY TO LOCAL PHYSICIANS AND SPECIALISTS.



DISTRIBUTION SUBJECT TO CHANGE BASED ON READER AND MARKET NEEDS.

NORTH DALLAS' 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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North Dallas LIVING WELL Magazine provides your company with a **highly visible** platform to educate potential customers. Unlike other magazines, North Dallas 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.

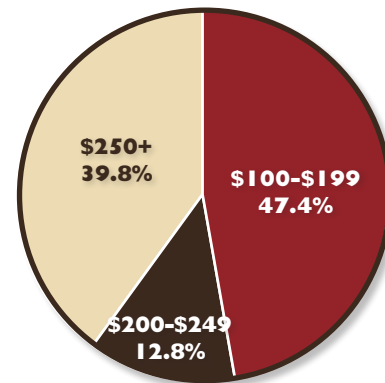
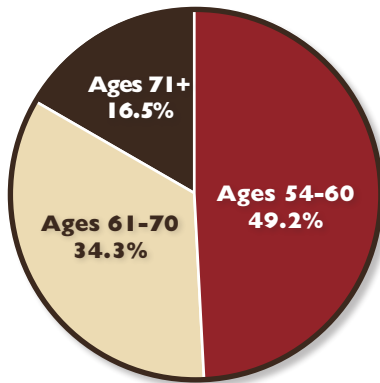
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NORTH DALLAS
LIVING WELL MAGAZINE

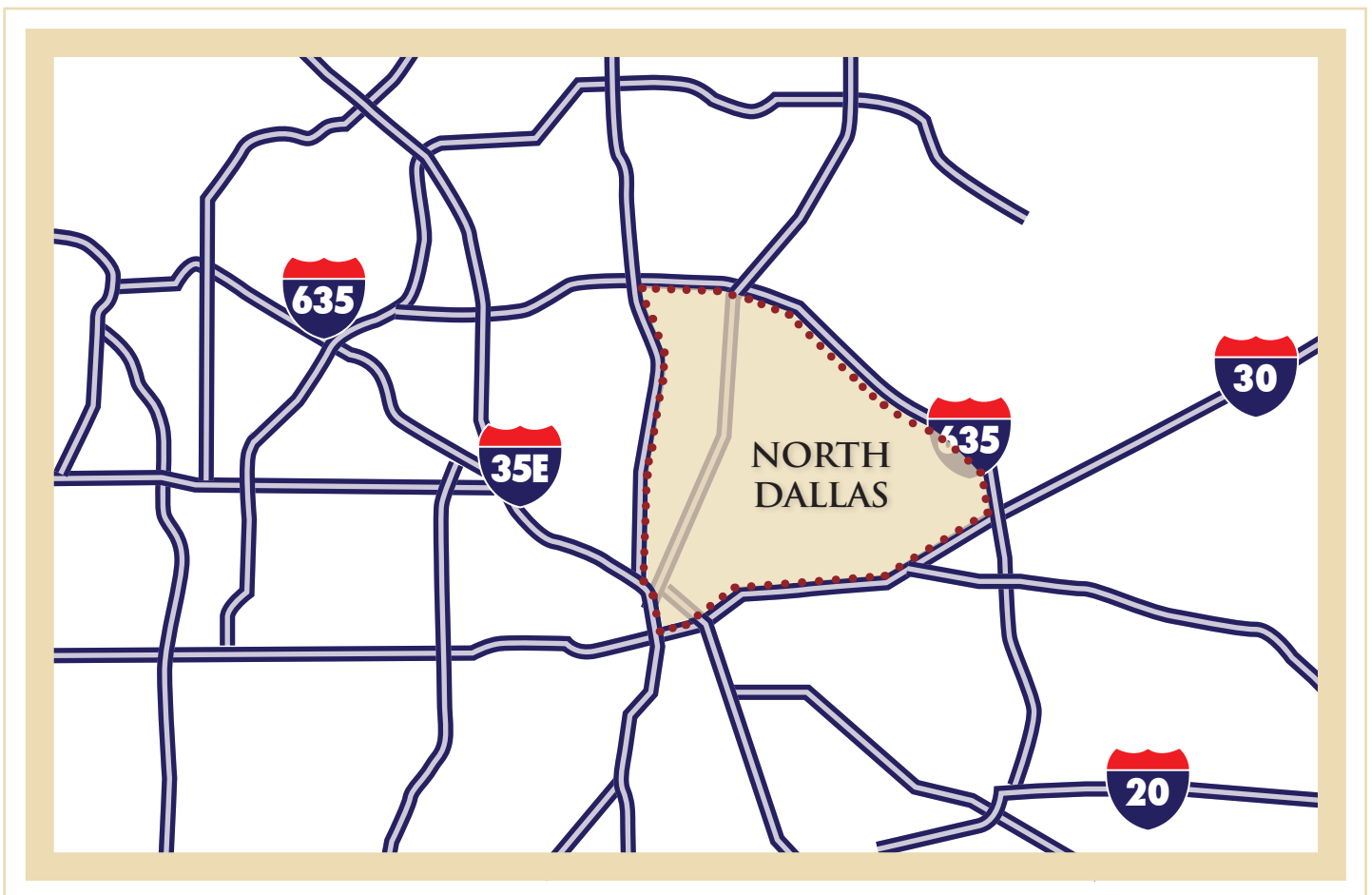
Demographics

AGE OF HOMEOWNER

HOUSEHOLD INCOME



IN THOUSANDS



ADVERTISING *Rates & Sizes*

RATES (PER ISSUE)		NORTH DALLAS 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	

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