

A Health & Lifestyle Magazine for Thriving Adults
LIVING WELL

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LIVING WELL

Scottsdale

PLUS:

**GRANDMA'S ON
FACEBOOK**

**THE TRUTH ABOUT
MINIMALLY
INVASIVE
SURGERY**

**THE DAY THAT
CHANGED
OUR LIVES**

Olivia
NEWTON-JOHN
GRAMMY-WINNING
SINGER & ACTRESS
EMBRACES WELLNESS

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 \$150,000 and higher.

14,132

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



6,035

COPIES DISTRIBUTED TO HOSPITALS, MEDICAL CAMPUSES, RETIREMENT COMMUNITIES, BUSINESS PROFESSIONALS AND ALL ADVERTISERS.



PLUS

833

ADDITIONAL COPIES MAILED DIRECTLY TO LOCAL PHYSICIANS AND SPECIALISTS.



DISTRIBUTION SUBJECT TO CHANGE BASED ON READER AND MARKET NEEDS.

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



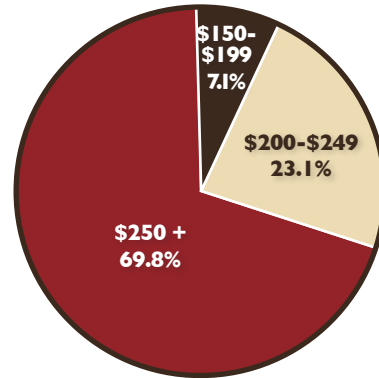
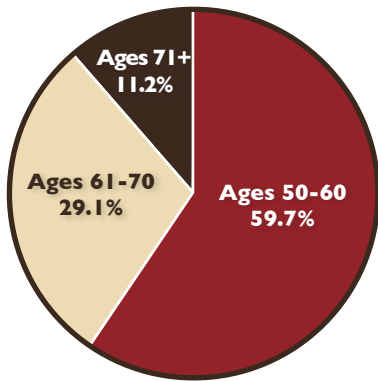
LIVING WELL Magazine is a recipient of 3 Generations Awards.

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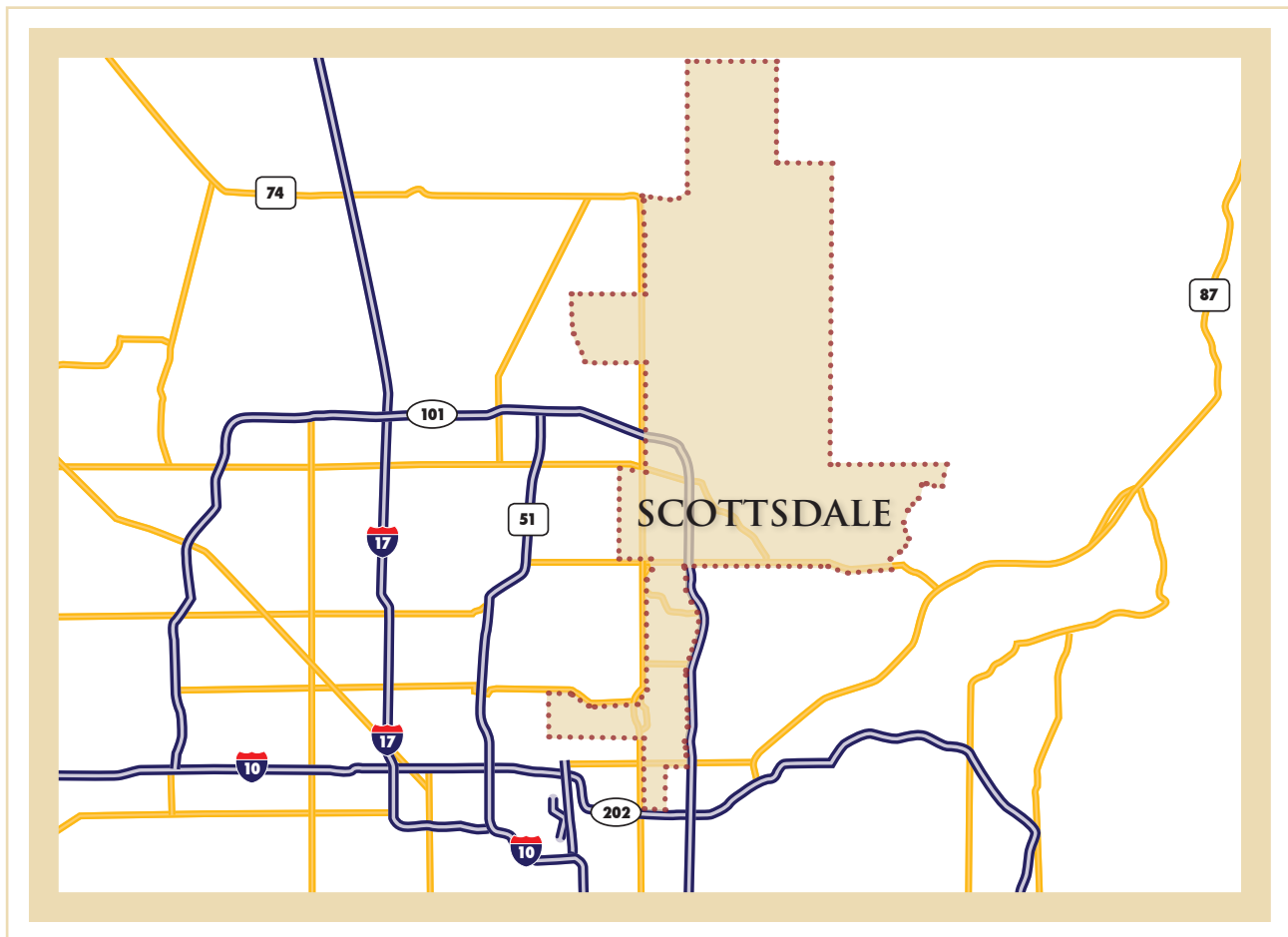
Demographics

AGE OF HOMEOWNER

HOUSEHOLD INCOME



IN THOUSANDS



ADVERTISING *Rates & Sizes*

RATES (PER ISSUE - 3 ISSUES REQUIRED)		SCOTTSDALE LIVING WELL PUBLISHES 3 ISSUES ANNUALLY
HALF PAGE + HALF PAGE EDUCATIONAL ARTICLE		\$ 895
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		\$1,750
INSIDE BACK COVER + EDUCATIONAL ARTICLE		\$1,550
BACK COVER + EDUCATIONAL ARTICLE		\$2,750
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>	<p>1/2 PAGE VERTICAL AD 4.25 in. x 11.0625 in.</p>	<p>1/2 PAGE ARTICLE 350 WORD LIMIT</p>
		<p>1/2 PAGE HORIZONTAL AD 7.375 in. x 4.75 in.</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

GARY JACOBSON 602.741.5413
 PUBLISHER EMAIL: GARY@LIVINGWELLMAG.COM