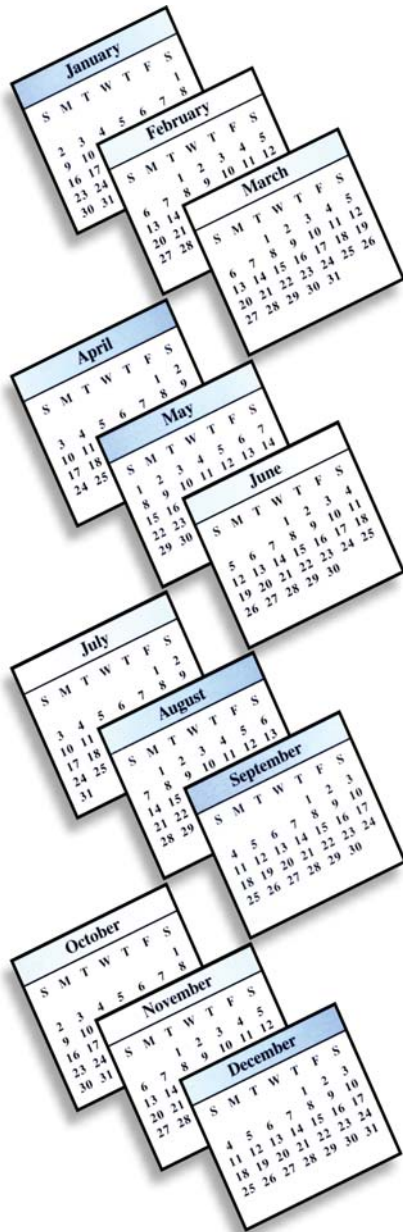


# Lovin' Life <sup>After</sup> 50

Promoting an Ageless Attitude Since 1979

Delivering qualified, cost-effective leads since 1979

## 2009 Editorial & Deadline Calendar



### JANUARY - 2009: A FRESH START

Celebrate the New Year with a fresh start. Advertising opportunity for providers of new products, events, senior discounts, expos, theater, fitness centers.  
**Space/Camera Ready Deadline:** Dec. 18, 2008  
**Print Date:** Dec. 26, 2008

### FEBRUARY - HOUSING CHOICES

Advertorial advertising opportunity for all providers of mature market housing and real estate firms. We have been publishing housing guides for 20 years.  
**Space/Camera Ready Deadline:** Jan. 23, 2009  
**Print Date:** Jan. 29, 2009

### MARCH - SPRING TRAVEL

Things to see and do this summer. Advertising opportunity for cruise and tour companies, college and pro sports teams, resorts with summer discounts, attractions, hiking tours, travel clubs, hostels, educational cruises and more.  
**Space/Camera Ready Deadline:** Feb. 20, 2009  
**Print Date:** Feb. 26, 2009

### APRIL - HEALTH TRENDS

Advertising opportunity for all healthcare providers and health insurance providers who want to inform our readers about their programs and services. Also for vitamin distributors, alternative medicine, new pharmaceuticals, home health care and hospice facilities.  
**Space/Camera Ready Deadline:** March 20, 2009  
**Print Date:** March 26, 2009

### MAY - GET ACTIVE!

Advertising opportunity for golf and fitness stores, sporting goods, race tracks, furniture outlets, home and garden stores, pool and hot tub companies, nurseries, hardware firms, RV outfits, volunteer groups and more.  
**Space/Camera Ready Deadline:** April 24, 2009  
**Print Date:** April 30, 2009

### JUNE - PLUGGED IN

Advertorial section covering new electronics and technology including computers, telephones, and college classes.  
**Space/Camera Ready Deadline:** May 22, 2009  
**Print Date:** May 28, 2009

### JULY - SUMMER SAVINGS

Advertisers offer discounted rates and coupon section for readers.  
**Space/Camera Ready Deadline:** June 19, 2009  
**Print Date:** June 25, 2009

### AUGUST - CHOICES FOR BETTER LIVING

Advertorial advertising opportunities for any business wanting to provide more details about their company for our readers.  
**Space/Camera Ready Deadline:** July 24, 2009  
**Print Date:** July 30, 2009

### SEPTEMBER - FALL TRAVEL

Advertising opportunity for companies offering winter and spring trips, new and used vehicle dealers, RV, motorcycle and scooter dealers, golf cart dealers, service departments, auto repair businesses, firms that provide tires, brakes, mufflers, oil changes, auto supplies, tune-ups, radiator repair and transmission work.  
**Space/Camera Ready Deadline:** August 21, 2009  
**Print Date:** August 27, 2009

### OCTOBER - LEGACY

Helpful section for those setting up year-end tax plans or investigating non-profits to which they may want to contribute. Advertising opportunity for banks, financial services companies, stockbrokers, securities sellers, financial planners, accountants, certified public accountants, investment counselors and more.  
**Space/Camera Ready Deadline:** September 18, 2009  
**Print Date:** September 24, 2009

### NOVEMBER - HEALTH & WELLNESS GUIDE

Since 1979, Arizona's trusted consumer guide to Medicare Supplemental Insurance, HMOs, Long Term Care Insurance, mature market health concerns. Advertising opportunity for all healthcare and insurance providers.  
**Space/Camera Ready Deadline:** October 23, 2009  
**Print Date:** October 29, 2009

### DECEMBER - AROUND THE STATE

Section focuses on dining, travel and entertainment around the state. Coupon section. An outstanding advertising opportunity for restaurants, live entertainment venues, casinos, and more.  
**Space/Camera Ready Deadline:** November 19, 2009  
**Print Date:** November 27, 2009

More than 250,000 readers. Targeting the Metro Phoenix & Metro Tucson markets.

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