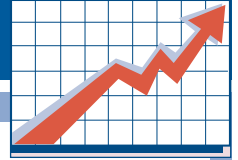


MARKETING INFORMATION



Generate qualified, cost-effective leads through a consistent advertising campaign in Lovin' Life After 50.

Reach the two major markets in Arizona

- Metro Phoenix, population 3.9 million
- Metro Tucson, population 930,000+

Key facts about Lovin' Life Publications:

- Largest, most influential active adult publication in Arizona
- Company established in March 1979
- Targets the active adult market
- Affluent readers
- 77% of readers keep each issue a week or longer (reader survey)
- Dynamic, fast-growing markets
- More than 250,000 active adults read each issue of Lovin' Life After 50
- 93% of readers use the paper to make shopping decisions (reader survey)
- Controlled distribution

In the state with the fastest growing senior population, we deliver your message in areas where 80% of the affluent, active adults reside.

For additional marketing information visit www.seniormedia.com

CORPORATE POLICIES & MECHANICAL REQUIREMENTS

PAYMENT TERMS

Advertising will be payable prior to publication unless other satisfactory terms are arranged.

CONTRACT RATES

All frequency advertising agreements are available for consecutive insertions only.

AGENCY PLACEMENT

Rates quoted are commissionable to any recognized advertising agency furnishing camera-ready copy. Agency commission may be disallowed if invoice is not paid within 30 days of billing date.

SERVICE CHARGES

All invoices are payable upon receipt and considered past due if not paid within 30 days of invoice date. Past due accounts are subject to service/handling charges equal to 2% of the past due amount, with a minimum service charge of \$3 per month.

PRODUCTION

Advertising rates are based on camera-ready ads. Complete ad production is available at no additional cost. Lovin' Life After 50 will not be responsible for artwork left for a period exceeding six months from date of publication. Return must be specifically requested by advertiser in writing to this office at the time of insertion order.

POLITICAL ADVERTISING

Use published rates. Payment required in advance of publication. No exceptions.

ADVERTISING ACCEPTANCE

The publisher reserves the right to reject any advertising.

DEADLINES

Deadlines will vary from month to month. Ask your advertising consultant for a schedule.

PUBLICATION DATE

Lovin' Life After 50 is published at the beginning of each month.

Mechanical Requirements

- Lovin' Life After 50 is printed by Web Offset
- 85 line screen required
- Page size four columns with the following ad dimensions available:

Size	Vertical	Horizontal
Full Page	9 3/8" x 10 3/8"	NA
3/4 Page	7" x 10 3/8"	9 3/8" x 7 3/4"
9/16 Page	7" x 7 3/4"	NA
1/2 Page	4 5/8" x 10 3/8"	9 3/8" x 5 1/8"
3/8 Page	4 5/8" x 7 3/4"	7" x 5 1/8"
1/4 Page	4 5/8" x 5 1/8"	9 3/8" x 2 1/2"
1/8 Page	2 1/4" x 5 1/8"	4 5/8" x 2 1/2"

Lovin' Life ^{After} **50**
Promoting an Ageless Attitude Since 1979

www.seniormedia.com