

FiftyForward.org



FiftyForward supports, champions and enhances life for those 50 and older.

Forward FOCUS



FiftyForward prints

30,000

issues of *Forward Focus*
quarterly

Forward Focus, the agency's full-color quarterly periodical, is the premier publication serving the 50+ population.

READERSHIP

FiftyForward annually serves more than 20,000 older adults and their families in Middle Tennessee through a network of seven lifelong learning centers and a comprehensive array of community-based programs. Five of these centers are among the elite 1% of the centers in the United States recognized by the National Institute of Senior Centers (NISC) for quality and effectiveness. Our two newest centers will apply as they become eligible.

FiftyForward programs improve the physical, mental, social and economic well-being of our active members as well as our homebound service recipients and their families.

For those active older adults who participate in activities at our centers, a variety of opportunities exist, including: classes, recreational and cultural activities, theater, travel, and volunteer opportunities.

CONTENT

Forward Focus, published quarterly (March, June, September and December), is the premier publication for older adults 50+ in Davidson and Williamson counties. Each issue includes articles geared to enhance the lives of our readers covering topics of interest including health and wellness, finance, travel, arts and entertainment.

DISTRIBUTION

FiftyForward publishes approximately 30,000 copies of *Forward Focus* which has an estimated readership of 216,000 across Metropolitan Nashville. *Forward Focus* is mailed to FiftyForward members, key donors and select community and business leaders. The remaining copies are distributed to all Davidson County public libraries and select area businesses including designated Kroger stores.

PRINTING SPECS

Forward Focus is a quarterly publication, printed on 40# paper with a 22" web width. Each page's image size measures 9.25" x 10". Each column is 2.25" wide.

DEADLINES

The deadline for placing an ad is the 1st of the month prior to publication. We accept camera ready ads as .pdf/.tff/.jpg/.eps. Color is available at no cost. We reserve the right to refuse advertising that does not comply with the mission of FiftyForward or is deemed inappropriate.

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Why advertise in *Forward FOCUS*?

AD SPECS

Currently we offer five different sizes of ads: business card, 1/4 page, 1/2 page (vertical or horizontal) and a full page.

Publication Trim size: 10.25" W x 11" H



PRICING 1x More than 1 ad (10% discount)

Business card	\$99	\$90
1/4 page	\$385	\$345
1/2 page	\$745	\$670
Full page	\$1,540	\$1,385
Back cover	\$1,760	\$1,585

SIZE	WIDTH	DEPTH
Business card	4.5"	2.5"
1/4 page	4.5"	4.75"
1/2 page (horizontal)	9.25"	5"
1/2 (vertical)	4.75	10"
Full page	9.25	10"

ISSUES RESERVE SPACE BY

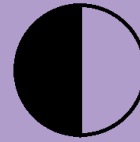
March	Feb. 1
June	May 1
September	August 1
December	November 1

CONTACT US

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ADULTS 50+ AT A GLANCE



50% of the U.S. population is over the age of 50 this year. (U.S. Census)



Baby Boomers account for half of all consumer spending but are targeted by just 10% of marketing (AARP).



Boomers spend \$157 billion on trips every year (NextAvenue).



Baby boomers will inherit more than \$15 trillion over the next 20 years and that will fuel a consumer spending boom. (Immersion Active)



Boomers spend the most across all product categories. They outspend younger adults 2:1 (Immersion Active).

TARGET YOUR ADVERTISING TO REACH ADULTS 50+!

Forward Focus is the premier publication that targets the 50+ population of Middle Tennessee. Reach your marketing goals by targeting this demographic with an eye-catching ad! Call us for more information.

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