

LIVING BETTER 50

for women with spirit



Media Kit



Our Purpose

LivingBetter50.com online magazine is a unique mix of beauty, health, fitness, weight management, menopause, anti-aging, lifestyle including; home, food, travel, relationships, money, business, retirement living and faith, with a focus on women 50+.

Our vision – To encourage women to live better physically, emotionally, financially and spiritually!

If you're in the business of health or beauty, producing books and/or videos and other materials, selling travel and financial services, or services and products for retirement living, LivingBetter50.com offers campaign opportunities to reach a valuable demographic, as described below:

- According to a Good Morning America story on "Fierce and 50" the number of 50-54 year olds has doubled from 11,315,000 in 1990 to 22,109,000 in 2010. This is not only a trend but a total market shift that will create ripples in the advertising and marketing world!
- Senior women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth. – *MassMutual Financial Group–2007*
- Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country's history. Estimates range from \$12 to \$40 trillion. Many Boomer women will experience a double inheritance windfall, from both parents and husband. The Boomer woman is a consumer that luxury brands want to resonate with. – *Claire Behar, Senior Partner and Director, New Business Development, Fleishman-Hillard New York*



SocialMedia & Networking

LivingBetter50.com social media followers is made up of authentic followers of a similar demographic as our online magazine.



www.Facebook.com/LivingBetterat50

We have an active FB community of approximately **6600 fans** *as of 1-26-2015, with a **weekly reach of 3,000-10,000** depending on campaign and posts. With paid campaigns our reach increases significantly.



www.Twitter.com/LivingBetter50

LivingBetter50 Twitter account has been active since 2010 and we have posted over **30,000 posts** and with approximately **2000 daily and 60,000 monthly impressions**.



www.Pinterest.com/lbat50

Currently LivingBetter50 has less than **1000 followers, 32 boards or topics** and has pinned 1222 pins on Pinterest but plans to develop a strategy that incorporates Pinterest as well as Instagram in the future.



www.Blogtalkradio.com/livingbetter50

LivingBetter50 has a Blog Talk Radio Show – Secrets to LivingBetterat50+ with **over 34,000 listens** recorded in 2014.

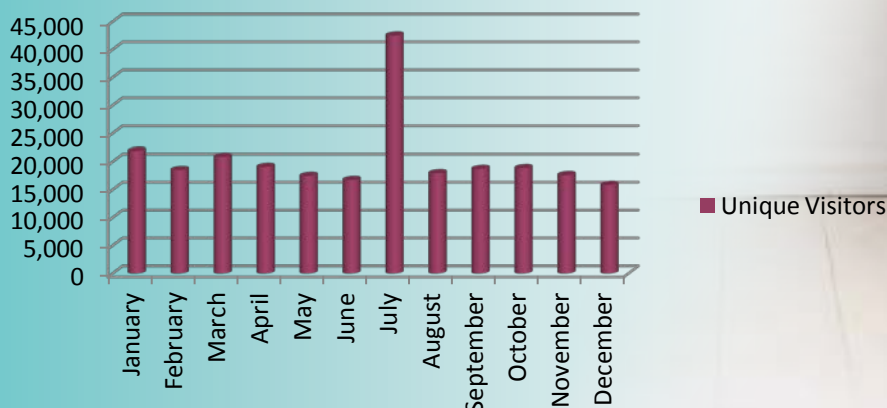


www.Youtube.com/user/LivingBetter50

This is a platform LivingBetter50.com plans to use more as they begin to incorporate more video and video messaging on their site.

WebsiteStatistics

LivingBetter50.com - 2014 Data 246,000+ Unique Visitors



Advertising Rates

LIVING BETTER 50
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Search site



Home Health Beauty Home Travel Relationships Money & Business Faith LBS50 Favs

YOUR PERFECT GO-TO DRESS MAKE-TO-MEASURE IN NYC

PIOL
www.pioldress.com



16 Top Lifelong Weight Loss Tips
By Andrea Warshaw-Wernick - Here are my top 16 tips on how we can begin a proper...

Health & Fitness



Take The One Minute Challenge - Developed For People 50 Year Plus!
By Kahlee Shaff - Hard to believe that 2 one...

Why Do Heart Rate Monitors Matter?
By Jessica Remits for Discover and Play- You may have...

Beauty & Fashion



Finding That Perfect Fit Dress Is Easier Than You Think
By M.E. Simpson - You have a special event coming up ...

How To Stop Feeling So Washed Out
Healthier Skin With DHEA Cream

10 Fashion Rules & Resolutions For Women

Faith



Nitro And Core Strength
By Cindy Shannon- LESSON 21--Core strength is necessary to ride a horse...

Are You "Missing In Action"?

In God's Eyes, I Am ...

The 8 Words We Most Long To Hear (On Valentine's Day Or Any Day)

Travel



Lake Austin Spa Resort, Austin, Texas (Part II)
By Michele McIntyre- In part one of this travel story, I was saying goodbye...

Relax In Luxury At Wailea Beach Villas
By Donna Hull- You've just stepped off the plane at Kahului Airport on Maui. You...

More Articles To Enjoy



The Truth About Tilapia

14 Fast Food Employees Confess The 1 Item You Should Never Order

6 Mixers You Should Absolutely Never Use

Crazy Things You Never Knew About Beets



Banner Ad

- Run of site \$250 month (728x90 or 300x250)
- Single Category \$150 month (300x250)

Small Button Ad

- \$50 offering four Spaces equal to 300 x 250 medium rectangle ad



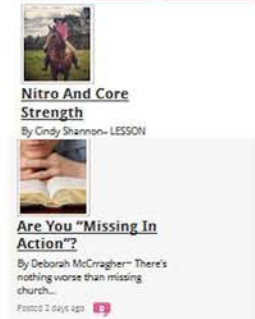
Small Rectangle Ad

- Run of Site \$150 180 x 150 medium rectangle ad



Button Ad

- Run of Site \$125 month (150x250)



Wide Skyscraper Ad

- Run of Site \$200 month (160x600)

Web Campaigns

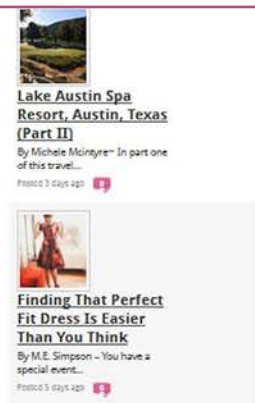
- \$1000 - Banner ad 728x90; 300x250 run of site, 2 advertorial posts; 2 Twitter posts week, 1 Facebook post week, 4 email newsletters inserts total 75,000 served impressions
- \$500 - Horizontal ad run of site, 1 Advertorial Post; 2 Twitter posts week, 1 Facebook post week, 4 email newsletter inserts
- \$300 - Button Ad, 4 week run, 1 advertorial post, 1 Twitter post week, 1 Facebook post week

3 Month Discounted Rate: 10% for prepaid campaign
6 Month Discounted Rate: 15% for prepaid campaign

Sponsorship Campaigns*

- \$1850 3 months - Banner ad run of site (300x250; 728x90), 3 Advertorial/Blog posts, 2 Twitter posts week, 1 Facebook post week, weekly email newsletter insert, BlogTalkRadio MP3 Ad
- \$3300 6 month - Banner Ad run of site (300x250; 728x90), 6 Advertorial/Blog posts, 2 Twitter posts week, 1 Facebook post week, weekly email newsletter insert, BlogTalkRadio MP3 Ad

*Contact publisher directly for special multi-month campaigns, sponsorship opportunities and submitting sponsored posts.



LivingBetter50.Com

Terms & Conditions

1. The publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted.
2. The advertiser and its agency, if there be one, jointly and severally agree to pay the amount of invoices rendered by the publisher within the time specified on the invoice.
3. The advertiser and its agency, if there be one, jointly and severally agree that in the event the publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which the publisher may be held legally responsible, the publisher's liability will in no event exceed the cost of the space ordered and further agree that the publisher will not under any circumstance be responsible for consequential damages, including lost income and/or profits.
4. The advertiser and its agency, if there be one, each represents that it not only has the right to authorize the publication of any advertisement it has submitted to the publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by the publisher, and that such advertisement is neither libelous, an invasion of privacy, violates any third party's rights, or otherwise unlawful. As part of the consideration and to induce the publisher to publish such advertisement, the advertiser and its agency, if there be one, jointly and severally agree to indemnify and save harmless The publisher against all loss, liability, damage, and expense of whatsoever nature arising out of copying, or publishing of such advertisement.
5. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond the publisher's control (whether like or unlike any of those enumerated herein) that prevent the publisher from partially or completely publishing LivingBetterat50+ online magazine.
6. All advertisements must be clearly identified by the trademark or signature of the advertiser.
7. Cancellations must be in writing. Cancellations not received in writing, by email is acceptable with receipt back from the publisher, on or before the advertisement closing date are not binding on the publisher. In the event an order is cancelled, the advertiser and its agency, if there be one, jointly and severally agree that they will still be responsible for the cost of any work performed or materials purchased on behalf of the advertiser. Orders may not be cancelled or changed by the advertiser after the closing date without the acknowledgement and acceptance of the publisher.
8. A copy of any proposed insert must be submitted to the publisher prior to printing of the insert. In no event shall the publisher be responsible for any errors or omissions in, or the production quality of any furnished insert.
9. The advertiser and its agency, if there be one, jointly and severally agree to reimburse the publisher for its attorney's costs and fees in collecting any unpaid billings for advertisements.
10. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties.

The logo for LivingBetter50.Com is displayed in white text on a solid pink square background. The text is arranged in three lines: "LIVING" on the top line, "BETTER50" on the middle line, and ".COM" with a trademark symbol on the bottom line.

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BETTER50
.COM™