

LIFESTYLE MAGAZINE FOR SENIORS

COMING of AGE™

MEDIA KIT



ballingerpublishing.com

LIFESTYLE MAGAZINE FOR SENIORS

COMING *of* AGE™

National Mature Media Award Winner - 2007, 2008, 2009, 2010, 2011

Best Positive Image of Aging in Florida - Senior Vision Media Award Winner 2006

Best Community Relations PR in Florida - Golden Image Winner 2006

Overview

Coming of Age Magazine is the only lifestyle and informational publication in Northwest Florida targeted to the much sought after senior population. However, it is not just for seniors. Our subscribers also include those involved in their lives – adult children, spouses, extended family members, caregivers and advocates for the elderly. Printed quarterly, *Coming of Age* includes the following departments along with feature articles:

Coming of Age exclusive celebrity interviews
Caregiving • Health • Business • Travel • Out & About
Volunteer Spotlight • Hobbies • Council on Aging News

Our Readers Have Spoken!

According to our 2018 readers' survey, 99% of respondents rated *Coming of Age* magazine as excellent or good (59% and 40% respectively.) Also, 83% of respondents say they read the advertising in the magazine and more than one in three of those reported having purchased products from our advertisers.

Circulation

More than 30,000 readers in Escambia and Santa Rosa Counties turn to *Coming of Age* as a resource on issues facing seniors today. According to the Florida Department of Elder Affairs, 2018 statistics, there are over 92,000 citizens 60 or older in the two-county area. The elder population, and its purchasing power, is expected to rise faster than any other demographic group.

Mail Subscribers

Coming of Age magazine has 7,500 subscribers across northwest Florida who are members of the Council on Aging. An additional 3,000 copies are distributed at select senior-oriented events across the Panhandle.

Television Promotion

Coming of Age TV is the only local program produced for seniors and those involved in their lives. The content of the program reflects the content of *Coming of Age* magazine. The two *Coming of Age* products are cross-promoted to exponentially increase awareness of *Coming of Age* and bring "added value" to print advertisers.

Coming of Age TV airs on WUWF-TV, Cox Cable channel 4 on Monday, Wednesday & Fridays at 7 pm and Tuesdays & Thursdays at 9 am. Through Cox Communications, *Coming of Age* is available to approximately 80,000 households in Escambia County. Individual segments are also uploaded to our YouTube Channel, www.youtube.com/coawfla. The segments are archived as a resource library for those looking for information relevant to seniors and caregivers'.

Online Reach

Each complete issue of *Coming of Age* magazine is available for download or reading at coawfla.org.

Deadlines

Contact Sales Representative for deadlines.

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publishing

850.443.1166

COMING of AGE™

RATES & AGREEMENT

Size	1x	2x	3x	4x
Full Page	\$1265	\$1126	\$1062	\$969
2/3 Page	1115	976	891	775
1/2 Page	803	687	680	599
1/3 Page	653	514	486	419
1/6 Page	433	318	292	239
Back Cover	\$1617	\$1501	\$1480	\$1292
Inside Front	1386	1270	1249	1084
Inside Back	1386	1270	1249	1084
Page 3	1444	1328	1297	1142

Full Page No Bleed
7.8" x 10.4"

Full Page Bleed
8.75" x 11.25"

**Please note that on full page ads the live area is 7.8 x 10.4*

1/6 vert.
2.5" x 5"

1/3 hort.
5" x 5"

1/2 hort.
7.8" x 5"

1/3 vert.
2.5" x 10.4"

2/3 pg. vert.
5" x 10.4"

RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition fee of \$50 minimum.

Please submit your high resolution ad to garrett@ballingerpublishing.com

Published 4 times a year. (March, June, Sept. and Dec.). 10,000 copies printed, 7,000 direct mailed to supporters, seniors and caregivers, 3,000 distributed promotionally

Ads should be built to 100% of their actual size at a resolution of 300ppi.

Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer.

Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline.

ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **COMING OF AGE MAGAZINE.**

Advertiser (Corporate) Name _____ Advertiser Email _____ Billing Email _____

Billing Address _____

Phone # _____ Advertising Agency & Contact Info _____

Ad Size	Horizontal or Vertical	Build/Pick-Up/ Camera Ready	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

number: _____

expiration date: _____

code: _____ Signature: _____

TERMS: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. **SHORTRATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in Council on Aging of NW Florida Newsletter the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser Authorized Signature _____ Advertiser Authorized Signature (printed) _____ Date _____