

## About Forever Young

Now in its twenty-ninth year of publishing with scores of national awards for editorial and design excellence, *Forever Young* is Western New York's longest-running senior publication and the only full-color senior publication in the region. With a circulation of 40,000 and more than 85,000 monthly readers, *Forever Young* remains committed to covering the interests and concerns of Western New Yorkers over fifty in Erie and Niagara Counties—and beyond. *Forever Young* continually changes to keep up with the active fifty-plus crowd, consistently adding fresh content and exciting features, including information on health care, fitness, nutrition, relationships, arts and culture, dining, community events, gaming, recreation, and much more.



## Demographics & Distribution

- 71% of our readers purchase products or services from ads seen in *Forever Young* on a regular basis
- 66% of our readers are between ages 55–74
- 65% of our readers travel 1–5 times a year for pleasure
- 60% of our readers keep *Forever Young* for 2–3 weeks
- 57% of our readers are between 45–64

### Our readers are interested in:

- Gardening
- Home improvement
- Senior housing
- Health care
- Nutrition and diet
- Gifts for grandkids
- Insurance and tax advising
- Domestic and international travel
- Computers and the Internet
- Automobiles and accessories
- Women's & men's apparel
- Gaming—lottery, casino, racetrack, bingo, and other legal gambling entertainment

Forever Young is FREE, available digitally online and distributed monthly to over 300 locations including:

- Wegmans supermarkets
- Select Tops
- Anderson's
- Dash's markets
- Pine Pharmacy
- Select Bagel Jay's
- Select CVS/ Pharmacy stores
- Select Tim Hortons
- Talking Leaves Books
- Ted's Hot Dogs
- Area libraries, senior centers, and dozens of bingo locations

\*Results of June 2015 CVC Audit and reader survey

## Sales & Special Section Calendar

### JANUARY

**Editorial Focus:** Adventure/Taking Chances  
**Deadline:** 12/19/2016

### FEBRUARY

**Editorial Focus:** Chocolate  
**Deadline:** 1/17/2017

### MARCH

**Editorial Focus:** Senior Sports  
**Deadline:** 2/14/2017

### APRIL

**Editorial Focus:** Fashion  
**Deadline:** 3/21/2017

### MAY

**Editorial Focus:** Tours, History, Museums  
**Deadline:** 4/18/2017

### JUNE

**Editorial Focus:** Farmers Markets  
**Deadline:** 5/16/2017

### JULY

**Editorial Focus:** Beaches  
**Deadline:** 6/20/2017

### AUGUST

**Editorial Focus:** Games/Puzzles  
**Deadline:** 7/18/2017

### SEPTEMBER

**Editorial Focus:** Estate Matters  
**Deadline:** 8/22/2017

### OCTOBER

**Editorial Focus:** Slow Food  
**Deadline:** 9/19/2017

### NOVEMBER

**Editorial Focus:** Giving Thanks/Volunteering  
**Deadline:** 10/17/2017

### DECEMBER

**Editorial Focus:** FY Faves/Crafting  
**Deadline:** 11/14/2017

\*All subject to change



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