

FOREVER YOUNG



Now in its thirtieth year of publishing with scores of national awards for editorial and design excellence, *Forever Young* is Western New York's longest-running full-color senior publication. 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.

71%

Of our readers purchase products or services on a regular basis from ads seen in *Forever Young*.

OUR READERS' DEMOGRAPHICS

DECISIONS-MAKERS

Female: **62%**
 Male: **38%**
 Age 55-84: **80%**
 Age 45-64: **52%**

TRAVELERS

65% of our readers travel & vacation 1-5 times a year

LOYAL

60% of readers keep *Forever Young* for 2-3 weeks

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 CVS stores
- Select Tops
- Select Tim Hortons
- Anderson's
- Talking Leaves Books
- Dash's markets
- Ted's Hot Dogs
- Lexington Co-op
- Area libraries, senior centers, and dozens of bingo locations
- Bagel Jay's

2018 EDITORIAL CALENDAR

JANUARY

Editorial: Downsizing
Deadline: December 12, 2017

FEBRUARY

Editorial: Volunteering
Deadline: January 16, 2018

MARCH

Editorial: Nutrition
Deadline: February 13, 2018

APRIL

Editorial: Newcomers
Deadline: March 20, 2018

MAY

Editorial: Gardening Best Practices
Deadline: April 17, 2018

JUNE

Editorial: Long-distance Grandparents
Deadline: May 21, 2018

JULY

Editorial: Outdoor Fun
Deadline: June 19, 2018

AUGUST

Editorial: Cheap Eats
Deadline: July 17, 2018

SEPTEMBER

Editorial: Second Careers
Deadline: August 21, 2018

OCTOBER

Editorial: Favorite Homegrown Foods
Deadline: September 18, 2018

NOVEMBER

Editorial: Beauty and Fashion
Deadline: October 16, 2018

DECEMBER

Editorial: FY Faves
Deadline: November 20, 2018