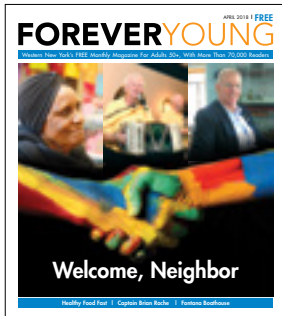


FOREVER YOUNG



Now in its thirty-first 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.

73% 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

In every issue of *Forever Young* you'll find:

BINGO BUZZ
HOME & GARDENING TIPS
INFO ON THE ARTS
RECIPES • DINING
TRAVEL • HEALTH CARE
AGING IN PLACE
LIVING WELL INTO YOUR SENIOR YEARS
and SO MUCH MORE

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

2019 EDITORIAL CALENDAR

JANUARY

Editorial/Cover Feature:

Comfort Food

Deadline: December 11, 2018

FEBRUARY

Editorial/Cover Feature:

Buffalo History—Presidents

Deadline: January 22, 2019

MARCH

Editorial/Cover Feature:

Local Music

Deadline: February 19, 2019

APRIL

Editorial/Cover Feature:

Earth Day All Month

Deadline: March 19, 2019

MAY

Editorial/Cover Feature:

Batavia Downs

Deadline: April 16, 2019

JUNE

Editorial/Cover Feature:

Festivals

Deadline: May 20, 2019

JULY

Editorial/Cover Feature:

Fresh Summer Meals

Deadline: June 18, 2019

AUGUST

Editorial/Cover Feature:

Travel Near and Far

Deadline: July 16, 2019

SEPTEMBER

Editorial/Cover Feature: Pets

Deadline: August 20, 2019

OCTOBER

Editorial/Cover Feature:

Senior Living Journey

Forever Young Expo

Deadline: September 17, 2019

NOVEMBER

Editorial/Cover Feature:

Volunteering/Giving Back

Deadline: October 15, 2019

DECEMBER

Editorial/Cover Feature:

FY Faves

Deadline: November 12, 2019

**All subject to change*