About Forever Young

Now in its 24th year of publishing, Forever Young is Western New York’s oldest senior publication. The only full-color senior publication in Western New York, Forever Young has stayed true to the interests and concerns of Western New Yorkers over 50. With 40,000 copies of this full-color publication printed monthly, Forever Young covers both Erie and Niagara counties. The winner of 61 national awards for editorial and design excellence, Forever Young continually changes to keep up with the active 50-plus crowd. It consistently adds fresh content and exciting features including information on health care, fitness, eating well, theaters and cultural, dining, community events, and much more.

Demographics & Distribution

• 71% of our readers purchase products or services from ads seen in Forever Young on a regular basis
• 64% of our readers travel 1-5 times a year for pleasure
• 64% of our readers keep Forever Young for one month or more
• 62% of our readers are between ages 55-75
• 56% of our 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 distributed monthly and FREE to over 400 locations including:
• Wegmans supermarkets
• Anderson’s
• Dash’s Markets
• FWS Home Furnishings
• 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 March 2011 CVC Audit
Forever Young Editorial & Sales Calendar

JANUARY
Editorial Focus: An expert’s guide to art in Buffalo
Sales Focus: Galleries
Antiques
2nd hand shops
Estate sale vendors
Deadline: December 20, 2011

FEBRUARY
Editorial Focus: Protect yourself—ID thieves, home protection, etc.
Sales Focus: Alarm companies
Call button life alert companies
Pets for love, friendship & security
Deadline: January 17, 2012

MARCH
Editorial Focus: The Broadway Market – a Buffalo tradition
Sales Focus: Bakeries/ butchers, etc.
Holiday food shopping
Fish frys
Deadline: February 14, 2012

APRIL
Editorial Focus: Health & Living Expo
Health & Wellness Focus
Sales Focus: The Expo
Deadline: March 20, 2012

MAY
Editorial Focus: Stargazing in WNY & other hobbies
Sales Focus: Hobby shops / knitting stores
Pottery & crafts shops
Gardening
Deadline: April 17, 2012

JUNE
Editorial Focus: Summer arts preview
Sales Focus: Outdoor dining
Deadline: May 21, 2012

JULY
Editorial Focus: Tour & Taste the Markets
Sales Focus: Farmers markets
Deadline: June 19, 2012

AUGUST
Editorial Focus: 25 August outings your grandkids will never forget
Sales Focus: Summer Outings & their promotions
Deadline: July 17, 2012

SEPTEMBER
Editorial Focus: Fall travel—one-tank trips
Sales Focus: Fall getaways
Dancing classes, etc.
Deadline: August 21, 2012

OCTOBER
Editorial Focus: Health & Living Expo
Health & Wellness Focus
Sales Focus: The Expo
Deadline: September 18, 2012

NOVEMBER
Editorial Focus: Exploring Buffalo’s Sister Cities
Sales Focus: Holiday Shopping Guide
Deadline: October 16, 2012

DECEMBER
Editorial Focus: Plan your holiday feast—tips & recipes
Sales Focus: Holiday Shopping Guide
Deadline: November 19, 2012

About Call Larry
Call Larry is the imaginative consulting business run by our owner, guiding light, and chairman of fun Larry Levite. Now the same problem-solving pizzazz he has brought to 45 years in broadcasting and publishing can be yours.
PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,055</td>
<td>$2,775</td>
<td>$2,625</td>
<td>$2,350</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,450</td>
<td>$2,425</td>
<td>$2,295</td>
<td>$2,150</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,450</td>
<td>$2,425</td>
<td>$2,295</td>
<td>$2,150</td>
</tr>
<tr>
<td>Cover Strip</td>
<td>$995</td>
<td>$950</td>
<td>$895</td>
<td>$825</td>
</tr>
</tbody>
</table>

Add 15% for all other guaranteed premium positions.

ADVERTISING SIZES AND RATES

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,250</td>
<td>$1,925</td>
<td>$1,825</td>
<td>$1,725</td>
</tr>
<tr>
<td>3/4 page</td>
<td>$1,775</td>
<td>$1,525</td>
<td>$1,450</td>
<td>$1,350</td>
</tr>
<tr>
<td>1/2 page</td>
<td>$1,195</td>
<td>$1,025</td>
<td>$ 975</td>
<td>$ 925</td>
</tr>
<tr>
<td>3/8 page</td>
<td>$ 825</td>
<td>$ 725</td>
<td>$ 695</td>
<td>$ 650</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$ 650</td>
<td>$ 595</td>
<td>$ 550</td>
<td>$ 495</td>
</tr>
<tr>
<td>1/6 page</td>
<td>$ 450</td>
<td>$ 395</td>
<td>$ 375</td>
<td>$ 350</td>
</tr>
<tr>
<td>1/8 page</td>
<td>$ 355</td>
<td>$ 325</td>
<td>$ 285</td>
<td>$ 275</td>
</tr>
<tr>
<td>1/16 page</td>
<td>$ 195</td>
<td>$ 175</td>
<td>$ 165</td>
<td>$ 150</td>
</tr>
</tbody>
</table>

CLASSIFIED/COMPANION CORNER

In Column Display Classified: 1.8” w x # of inches high

$36.95 per inch  $4.95 per line

Companion Corner

$11.50 for 25 words
$.30 for each additional word
$5.25 additional to include a photo

COUPON UNITS

<table>
<thead>
<tr>
<th>Size</th>
<th>p/unit</th>
<th>p/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Unit - 1/12</td>
<td>$225</td>
<td></td>
</tr>
<tr>
<td>2 Unit - 1/6 V</td>
<td>$395</td>
<td></td>
</tr>
<tr>
<td>2 Unit - 1/6 H</td>
<td>$395</td>
<td></td>
</tr>
</tbody>
</table>

All rates include full color.
The Forever Young Senior Directory is a full-color annual resource guide that helps readers locate organizations and businesses that provide services, goods, and assistance to seniors in Erie and Niagara Counties.

20,000 Forever Young Senior Directories will be distributed FREE to more than 150 businesses, retirement communities, senior centers, physicians’ offices, offices of the aging, and pharmacies throughout Erie and Niagara counties in late January.

The major objective of the directory is to facilitate communication between seniors interested in services available to them and the businesses and organizations that provide them.

As an advertiser who would like to capture the 50-plus market, you won’t want to miss being a part of this complete resource guide to the senior community. It is a service directory that will be kept and used all year long.

Deadline: December 6, 2012

PREMIUM POSITIONS

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>$3,050</td>
</tr>
<tr>
<td>Inside Front Cover</td>
<td>$2,675</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>$2,675</td>
</tr>
</tbody>
</table>

ADVERTISING SIZES AND RATES

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$2,195</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,425</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$1,425</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,095</td>
</tr>
<tr>
<td>1/8 Page</td>
<td>$ 725</td>
</tr>
<tr>
<td>Business Card</td>
<td>$ 275</td>
</tr>
</tbody>
</table>

ENHANCED LISTING

<table>
<thead>
<tr>
<th>Position</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>By Category</td>
<td>$250</td>
</tr>
</tbody>
</table>

All rates include full color.

Enhanced listing includes highlighted shadow box and 50 words of copy to describe your business. Listing also includes category listing(s), company name, address, city, state, zip, phone, and website. Ask your rep for details.

- Add 15% for any other premium position
- All ads include a categorized listing to include name, address, city, state, zip, phone, fax, web, email, and a line of copy in listing to (ex): “see ad on page 12”
- Advertiser listings will be bold and in color
- Receive 50 copies for your company distribution with purchase of a full page ad
2012 Forever Young Health & Living Expos

Thursday, April 26, 2012
9 a.m. – 2 p.m.
At Michael’s Banquet Facility

Thursday, October 25, 2012
9 a.m. – 2 p.m.
Classics V Banquet Center

Two Direct Business-to-Consumer Opportunities You Won’t Want to Miss!
• Mature living options
• Health and medical providers
• Screening and testing providers
  • Blood pressure
  • Diabetes
  • Hearing
  • Heart
  • Osteoporosis
• Financial
• Real estate
• Garden
• Home services
• Moving and packing
• Travel
• Golf
• And so much more!

Booth Space: 8’ x 8’
Includes: dividing drapes, 6’ skirted table and 1 chair

$395 single booth per expo
$695 double booth per expo
$30 per booth for electricity

Forever Young Health & Living Expo Sponsorships

Presenting Sponsorship
• Exclusivity in your business field
• Double booth with electricity
• Logo on all promotional materials as sponsor
• Logo in all print and broadcast ads to include:
  • Buffalo Spree magazine
  • Forever Young
  • playbills
  • TV ads, etc.
• Logo on Forever Young website as sponsor with link to your web site
• Name recognition as presenting sponsor on all television advertising
• Speaker space at event
• Total Investment: $4,500 per expo

Speaker Sponsorship
NEW this year, there is an opportunity for speakers to give presentations at the Expo!
• 15 minute presentation to a captive audience
• A designated area roped off for your presentation
• Chairs for attendees—pre-reservation for up to 20
• A single booth at the expo
Total Investment: $995 per expo

Also new this year
Event bag sponsorship.
Ask your rep for details
$2,500 Includes
500 bags a & booth

Custom sponsorships also available—ask your sales rep for details!