

# About Forever Young

Now in its twenty-eighth 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's* 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, bingo, 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 distributed monthly and FREE 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:**  
Get organized, get healthy  
**Deadline:**  
12/15/2015

### FEBRUARY

**Editorial Focus:**  
Love: keep romance alive, kids, friends, pets, philanthropy  
**Deadline:** 1/19/2016

### MARCH

**Editorial Focus:**  
Fashion Over 50: rules to be broken, local fashionistas, must haves and what to toss  
**Deadline:** 2/16/2016

### APRIL

**Editorial Focus:**  
Rock 'n Roll: music, seniors who rock it  
**Deadline:** 3/22/2016

### MAY

**Editorial Focus:**  
WNY in Bloom: Garden walks, festivals, landscaping  
**Deadline:** 4/19/2016

### JUNE

**Editorial Focus:**  
Health and Fitness: Getting in shape in your golden years  
**Deadline:** 5/17/2016

### JULY

**Editorial Focus:**  
WNY Waterways: Lakes Erie and Ontario, Niagara River, Erie Canal  
**Deadline:** 6/21/2016

### AUGUST

**Editorial Focus:**  
Dance! Where to go for shows and lessons  
**Deadline:** 7/19/2016

### SEPTEMBER

**Editorial Focus:**  
Architecture: WNY's great buildings, history, preservation  
**Deadline:** 8/16/2016

### OCTOBER

**Editorial Focus:**  
FY Expo and Celebrating Diversity, highlighting immigrant cultures, lifestyles  
**Deadline:** 9/20/2016

### NOVEMBER

**Editorial Focus:**  
Food Issue: diners, dives, and blue plate favorites  
**Deadline:** 10/18/2016

### DECEMBER

**Editorial Focus:**  
Forever Young Faves  
**Deadline:** 11/8/2016

\*All subject to change