

More LIVING

Demographic Profile: U.S. Adult Population
Circulation: 13,000
Readership: 26,000

More Living is an energetic and inspiring new magazine for Boomers that encourages readers to get the most out of this great stage of life. Each issue is concerned with the whole of the reader, looking at everything from faith and spirituality to health and fitness, finances, family and personal relationships. Through it all, *More Living* challenges Boomers to do what matters with their passions, time and resources.

MORE LIVING READERS

Boomers make the most of their empty nests, enjoying travel, golf, shopping and many other recreation activities. Did you know that...

78 million Boomers live in the U.S.
80.2% own their own home
71% shop online
Boomer Media Household Income: \$69,808

More Living provides a trusted voice to help you share your travel message with this large, affluent demographic.

Rates and specifications on the back.

**For more information about advertising in
More Living, please contact us at:**

AJR Media Group

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Spring, Texas 77386

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1.855.GoToAJR

AJRMediaGroup.com/LifeWay



2013 More Living RATE CARD *(Rates effective as of April 2013)*

	Gross	Net	W x H before bleed
Spread	\$902	\$767	16.25" X 1
Full Page	\$494	\$420	8.125" X 10.875"
2/3 page vertical	\$408	\$347	5.125" X 10.875"
1/2 page horizontal	\$346	\$294	8.125" X 5.4375"
1/2 page vertical	\$346	\$294	3.9375" X 10.875"
1/2 page horizontal spread	\$703	\$598	16.25" X 5.4375"
1/3 page horizontal	\$284	\$241	8.125" X 3.625"
1/3 page vertical	\$284	\$241	2.75" X 10.875"
4-inch Marketplace	\$75	\$64	2.4375" X 4.875"
2-inch Marketplace	\$37	\$31	2.4375" X 2.375"
Premium Placements			
Cover 2 (Inside front)	\$618	\$525	8.125" x 10.875"
Cover 3 (Inside back)	\$556	\$473	8.125" x 10.875"
Cover 4 (Back)	\$741	\$630	8.125" x 10.875"

Regional rates, multiple-title discounts and other advertising opportunities are available including inserts, poly bags and premium positioning.

Commission: 15% to recognized agencies

Specifications

Publication Trim Size: 8.125" x 10.875"

Safety Margin: Keep live matter (text, images, logos, etc.) at least 0.25" from all trim edges.

Bleed: Add 0.125" bleed past trim on all sides; otherwise, ad will be reduced slightly and floated on page.

Packages

Package Plan A

5% discount for all 6x *More Living* ad placements

6x ad placements size 1/3 pg and larger include:

- One three-month gratis banner ad (180 x 150 size) placement on LifeWay.com (Value: \$900)
- One six-month gratis banner ad (151 x 133 size) placement in your geographic travel section of LifeWay.com/travelguide (Value: \$625)
- One six-month gratis Reader Service placement on lifeway.com/adpartners (Value: \$400)

Package Plan B

10% discount for any 12x combination of *HomeLife* (1/3 pg size or larger) plus *ParentLife*, *Parenting Teens*, or *More Living* (full pg size or larger).

12x combination ad placements include:

- One six-month gratis banner ad (180 x 150 size) placement on LifeWay.com (Value: \$1,800)
- One 12-month gratis banner ad (151 x 133 size) in your geographic travel section of LifeWay.com/travelguide (Value: \$1,250)
- One 12-month gratis Reader Service placement on lifeway.com/adpartners (Value: \$800)
- Add one 2-month gratis advertorial article link on LifeWay.com/travelguide for any combination of 12x spread or premium placements in *More Living*. Advertorial article content may be updated monthly. (Value: \$2,000)

General Advertising Policy

Rates and dates are subject to change without notice and are based on receipt by Publisher of advertising materials that are in conformance with the Publisher's mechanical specifications listed. Materials are to be supplied by due dates given by Publisher or by extended dates officially granted by Publisher. Short rates apply.

Prepayment required on all orders not approved for credit. Credit requires payment in advance of at least two subsequent ads. Past due accounts may be subject to a 0.83% monthly service charge. Publisher reserves the right to reject advertisements that do not comply with Publisher's editorial policy. All advertising is subject to approval by LifeWay.

Late Advertising

Publisher may be able to accept full-page or spread advertisements after closing dates on a "space available" basis, with the understanding that such advertisements will be positioned in the magazine solely at the Publisher's discretion.

Production Instructions

Printing Process: Web Offset

Binding: Saddle-stitch

4-color

Digital Material (preferred format)
 Acrobat press-ready PDF. We accept files via e-mail, FTP, or CD. All disks are to come with a color contact proof or Matchprint. All image files must be 300 dpi and in CMYK mode with registration marks removed. Include the screen and post-script versions of any fonts used.

Inserts

Inserts are available and will be priced on a per inquiry basis according to size and type of furnished insert, binding, and any additional costs such as vacuum or reverse feed. Insert printing is also available.

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