

# Lifestyle 55+

## MEDIA KIT

Lifestyle 55 PLUS Premium Annual Magazine + Directory is the must-read magazine aiming to build social engagement as well as Enlighten, Empower and Enrich the lives of our over 55 Sunshine Coast community.

**Launches 1st of October 2024**



We invite your business to become an advertiser, in the only go to annual resource guide targeting the over 55 cohort living on the Sunshine Coast, Noosa and Hinterland region.

Lifestyle 55+ will include interesting and informative content reflecting the interest and needs of the Sunshine Coast community and a comprehensive tailored directory to ease access to local services, products and support.



**This 116 page magazine is free and 10,000 copies will be distributed throughout the Sunshine Coast, Noosa and Hinterland region. It will also be made available on-line.**

The magazine will be distributed to all medical centres (specifically handed to the general practitioners to refer to and hand out to their senior patients and carers)

Specialist clinics

News agencies.

Sunshine Coast Council libraries

I Age Well Seniors Festival

Retirement villages

Hospitals,

Rehabilitation centres,

Local government agencies,

Senior's social clubs

Provided to the Regional Assessment Service Officers / Aged Care Assessment Team to distribute as a resource guide to their clients.





## Readers will be able to:

- Enjoy local stories and interviews on people redefining their retiring years.
- Indulge in the latest beauty and fashion trends.
- Stay healthy with informative lifestyle columns and expert wellbeing tips.
- Explore the world of travel and get to know businesses on the coast that can help make their dreams of traveling a reality.
- Know what options are available on the Sunshine Coast for those not ready to retire.
- Read about different living options and latest developments to see them through their transitioning years.
- Know who they can turn to when times get tough with our comprehensive guide to local services and support
- Read about services available to carers to support them in their caring role.
- Get legal and financial advice from the best experts on the Coast.
- Access a comprehensive, tailored social AND business directory along with contact information and details.
- Refer to healthcare guides on Dementia, Stroke, Cancer, Depression, Diabetes and Parkinson's Disease, making access to services, products and support easier.
- Get expert advice from the best minds on the Sunshine Coast.
- Local Government information.



If your business is looking for an innovative way to promote your brand, increase your client base, generate more sales leads and place your business ahead of the competition, then this is the right opportunity for you



- The magazine/service directory is different to any other publication currently available on the Sunshine Coast.
- It targets the over 55 cohort who are well resourced and seeking opportunities to live, travel, work, learn and stay active. The publication also targets carers and key decision makers who make up 40+% of the Sunshine Coast population.
- This directory will be widely used and referred to many times by each reader throughout the year as a reference point, so as such your brand will be seen many times by your target demographic.
- Twelve-month shelf life: one annual edition to last all year giving you maximum exposure, more for your marketing dollar.

**YOUR INVESTMENT**

**Full page ad**  
(A4) 210mm Wide x 297mm High.  
**\$1950 +GST**

**Half page horizontal ad**  
Size: 180mm x 130mm  
**\$995.00 +GST**

- 10,000 copies available in print and electronic format on the IAgeWell website with a well targeted distribution platform.
- Your brand's alignment with this magazine and it's intent to promote service access, lifestyle choices, health & wellbeing, tackle social issues and build awareness around positive aging at a local level will be seen favourably by the over 55+ community.

# BOOKING FORM

## The Step 1: Advertiser details

Company Name:

ABN:

Contact Name:

Phone:

Office Address:

Email:

## The Step 2: Material contact

Company Name:

Contact Name:

Phone:

Email:

## Step 3: Business Category

- |   |  |   |
|---|--|---|
| <input type="checkbox"/> Accounting         | <input type="checkbox"/> Travel                | <input type="checkbox"/> Government agencies        |
| <input type="checkbox"/> Business           | <input type="checkbox"/> IT                    | <input type="checkbox"/> Education / employment     |
| <input type="checkbox"/> Legal              | <input type="checkbox"/> Fashion / beauty      | <input type="checkbox"/> Products and services      |
| <input type="checkbox"/> Retirement village | <input type="checkbox"/> Home / community care | <input type="checkbox"/> Over 50 independent Living |
| <input type="checkbox"/> Insurance          | <input type="checkbox"/> Residential care      |   |

# PAYMENT

## The Step 4: Payment details

Full page ad - 210mm high x 297mm wide. **\$1950 +GST**

Half page horizontal ad - 130w x 180h **\$995.00 +GST**

Service Directory - **\$355.00 +GST**  
Business Name, Contact Details and Brief Discription

Name: \_\_\_\_\_

Position: \_\_\_\_\_ Company: \_\_\_\_\_

## Method:

Direct debit      Bank details:      IAGEWELL Pty Ltd  
BSB: 014 316 Account Number: 306 330 889

Email remittance to: [magazine@iagewell.com.au](mailto:magazine@iagewell.com.au)

Credit card

## Paying by credit card?

Amount including GST:

Visa       Mastercard

Card number

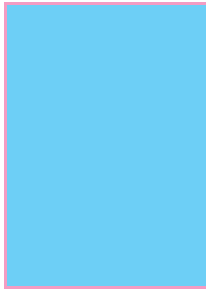
Expiry date   /        CVC

\* All advertising payments to be made prior to advertisement publication. DISCLAIMER: Whilst I Age Well and its agencies take every effort to ensure files match the proof supplied, the onus is firmly with the supplier of material to ensure files are correct. If artwork is not supplied in the correct format for printing, quality and legibility of the final printed material cannot be guaranteed. I Age Well and its agencies will not take responsibility for any colour variation in the printing process. Due to tight printing deadlines, when material is overdue I Age Well reserves the right to charge the advertiser for the space booked and alternative materials, at the publisher's discretion, will be used in place of the overdue copy.

# ARTWORK SPECS

The magazine is A4 size, high quality full colour print on glossy pages, with a thick cover and glued spine for a publication that will have a long shelf life, with many readers per copy.

## AD SIZES



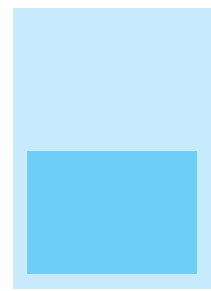
### FULL PAGE

297mm high x 210mm wide.  
Add 5mm bleed all around



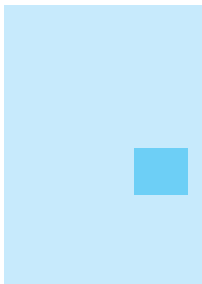
### DOUBLE PAGE

297mm high x 420mm wide.  
Add 5mm bleed all around



### HALF PAGE

130mm high x 180mm wide.  
No Bleed



### SERVICE DIRECTORY AD

Business Name,  
Brief Description  
Contact Details

+/- 50mm high x 50mm wide.



## ARTWORK CHECKLIST

Complete material must be supplied as a high-res 300dpi CMYK press ready PDF with no bleed or crop marks unless it is a full page or double page spread.

The minimum type size required is 10 point.

Text safe margin for Full Page and Double page is 10mm to all edges.

All fonts must be converted to paths/curves.

Submit final artwork to [magazine@iagewell.com.au](mailto:magazine@iagewell.com.au)

Please indicate if you need graphic design assistance to design your advert.

# BOOK NOW!

Contact Tanya Dave

P: 0407 748 773

E: [magazine@iagewell.com.au](mailto:magazine@iagewell.com.au)



**IAGeWELL**

— Empowering people and communities —

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