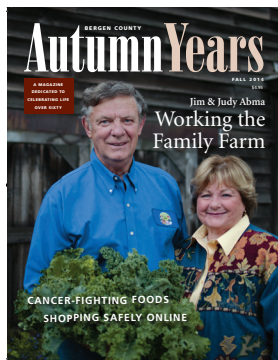


Autumn Years

A MAGAZINE DEDICATED TO CELEBRATING LIFE OVER SIXTY



Summer 2014



Fall 2014



Winter 2014/2015

2015 Schedule

Autumn Years arrives in homes before the start of each new season.

- March 12, 2015
- June 11, 2015
- September 12, 2015
- December 4, 2015

What Our Readers Say...

“Finally a magazine truly for ‘real’ seniors with a lot to contribute.”

–Sandra Kelly

“I received a copy of your interesting, lovely new magazine....long overdue! It’s an important addition to our area.”

–Sheera Margolies

“Autumn Years is beautiful and much needed in Bergen County and beyond! You have hit on a very important market and (wisely) one that appreciates reading magazines.”

–Thomas Farley

“I have found all the topics and articles in the three issues to be balanced, interesting and in keeping with the magazine’s theme. Even the advertising selection is well done and matched to the audience.”

–Ted Kissel

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Target Audience

Age: 60+

Home value: \$500,000 - \$1,000,000+

Net Worth: \$1 million+

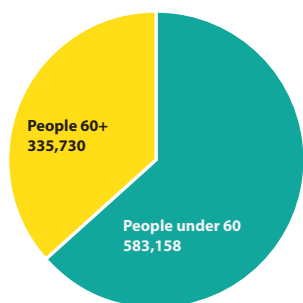
Single and Married

Bergen County Residence

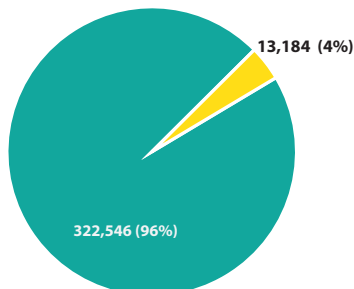
“Seniors are spending more on hobbies and non-essentials than they did in 1990.”

Data from the Bureau of Labor Statistics' Consumer Expenditure Survey and the Federal Reserve Survey of Consumer Finances.

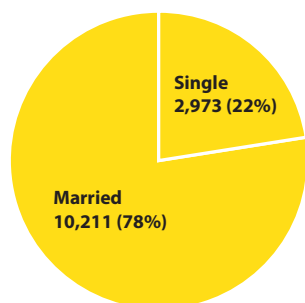
Population in Bergen County
918,888



People living in Bergen County* over 60
with Net Worth more than \$1,000,000



People over 60 Married and Single
Net Worth more than \$1,000,000



Source: United States Census Bureau
Source: Exact Data | Consumerbase

- *Autumn Years* is dedicated to the over-60 population of Bergen County; one of the most affluent counties in New Jersey, highly targeted by many national advertisers
- *Autumn Years* mission is to deliver insightful, informative and inspirational content to its readers
- *Autumn Years* is distributed FREE of charge to more than 18,000 high-net-worth Bergen County residents, as well as to county libraries and businesses
- *Autumn Years* is published online FREE, with all advertisers websites hyperlinked to bring the reader to their home pages
- The editorial-to-advertising ratio is favorable to both readers and advertisers (75 percent content vs. 25 percent advertisements)
- Each quarterly issue provides a high degree of useful information and resource guidance that guarantees a three-month shelf life (e.g. the County Calendar contains details about county activities that span the full three-month period)
- A high-end paper stock with matte finish provides a glare free, easy to read experience for our readers
- Reader feedback indicates it is well-received (not fodder for the recycle bin), considered a trusted resource and of such high quality that it is worthy of coffee-table placement
- Advertiser feedback indicates that readers are paying attention to their ads, and they are satisfied that their investment is developing ongoing business

Autumn Years

A MAGAZINE DEDICATED TO CELEBRATING LIFE OVER SIXTY

Our advertisers range from Health, Fashion & Retail, Travel, Legal & Financial Services, Decorating, Restaurants and more...

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QUALITY IS NOT AN ACT, IT IS A HABIT - Aristotle

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USNEWS
2014


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Secrets Wild Orchid Montego Bay
From indigenous art to chic design, Secrets Wild Orchid Montego Bay takes its inspiration from the island's radiant surroundings. Guests will discover a stylish retreat, but look with the exclusive amenities of Unlimited Luxury. Secrets Wild Orchid Montego Bay - Style, Refresh, Fun. Secrets Resorts & Spas are available in other destinations.

The Villa Experience
Vacationers that dream of a luxurious vacation that will make them feel like the "Big and Famous" can realize their dream by renting a villa or luxury condo in the Caribbean, Mexico, France or Italy. A private villa or condo is great for extended family vacations. Renting all the trappings associated with the most luxurious vacation can usually be more economical than a luxury resort.

Westin Paris Vendôme
Location in the elegant heart of Paris, surrounded by all the amenities of the first arrondissement. Experience the magic of Paris with the finest of convergence here at your service.

AMERICAN EXPRESS VACATIONS

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- Workers' Compensation
- DWI/Municipal Court
- Appeals
- Criminal Defense
- Commercial Litigation
- Estate Litigation
- Divorce
- Guardianship
- Domestic Violence
- Child Abuse

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Autumn Years

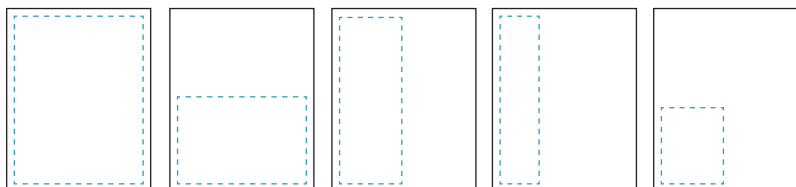
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2015/2016 Advertising Rates & Mechanical Requirements

	1x	2x	3x	4x
Inside front and outside back cover	\$4,500	\$4275	\$4140	\$4050
Page 1	\$4,000	\$3800	\$3680	\$3600
Inside back cover	\$3,500	\$3325	\$3220	\$3150
Full page interior	\$3,500	\$3325	\$3220	\$3150
1/2 page (horizontal or vertical)	\$1,750	\$1662	\$1610	\$1575
1/3 page	\$1,250	\$1187	\$1150	\$1125
1/4 page	\$875	\$831	\$805	\$787

Advertising Dimensions

Full page trim size	8.375" x 10.875"
Full page with bleed	8.625" x 11.25"
Half page horizontal	7.82" x 5.07"
Half page vertical	3.8" x 10.383"
Third page vertical	2.62" x 10.5383"
Quarter page vertical	3.8" x 5.1"



full page half page horizontal half page vertical third page vertical quarter page vertical

Advertising Schedule for 2015 / 2016

Spring 2015	Ads due on Feb. 17, 2015 Magazines mail week of Mar. 9
Summer 2015	Ads due on May 19, 2015 Magazines mail week of June 8
Fall 2015	Ads due on Aug. 18, 2015 Magazines mail week of Sept. 7
Winter 2015/16	Ads due on Nov. 5, 2015 Magazines mail week of Dec. 1

Production Requirements

- PDF or JPEG files
- 300dpi
- Crop marks with 1/4" bleed
- CMYK only, no spot color
- Artwork must be sized at 100%
- Please include a color matchprint or proof
- Allow 1/2" inseam from the center gutter

Delivery of Artwork

Please submit final high resolution PDF or JPEG to: autumnyearsmagazine@gmail.com
An FTP upload is available for large files, contact Heidi Gross for login information. Please mail proof to:
Autumn Years Magazine
51 Berkshire Place
Allendale, NJ 07401

Please check that the above production requirements have been met.

Any questions please contact Heidi Gross at 201-747-2874.