

FIFTY+SA

Food + Wine + Art + Travel + Wellbeing

The New Age

WELCOME TO FIFTY+SA

FIFTY+SA is here to guide active over-50's in experiencing more of the life they love.

Whether it's lifestyle, art, culture, travel, food & wine, financial tips or health and wellbeing advice, FIFTY+SA aims to enrich the experiences of our readers with inspirational and high quality content. We help our audience live well by connecting them to their best life, as well as the very best of what South Australia and beyond has to offer.

Adelaide's newest and only FREE, premium print magazine targeted specifically at the fifty plus demographic will fill an important gap in the market.

FIFTY+SA will work with industry experts to cover domestic and international travel, home improvements and gardening, health and wellbeing, arts and culture as well as financial tips and advice. The magazine is designed to meet the needs of a whole new generation of informed and highly active FIFTY+ South Australians.

Because life begins at 50!

FREE

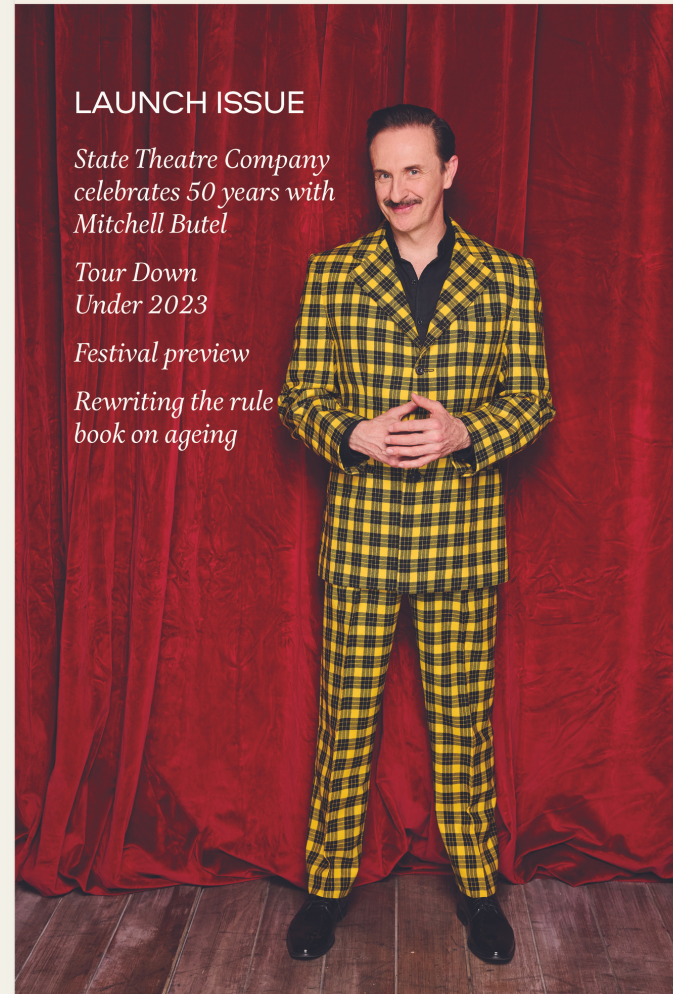
LAUNCH ISSUE

*State Theatre Company
celebrates 50 years with
Mitchell Butel*

*Tour Down
Under 2023*

Festival preview

*Rewriting the rule
book on ageing*



THE NEW AGE
FIFTY+SA

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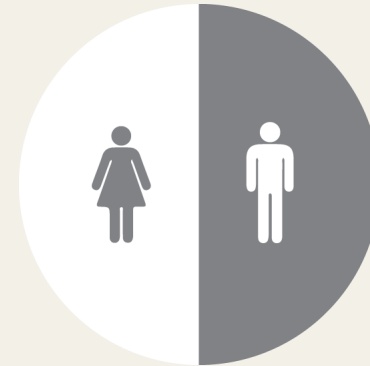
ISSUE 01.

OUR CONTENT

*The Arts & Culture / Travel /
Finance / Reviews / Interviews
/ What's on / Recipes / Wine /
Film / Gardening / Restaurants
/ Books / Health*

We are driven by local content.

OUR DEMOGRAPHIC:



50% FEMALE
50% MALE



40% RETIRED OR
SEMI RETIRED
60% EMPLOYED

OUR REACH

15,000 COPIES

400+ Drop Off Points across SA

OUR AUDIENCE

The FIFTY+SA reader falls into the AB demographic of tertiary educated professionals. Our readers are often hard to connect with on digital platforms, they have had a long and affectionate relationship with printed media and love the tangibility, authenticity and nostalgia that it offers.

This audience is the largest sector of our population and the fastest growing, with the highest disposable income. They are highly active, politically engaged, health conscious and family oriented.

FIFTY+SA is designed to meet the needs of a whole new generation of informed, healthy, highly social and active 50+ South Australians.

OUR WRITERS

We bring together a team of contributors with years of experience, who are passionate about South Australia and what Fifty+ brings.

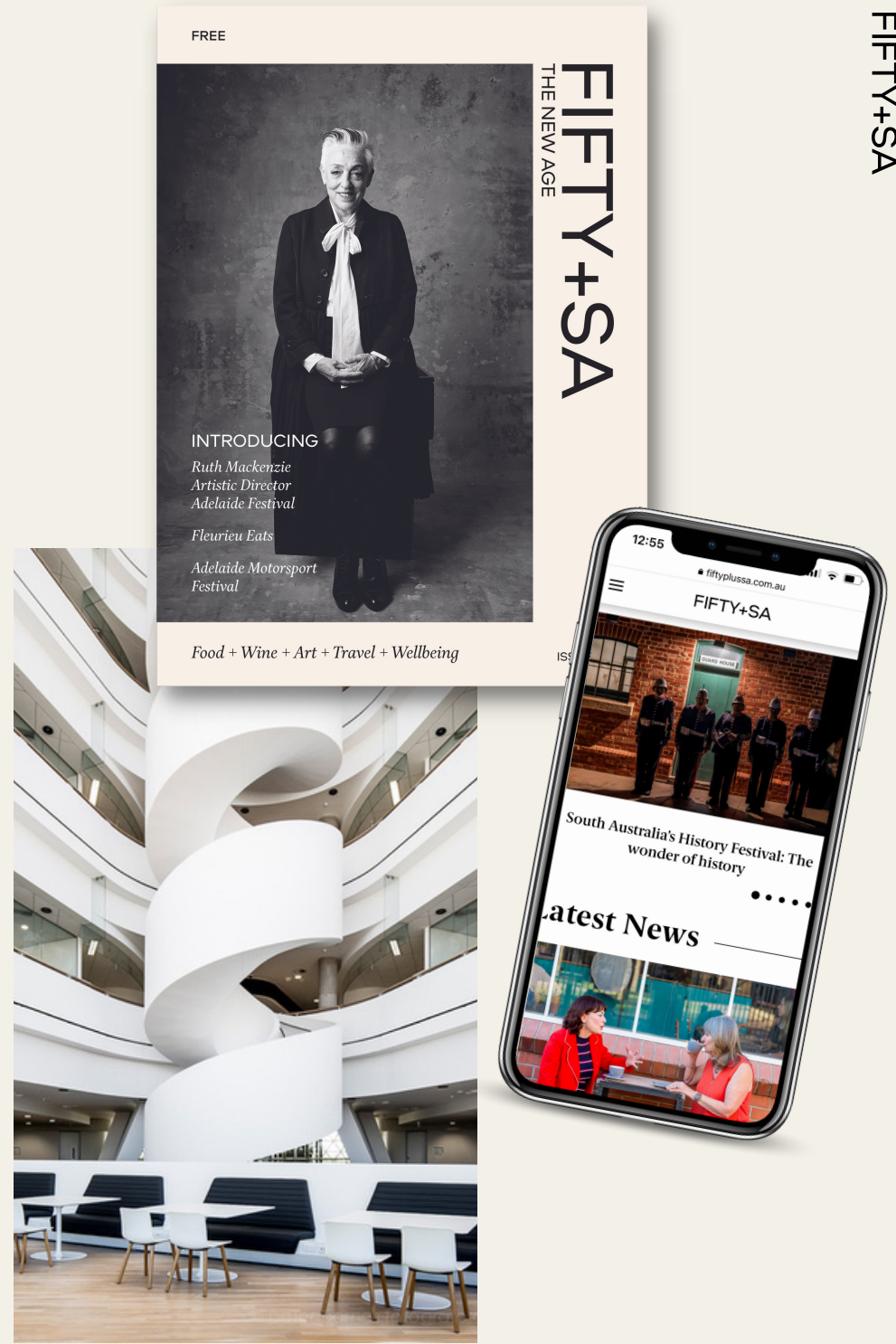


WHY WORK WITH US?

Fifty+SA is brought to you by the trusted team that bring you the highly successful KIDDO Mag and EDUCATE Mag. With proven success in premium, content-driven print publications & digital platforms across the state, we understand every client is different and excel at finding opportunities and ways to engage in order to meet your unique marketing objectives.

FIFTY+SA has a range of marketing opportunities available:

- *Print display advertising*
- *Print advertorial*
- *Digital display advertising*
- *Digital advertorial*
- *Sponsored content*



WHERE TO FIND FIFTY+SA?

Our distribution is highly targeted and carefully selected to reflect the movements of our readers and, as such, is always evolving.

Distributed to more than 450 outlets in South Australia, the print magazine is available to pick up for FREE in libraries, art galleries, health specialists & GPs, hotels and bookshops, as well as specialty shops and offices.

Up to 15,000 copies are distributed four times a year throughout the Adelaide CBD, inner suburbs, the Adelaide Hills, Barossa Valley, and the Fleurieu Coast.

Fresh content is also available on the Fifty+SA website and includes exclusive local news, reviews and promotions. The website also offers support to our advertisers and an additional advertising stream.

PICK UP IN OVER 400+ LOCATIONS ACROSS SA

- *Libraries*
- *Cafes*
- *Medical Centres*
- *Specialists*
- *Community centres*
- *Book shops*
- *Hotels*
- *Art Galleries*
- *Shopping Centres*
- *Tourism locations*

FREE
QUARTERLY

LOCAL DISTRIBUTION PARTNERS:

- *Adelaide's Finest Supermarkets - Frewville and Pasadena*
- *Tony & Marks*
- *Romeos Foodland Supermarkets*



AD RATES

DIGITAL AD RATES

SIZE	COST	DIMENSIONS
MREC	\$500+gst PER MONTH	300 x 250px
LEADERBORD	\$750+gst PER MONTH	728 x 90px (desktop) 320x 100px (mobile)
EDM TAKEOVER	\$600+gst	600 x 200px - 3 ad designs

ADVERTORIAL AD RATES

ADVERTORIAL	COST
Full page	\$4,100+gst
Double Page	\$6,500+gst

PRINT AD RATES

SIZE	COST	DIMENSIONS
Quarter page	\$900+gst	Block - 90mm w x 120mm D
Quarter page	\$900+gst	Horizontal 185MM W x 60mm D
Half page	\$1,600+gst	Horizontal 185MM W x 120mm D
Full page	\$3,100+gst	210MM W x 297mm D (+5mm bleed)
Double Page	\$6,600+gst	480mm wide x 340mm

PRINT DATES 23/24

ISSUE DATE	BOOKING DEADLINE	ART DEADLINE
May 11 / 23	Apr 4th	Apr 21st
Aug 03 / 23	Jul 3rd	Jul 17th
Nov 9 / 23	Oct 2nd	Oct 20th
Feb 8 / 24	Dec 22nd	Jan 12th
May 9 / 24	April 12th	April 26th

* ADD 5MM BLEED, NO CROP MARKS. AVOID RUNNING TEXT THROUGH THE CENTRE FOLD OF A DOUBLE PAGE SPREAD.

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