

Silver Times

Silver Times delivers information the 55+ age group wants — and trusts.

Our premiere issue of 50,000 issues was snapped up across the country. Our readers are interested in fitness and health, and living and aging gracefully. They are looking for authoritative advice from a source they can trust. The Active Living Coalition for Older Adults (ALCOA) delivers the advice and inspiration this vital market wants and needs.

Associate your brand and your image with proven research, qualified experts, and practical solutions offered in the familiar format of a modern magazine.



Click on cover to link to PDF of current Silver Times issue.

Controlled Distribution through:

Community Centres, Senior Centres, Seniors' Clubs, Rehabilitation Clinics, Legions, Research Centres for Aging, Provincial and National organizations working with older adults.



Silver Times provides solutions and inspiration for optimal aging for older Canadians.

The Active Living Coalition for Older Adults (ALCOA) is a charitable organization, incorporated in 1999.

ALCOA is a partnership of organizations and individuals with a shared interest in the field of aging. ALCOA envisions a society where all older Canadians maintain and enhance their well-being and independence through a lifestyle that embraces daily physical activities.

By publishing Silver Times, ALCOA is able to share information about healthy active living with a large and diverse audience of older adults across Canada. We believe critically-evaluated information is one of the best ways to help inspire optimal aging and help prevent chronic disease.

For more information please visit: www.alcoa.ca.



We could tell you that Silver Times provides information for the 55+ market – but why not let our readers:

Impressive

“I picked up the inaugural issue of Silver Times and am very impressed with it. I am the health promoter at the West Lambton Community Health Centre and have information for our clients in the waiting room. One of our priority populations is Seniors.”

Marion, Sarnia ON

Informative

“I placed copies of the publication at our City Hall’s front desk area and had the Humber Community YMCA do the same. All of the copies were snapped up in very short order. There is obviously a need for this type of publication and the information it provides.”

Gerry, ON

Motivating

“This newsletter is wonderful motivation for these folks (strength and balance exercise program participants) to continue and motivate others to join the exercise program.”

Marisol, SK

Familiar

“I like it because it is small and easy to read. It has lots of topics and I also enjoyed the recipe. We would like to pass copies to active members of the legion and to the Senior’s residence.”

Fran, SK

Inspiring

“It is wonderful! It will be so useful for our seniors at our exercise and fitness programs. “

Diana, Toronto, ON

Older adults are living healthier lives

Silver Times knows the 55+ market and provides the information they want. We are a cheerleader, a coach, and a teammate – for life.

Silver Times features advice and information from experts on all facets of life & health for older adults, including:

- ☀ Physical Activity
- ☀ Nutrition
- ☀ Chronic Diseases
- ☀ Home Safety
- ☀ Mental Health & Positive Attitudes
- ☀ *and more*

Today's 55+ adults will live longer and healthier than ever before. They are a market that:

- 🌐 want authoritative information they can trust and rely upon
- 🌐 seek out information in order to purchase wisely
- 🌐 focused on prolonging their health and well-being as long as possible

Silver Times offers a trusted, verified platform to reach the vital 55+ adult market.



Exercise Regularly

51% agree regular exercise is an important part of their life

Make home improvements

52% of the target have made a home improvement in the past 2 years

Household garden

70% of the target have a garden/balcony garden

Exercise At Home

15% of the target have exercised at home 10+ times in the past 12 months

Walking/Hiking

32% of the target have gone hiking/walking 10+ times in the past 12 months

Travel outside Canada

45% of the target have taken a vacation outside of Canada within the past 3 years

Travel within Canada

55% of the target have taken a vacation within Canada within the past 3 years

Take cruises

11% of the target have taken a cruise within the past 3 years

What older adults are looking for in terms of optimal aging

Silver Times knows that the 55+ years can be the best of times —and they can be the most challenging of times. Our belief is that a combination of sensitivity and sensible advice is what this market wants and needs.

We also know that once they have researched and considered the information, this is a market that acts — quickly, and with greater financial resources than any generation before.

Silver Times is not a publication for quick remedies, or questionable products. Our experts come from prominent universities and research clinics in Canada. As a publication of ALCOA, Silver Time's must present proven solutions and advice.

Silver Times is a publication for advertisers that know the value of establishing a relationship with their market that is based on trust and best practices.



I enjoy keeping fit

44% of the target agree with the statement

I love fresh air and outdoor activities

63% of the target agree with the statement

I should really try to eat foods that are better for me

62% of the target agree with the statement

Low fat foods are an important part of my regular diet

53% of the target agree with the statement

I try to avoid eating foods that contain trans fats.

64% of the target agree with the statement

I am willing to pay more for environmentally-friendly products

53% of the target agree with the statement

I prefer low fat or “light” foods and drinks

40% of the target agree with the statement

I look for low calorie/light snacks

39% agree with the statement

5 Reasons to Advertise with Silver Times

1. We reach your target market — older Canadians 55+.
2. ALCOA is well known and respected in the health and fitness field.
3. The inaugural issue was extremely well received by readers, ready and waiting for our next issue.
4. We have a high content-to-advertising ratio.
5. We provide opportunities for cross promotion with other ALCOA publications and website.



Distribution:

3 times per year; Fall, Winter, Spring
(contact office for deadline dates)

Print run of 50,000 copies, with expected readership of 100,000
16 pages
Shipped across Canada

Web version available at www.alcoa.ca.

In 2010, the ALCOA website had 1.5 million hits.

Rates:

Size	1 Issue	2 Issues	3 Issues
Full Page	\$4000	\$3500	\$3200
½ Page	\$2500	\$2250	\$2000
¼ Page	\$1500	\$1350	\$1250

Position Premiums

All premium positions are full-page only.

Inside Front cover: rate+20%, Inside Back Cover: rate +15%,
Back cover: rate +25%

Contact Information

Active Living Coalition for Older Adults
P.O. Box 143
Shelburne, ON L0N 1S0

Ph: 1-800-549-9799

Fax: 1-519-925-3955

Email: alcoa@ca.inter.net

Web: www.alcoa.ca

Terms and Conditions

Payment:

Terms: net 30 days.

Accounts payable at office of publication in Canadian funds.

Published rates do not include GST or HST. These taxes (as applicable) will be added to invoices and clearly identified.

General Information:

Rates subject to change without notice.

Publisher reserves the right to refuse any advertisement for any reason.

Advertiser and advertising agency assume liability for all content (including text, representation and illustration) of advertisement printed and also assume responsibility for any claim arising therefrom against the Publisher.

Advertiser and advertising agency agree that ALCOA shall be under no liability for its failure, for any cause, to publish any advertisement.

Photographs, artwork and other production items made for advertisers are charged to them separately in addition to space charges.

Publisher shall be entitled to payment as herein provided, upon having completed the printing of the advertising and having taken reasonable steps to distribute the publication.

Publisher will not be responsible for colour advertisements unless colour proofs are supplied.

Contract, Copy & Cancellation Policies

Contract period covers any 12 months starting with the first insertion.

A signed contract must accompany the first insertion order of the advertisement covered.

In the event of a rate increase during a contact period, the advertiser is protected at the agreed upon rate for the duration of the contract, not to exceed one year in length.

No cancellations are accepted during the contract period.

Verbal agreements are not recognized by the company.

Ad Sizes

Page Size: finished 8½ x 11”

Bleed: all bleeds are 1/8 inch

	bleed	does not bleed
Full Page	8¾ x 11¼ inches	8 x 10 inches
Half page, vertical	4 3/8 x 11¼ inches	4 x 10 inches
Half page, horizontal	8¾ x 5 5/8 inches	8 x 5 inches
Quarter page	4 3/8 x 5 5/8 inches	4 x 5 inches

Custom sized ads will be quoted on basis of total square inches and cost will be prorated according to our standard rates.

Mechanical requirements & specifications

Running type through the gutter for double page ads (except the centre spread) is strongly discouraged; Publisher is not responsible for line-up of type running through the gutter.

Bleed ads

Bleed ads must be supplied with 1/8 in. bleed all around. Type safety (critical live area) on double page spreads must be held ¼ in. from gutter, 3/8 in. from outside trim, and ¼ in. top and bottom.

If required, Silver Times will create and design your advertisement at reasonable rates. Contact the ALCOA office for details.

Method of print process

Line screen is 133 lines per inch; 4 colour process; offset litho; trimmed & stitched.

Electronic/digital media

All electronic files must be Press Quality PDF. We accept digital files stored on the following media: CD, DVD, or uploaded via YouSendIt.com or other acceptable web-based FTP sites. Scanned photo images must have a resolution of 300 DPI at 100%. Accepted formats: TIFF, JPG or EPS. Include a low-resolution PDF for colour proof. Four colour film is no longer accepted.

Note

Any technical corrections or author's corrections will entail an additional charge.

Advertising shipping instructions

All advertising materials should be sent directly to our designer – files under 10 MB can be e-mailed directly to: ward.max@primus.ca; files larger than 10 MB should be sent using web-based FTP service, and e-mail notification should be sent to: ward.max@primus.ca

Order Form

Silver Times – A publication from the Active Living Coalition for Older Adults



Company Contact:

Company	
Contact Person	Title
Phone #	Email

Contact for Invoicing:

Contact Person	Title
Address for invoicing	
Phone #	Email

Contact for Advertisement (if different from Company Contact):

Contact Person	Name of Agency
Address	
Phone #	Email

Ad Details:

<input type="checkbox"/> Full page	<input type="checkbox"/> ½ page	<input type="checkbox"/> ¼ page	
Premium Positions	<input type="checkbox"/> Inside Front Cover	<input type="checkbox"/> Inside Back Cover	<input type="checkbox"/> Outside Back Cover
No. of Issues	Cost per Issue		

Authorization:

Authorization/ Order Number	Date
Authorized by	

Mail, fax, or email the order form to:

ALCOA
P.O. Box 143, Shelburne, ON, L0N 1S0
ph: 519-925-1676 fax: 519-925-3955
Email: alcoa3@ca.inter.net

For office use only:

Date received
Date ad space confirmed