



## Adults 50 & Older

- control **70%** of U.S. *disposable income*
- will be **45%** of the U.S. population by 2015
- can **help** your business **succeed**

## Adults 50 & Older

- account for **60%** of all *healthcare spending*
- purchase **52%** of all *new cars*
- spend **more per capita** on *groceries & OTC products*
- account for **51%** of all dollars spent on *travel*
- **eat in restaurants** an average of 3X a week (up 6% from 2013)
- purchase **74%** of all *prescription drugs* & **51%** of *OTC drugs*
- are **64%** of the retail *gardening market*

**Award-winning Prime Magazine** is read by more **River Region Baby Boomers** than similarly targeted publications. **Why?**

- 1) more copies distributed
  - 2) more distribution sites
  - 3) better content
- Read a copy. Decide for yourself. Then give us a call.

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# Prime

MONTGOMERY

## Ad Rates. Net per issue. Full color. Effective January 1, 2014

Placement/Size	1 Month	3 Months	6 Months	11 Months
Back Cover (Sold thru 12/14)	\$1,400	\$1,340	\$1,280	\$1,160
Inside Front Cover	\$1,200	\$1,140	\$1,080	\$ 960
Inside Back Cover (Sold thru 4/14)	\$1,100	\$1,040	\$ 980	\$ 860
Full Page	\$1,000	\$ 940	\$ 880	\$ 760
Half Page	\$ 660	\$ 620	\$ 580	\$ 500
Quarter Page	\$ 350	\$ 330	\$ 310	\$ 280
Eighth Page	\$ 180	\$ 170	\$ 160	\$ 140

## Ad Dimensions

Ad Size		Width	Height
Full Page:	Bleed	8 1/2 in.	11 in.
	Trim	8 3/8 in.	10 7/8 in.
	Live Area	7 3/8 in.	9 7/8 in.
Half Page	Horizontal	7 3/8 in.	4 7/8 in.
	Vertical	3 3/5 in.	9 7/8 in.
Quarter Page	Horizontal	4 7/8 in.	3 3/5 in.
	Vertical	3 3/5 in.	4 7/8 in.
Eighth Page	Horizontal	3 3/5 in.	2 3/8 in.
	Vertical	2 3/8 in.	3 3/5 in.

Ad material must be submitted digitally; PDF, TIFF or JPEG. InDesign documents accepted if accompanied by associated support files (graphics, fonts, photos, etc.). Material can be submitted via e-mail (primemontgomery@gmail.com), CD or jump drive. Ad contract deadline is the 10th of the month for the following month, with ads due by the 15th. Without prior written permission, the use of ads designed by The Polizos/Corley Group is restricted to its affiliated media (magazine, website, display, etc.). **Prime Montgomery** magazine is published by The Polizos/Corley Group, LLC, 7956 Vaughn Rd. #144, Montgomery, AL, 36116. (334-202-0114). EIN 27-1420175.