

2027 MEDIA KIT

Trusted storytelling
Meaningful connections
Lasting impact



55+life



OUR BRAND

Redefining what this stage of life looks like

ABOUT US

55+ Life is a trusted lifestyle media brand connecting with active adults through thoughtful storytelling, meaningful experiences and relevant content.

Through print, digital, email and social platforms, we inspire, educate and engage readers navigating this stage of life with curiosity, purpose and intention.

For six years, 55+ Life has connected with tens of thousands of active adults throughout New York's Capital Region through print, digital, email, social media and live events. Let 55+ Life help you reach your goals by connecting your brand with our highly engaged audience—those with the greatest consumer buying power. 55+ Life is your partner in navigating aging to live your best life. We work diligently to inspire, educate and engage our audience with curated storytelling.



Alison Michael

OUR PUBLISHER

55+ Life is deeply personal to me. It's an extension of who I am, and how I am choosing to live this stage of my life. To embrace aging, to question it, to challenge it by living as fully as I can.

This brand grew out of the belief that aging isn't something to fear, it's something to embrace, question and redefine.

55+ Life exists to celebrate this stage through storytelling that reflects how people actually live today.

Because life doesn't peak at one chapter.

Partner with 55+ Life and reach the most influential audience in **their prime.**

OUR REACH

One brand. Two powerful markets.

CAPITAL REGION (Established Market)

20,000 per issue

Free distribution

100% pick-up rate every issue

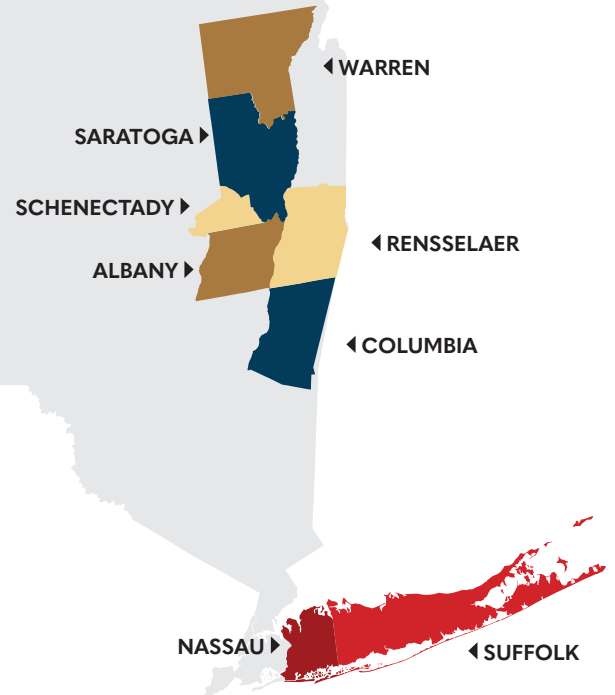
LONG ISLAND (Launching in 2027)

Strategic launch into one of New York's most dynamic 50+ markets.

Across Nassau and Suffolk counties, the 50-plus demographic alone accounts for a massive 41% of the total population, with seniors 55 and older growing at a faster rate than the rest of the Island.

Initial distribution focused on targeted placement across lifestyle, health care and community environments.

Founding advertiser opportunities available (see page 10).



REACH AN ESTABLISHED DIGITAL AUDIENCE

55PLUSLIFE.COM (2026)

45,000 users

141,000 pageviews

17,000 average views per month

NEWSLETTERS (2026)

3,000 opt-in subscribers

42% average open rate

3.5% average click-through rate

SOCIAL MEDIA

5,000 followers



More connections. More opportunities. Greater impact.

As we expand to Long Island, founding partners have the opportunity to align with a respected, fast-growing brand and reach even more of the audience that matters most.

- Access exclusive Founding Partner benefits (see page 10)
- Be part of our expansion story
- Build your brand with a trusted media partner

Strong today. Growing tomorrow. **Coming to Long Island in 2027.**

WHY THE 55+ LIFE AUDIENCE MATTERS

Active. Engaged. Influential.

They are decision-makers, lifelong learners and active participants in their communities.

Today's 50+ adults are making decisions about travel, health, home, finances and lifestyle. They value trusted information, meaningful experiences and brands that understand their priorities.



WHAT MOVES OUR READERS

TRAVEL & ADVENTURE

Exploring new places, embracing experiences and making memories that matter.

HEALTH & WELLNESS

Prioritizing physical and mental well-being and living life to the fullest.

FOOD & ENTERTAINING

Savoring great food, sharing time with friends and celebrating everyday moments.

HOME & LIFESTYLE

Creating comfortable, beautiful spaces and enjoying life at home and beyond.

FINANCIAL CONFIDENCE

Planning for today and tomorrow with confidence and peace of mind.



“The articles inspire me to live my best life!”

—SALLY R.

Partner with 55+ Life and reach the most influential audience in **their prime.**

CORE PRINT OFFERINGS

AD RATES

	1x	2x	4x
Spread (<i>front or center</i>).....	\$3045.....	\$2945.....	\$2845
Full	\$2145.....	\$1945.....	\$1845
Half	\$1435.....	\$1325.....	\$1225
Quarter	\$1055.....	\$945.....	\$855

PREMIUM PLACEMENTS

	1x	2x	4x
Inside front cover	\$2595.....	\$2465.....	\$2365
Inside front cover + page 1	\$3285.....	\$3085.....	\$2785
Back cover	\$3195.....	\$2995.....	\$2725
Full guaranteed placement (<i>pages 3-13</i>)	\$2295.....	\$2095.....	\$1995



SPECIAL ADVERTISING

Featured Community \$2465

Limit of 1 per issue. 3-5 images, logo and some copy highlights. Design included.

Doctor Profile \$2465

Limit of 2 per issue. Includes image of doctor, logo and up to 200 words. Design included.

MOST POPULAR

Sponsored Content \$2465

Limit of 2 per issue. 500 word story that you write and we edit, includes image. Design included.

Advertorial Spread \$2700

Includes some copy, up to 300 words, images, logo.

EXCLUSIVE OPPORTUNITY

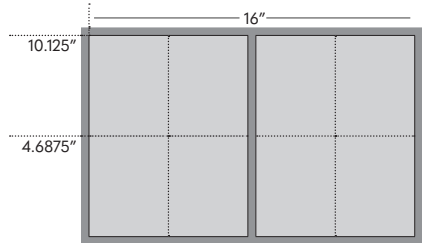
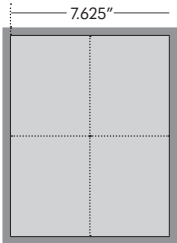
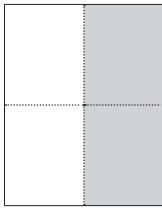
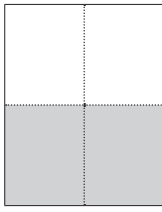
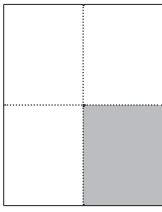
Founding Partner Story Package Print + Digital + Email; See page 10 for details **SPECIAL PRICING**

Available for Capital Region, Long Island or combined market campaigns

SIZES + DEADLINES

PRINT AD SIZES

For spread and full page ads, the dark gray area should not contain any important information or imagery.

				
SPREAD	FULL	HALF V	HALF H	QUARTER
Safe area: 16" x 10.125"	7.625" x 10.125"	3.5" x 9.625"	7.25" x 4.6875"	3.5" x 4.6875"
Bleed: 17" x 11.125"	Bleed: 8.625" x 11.125"			
Gutter: .75" in the center	Trim: 8.375" x 10.875"			
Trim: 16.75" x 10.875"				

DIGITAL AD SIZES

LEADERBOARD 728 x 90px

BILLBOARD 1440 x 240px

MEDIUM
RECTANGLE
300 x 250px

PRINT DEADLINES

WINTER 2027 January February March	SPRING 2027 April May June	SUMMER 2027 July August September	FALL 2027 October November December	WINTER 2028 January February March
CAPITAL REGION				
RESERVE Nov. 20, 2026	RESERVE Feb. 26, 2027	RESERVE May 21, 2027	RESERVE Aug. 27, 2027	RESERVE Nov. 12, 2027
MATERIAL Nov. 25, 2026	MATERIAL Mar. 3, 2027	MATERIAL May 26, 2027	MATERIAL Sept. 1, 2027	MATERIAL Nov. 17, 2027
LONG ISLAND				
RESERVE Nov. 23, 2026	RESERVE Mar. 1, 2027	RESERVE May 24, 2027	RESERVE Aug. 29, 2027	RESERVE Nov. 15, 2027
MATERIAL Nov. 25, 2026	MATERIAL Mar. 3, 2027	MATERIAL May 26, 2027	MATERIAL Sept. 1, 2027	MATERIAL Nov. 17, 2027

55+ Life reserves the right to edit or reject any copy or photos we deem inappropriate for publishing.

55+ Life is not responsible for poor printing quality due to low resolution materials.

Available for Capital Region, Long Island or combined market campaigns

DIGITAL ADVERTISING

Reach active adults where they already engage with 55+ Life.

DISPLAY ADS

Build brand awareness with display ads. Your ad will show up where our online 55+ Life audience is.

Extend your visibility across the trusted 55+ Life digital experience through premium display placements.

Billboard (run of site)	\$350/mo.
Premium Leaderboard (home page)	\$300/mo.
Leaderboard (run of site)	\$250/mo.
Sidebar (run of site)	\$250/mo.

3 month minimum commitment

REGIONAL TARGETING AVAILABLE

- Capital Region
- Long Island (launching Winter 2027)
- Combined Markets



Available for Capital Region, Long Island or combined market campaigns

CONTENT + CONNECTION

Build trust through storytelling.

55+ Life helps brands connect with readers through relevant, engaging content designed to educate, inspire and inform.

TRUSTED VOICES

Position your business as a trusted resource within the 55+ Life community.

Through educational content, expert insights and audience engagement, Trusted Voices connects your expertise with readers actively looking for guidance and information.

Includes:

- Dedicated profile page on 55pluslife.com
- Educational articles or expert Q&A
- Ongoing visibility and engagement
- "Ask Me Anything" lead capture form

\$750

PER MONTH
3 month minimum



TRUSTED VOICES

HERZOG LAW FIRM

*Estate Planning
& Elder Law*

Helping families protect what matters most and plan with confidence for the future

ASK ME ANYTHING

RECENT TOPICS

Avoiding Probate
What you need to know now.

Estate Planning Basics
A guide to protecting your legacy.

Protecting Assets
Strategies for you and your family.

Ideal for attorneys, financial advisers, health care providers, real estate professionals and other trusted experts.

SPONSORED CONTENT

Your expertise. Our audience.

Connect with readers through thoughtfully written content aligned with the interests of the 55+ Life audience.

Includes:

- Relevant article
 - 250-400 words
 - 3-5 images
 - Link to website
- Inclusion in monthly newsletter to promote article

\$850

SPONSORED CONTENT

How Downsizing Can Create Freedom in Your Next Chapter



For many homeowners, the family home holds decades of memories. But it can also bring new responsibilities. Discover how simplifying your living space can open the door to more time, more freedom and new opportunities.

READ MORE

Available for Capital Region, Long Island or combined market campaigns

EMAIL MARKETING

3,000+ subscribers, 42% average open rate

Connect directly with engaged 55+ Life subscribers through curated email placements and dedicated sponsor messaging

THIS NEWSLETTER BROUGHT TO YOU BY RIVERS CASINO

55+life



Why Fostering Animals Makes Sense

You've probably heard it before: After losing a beloved pet, a friend resists getting another animal to love and care for...

[Read the full article >](#)



Beat Cabin Fever by Nordic Walking

Nordic walking is an excellent exercise to take up, whether the required poles help you navigate slippery paths...

[Read the full article >](#)



PREMIUM SPONSORSHIP

Featured placement within the monthly 55+ Life email.

\$500

STANDARD SPONSORSHIP

Supporting placement within the monthly email.

\$350

EMAIL BLAST

Dedicated advertiser email distributed to 55+ Life subscribers.

\$750

Available for Capital Region, Long Island or combined market campaigns

ADDITIONAL MARKETING SERVICES

*Expand your reach.
Deepen your impact.*

Add these powerful options to elevate your campaign and connect with the 55+ Life audience in more meaningful ways.



ENHANCED EMAIL BLAST

Reach 25,000 viewers via a partner list targeted by age, location, household income and interests.

\$850

META ADVERTISING

Take advantage of our social following with a boosted post to drive traffic to your website.

\$350

CO-HOSTED EVENTS

Partner with us for an in-person or virtual event to promote a topic or service.

**PRICING
VARIES**

PRINT INSERT

Stand out with this 2-sided color feature inserted into the magazine.

**PRICING
VARIES**

INTRODUCING

LONG ISLAND FOUNDING PARTNER SPECIAL PACKAGE

Be part of something new.

Our Long Island edition will launch in 2027, and founding partners will receive exclusive recognition and priority opportunities.

Includes:

- Premium newsletter placement to 25K readers
- Founding Partner recognition
- Priority launch opportunities

PRIORITY VISIBILITY

Premier placement across print, digital and event platforms.

CROSS-MARKET EXPOSURE

Reach readers in both the Capital Region and Long Island.

EVENT COLLABORATION

Exclusive access to launch events and sponsor opportunities.

Available for Capital Region, Long Island or combined market campaigns