

Demographics of the readers of the **fifty plus**

advocate

Longevity of the *Fifty Plus Advocate*:

The *Fifty Plus Advocate* newspaper is longest continuously running mature market publication in the United States, founded in 1975, and under the original ownership.

Age of Readers:

Although this can clearly vary from issue to issue our most recent reader survey showed the following percentages.

- ▶ 50 - 59... **24%**
- ▶ 60 - 69... **39%**
- ▶ 70 - 79... **29%**
- ▶ 80 - plus... **8%**

Distribution: The *Fifty Plus Advocate* is distributed at nearly 800 sites throughout Eastern and Central Massachusetts. We target locations frequented by active seniors and their adult children. Supermarkets, libraries, restaurants popular with older people and senior centers are examples of where we distribute. Some sites have distributed the *Fifty Plus Advocate* for over three decades.

Home Ownership: 85% of seniors and their caregivers own their own home or condominium. Frail elders in nursing homes account for less than 5% of the senior community.

Market penetration of the *Fifty Plus Advocate*: Two separate focus groups held in Marlboro and Framingham surveyed more than 100 active seniors. When asked if they were regular readers of the *Fifty Plus Advocate*, 84% answered in the affirmative.

Ratio of Massachusetts' seniors to the general population: Only Dade County in Florida has a higher percentage of seniors than Eastern and Central Massachusetts.

Waste Factor: If your business is trying to reach seniors and/or their caregivers the *Fifty Plus Advocate* has virtually no waste factor. In other media targeting the general population, waste factor when trying to reach older adults is usually around 85%.



"Massachusetts'
Mature Market Voice
Since 1975"

fifty plus

advocate

Targeting all segments of the diverse mature market population

Contact your sales representative for more advertising information.

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