

Longevity of the Fifty Plus Advocate:

Founded in 1975, The **Fifty Plus Advocate** newspaper is the longest continuously running mature market publication in the United States.

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 560 sites throughout eastern and central Massachusetts. We target locations frequented by active seniors and their adult children. Supermarkets, libraries and restaurants popular with mature consumers 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 mature consumers and their caregivers own their own home or condominium. Frail elders in nursing homes account for less than 5% of the mature community.

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



Ratio of Massachusetts' mature consumers to the general population:

Only Dade County in Florida has a higher percentage of mature consumers than Eastern and Central Massachusetts.

Waste Factor: If your business is trying to reach mature consumers 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 mature consumers is usually around 85%.