

50 Plus Lifestyles [Madison, WI]

O'Gara Publishing dba 50 plus Lifestyles/ Wisconsin Woman/ Business Watch
PO Box 44327
Madison, WI 53744-4327

Phone: 608-274-5200 Fax: 608-274-5492
E-mail: patogara@ogarapublishing.com
Web: www.ogarapublishing.com

Frequency: Monthly – 2nd Friday of each month

Circulation: 15,000 – Free

Audience: Active, 50+ population surrounding Dane County Wisconsin (Greater Madison, WI)

Profile: Community news for 50+ population, plus travel, finance, humor, health. Send local news releases to editor; no new product news. Buys local freelance articles.

Key Personnel: Patrick O'Gara, publisher

Format: Full color glossy magazine format as of January 2005

Advertising: Rates listed at www.ogarapublishing.com

Deadlines: listed at www.ogarapublishing.com

Notes: 50 Plus Lifestyles also produces two "Senior Expos" in the Spring and Fall. Special Sections: Resource and Caregivers Guide (August), Senior Housing Guide (March), How to Caregivers Guide (New), Leave a Legacy (September), Retirement Guide-direct mailed (November)

Best Times, The

3100 Walnut Grove Rd., Suite 404
Memphis, TN 38111

Phone: 901-458-2911 Fax: 901-458-7403
E-mail: lgingold@thebesttimes.com

Frequency: Monthly – 1st of month

Circulation: 25,000 – Paid and Free

Audience: Adults 50+

Profile: Good Balance of articles for aging adults; Health, Fitness, Travel, Events, Features

Key Personnel: Lester Gingold, publisher; Holly Fava, editor; Don Fancher, adv. Manager

Format: Tabloid

Advertising: Call for rates

Deadlines: 15th of month before publication

Notes: Average 44-48 pages

Coastal Lifestyler

4645 Call St. 2nd Floor
San Diego, CA 92109

Phone: 858-270-3103 Fax: 858-713-0095
E-mail: mike@sdnews.com
Web: www.sdnews.com

Frequency: Weekly – Thursday

Circulation: 56,600 – Paid

Audience: Mainly older adults, 50+

Key Personnel: David Mannis, publisher; Julie Mannis-Hoisington, co-publisher; Mike Holder, sales manager

Format: TAG

Advertising: \$37/col.

Deadlines: Thursday prior

Forever Young [Oakville]

467 Speers Road
Oakville, ON L6K 3S4 Canada

Phone: 905-815-0017 Fax: 905-337-5571
E-mail: lunderwood@haltonsearch.com (for advertising)
Web: www.foreveryoungnews.com

Frequency: Monthly – 1st week of month

Circulation: 380,000

Audience: Residents 50+ of Ontario, Quebec, and BC provinces of Canada.

Profile: General interest for seniors. Send news releases for all editions to Don Wall, editor. Buys freelance articles, make inquiries via e-mail.

Key Personnel: Don Wall, editor; Lyn Underwood, adv. mgr.

Format: Tabloids, 10-1/4" x 14"; 4/c available

Advertising: Contact Lyn Underwood for rates, e-mail: lunderwood@haltonsearch.com

Deadlines: Editorial: 1st of month before, advertising: 15th of month before

Notes: Published by Metroland Newspapers Division of TorStar Corp. Publishes or franchises regional editions for, Oshawa/Durham, Northumberland, Barrie/Orillia, Ottawa, Kitchener, Central Ontario, Toronto/York/Peel, Niagara, Hamilton/Halton and London, all in Ontario; Montreal; and B. C. Interior.