

2020

Active Lifestyles

\$112K average lifetime spend on health and fitness for adults*

*marketwatch.com

3/4 adults aged 75 or older that keep an active lifestyle**

**cdc.gov

\$3K annual healthcare savings for active older adults***

***ncbi.nlm.nih.gov

Don't miss the movement!

Reach Alton-Edwardsville's active and health-conscious senior residents through the 2020 Active Lifestyles publication. Engage an audience driven to improve their well being and community by featuring your brand among editorial content that includes:



Health News



Fitness



Leisure



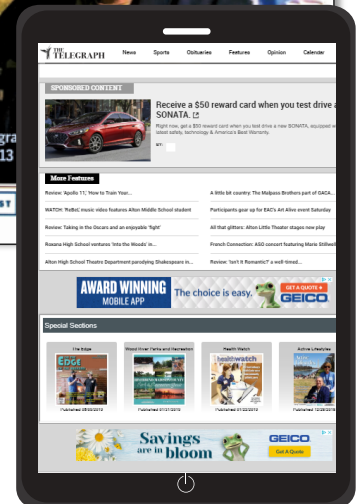
Financial Planning



Travel Ideas

... and more!

Active Lifestyles is a 20+ page insert published bi-monthly on Wednesdays in The Alton Telegraph and The Edwardsville Intelligencer. An e-edition is uploaded to popular news sites - TheIntelligencer.com and TheTelegraph.com.



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2020 Active Lifestyles

#1 print and digital
portfolio in the area

54.5K+ weekly print reach in
Alton & Edwardsville, IL

670K+ unique monthly visitors
on TheTelegraph.com and
TheIntelligencer.com

Print & Online Solutions

Each issue of Active Lifestyles is uploaded to TheIntelligencer.com and TheTelegraph.com with click-through the advertiser's website.

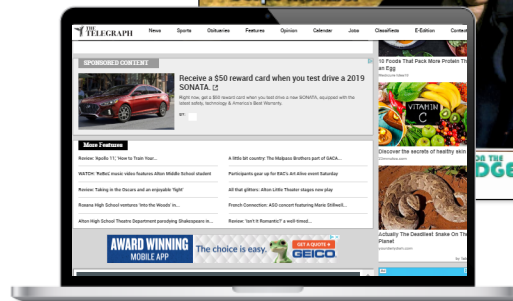
AD OPTIONS	AD SPECS	RATES
Back Cover	7.75" x 10.125"	\$825*
Inside Front Cover	7.75" x 10.125"	\$625*
Inside Back Cover	7.75" x 10.125"	\$625*
Full Page	7.75" x 10.125"	\$585
Half Page Horiz.	7.75" x 5"	\$425
Half Page Vertical	3.30" x 9.75"	\$425
Quarter Page	3.81" x 5"	\$295

*Includes color charge

To maximize exposure, add 12,000 impressions for 2 days on both news sites for \$100!

2020 Schedule

PUBLICATION DATE	SPACE DEADLINE	AD COPY DUE
Feb 19th	Jan 18th	Feb 14th
April 22nd	Mar 20th	Apr 3rd
Jun 18th	Jun 1st	May 18th
Aug 12th	Jul 13th	Jul 27th
Oct 14th	Sep 11th	Sep 28th
Dec 16th	Nov 27th	Nov 13th



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