

Comfort Life magazine
the leader in reaching the 50+ baby boomer generation

2009 Media kit



Annual publication that offers you a focus on an increasingly more important priority for all adults: the care for aging parents and choices related to their own imminent retirement.

Targeted audience

Reach well-educated, middle-to-upper income, attentive baby boomers and their parents

Wide reach 200,000 copies

The Globe and Mail subscribers:

Distributed annually in the Spring, into the homes of Ontario's most sought-after demographic

General Practitioner offices:

Providing patients with information through their family doctor's office

Reaching more than 656 physicians and 4.1 million patients annually

7th
annual
edition

COMFORT Life

proven value in the lucrative market

The need for high-end seniors housing in North America has never been stronger, and looking ahead, demand will continue to be driven by a number of factors.

Demographics

- For the first time in the nation's history, there are more than four million Canadians aged 65 or older. That means about one in seven Canadians is a senior. Fifty years ago, just one in 13 Canadians were seniors.
- There are more than one million Canadians 80 and over and two-thirds of them are women.
- The baby-boomer generation is just beginning to enter its retirement years and will generate huge demand for retirement homes that meet their particular needs.

Fact Adult children are making eldercare decisions for their parents while becoming more acutely aware of their own futures.

- The 50+ population controls 55% of Canada's discretionary spending power.
- Nine million Canadians (35% of the population) are over 50 years of age, spending \$35 billion in Canada annually.
- The baby-boomer generation adds half a million consumers to its sector per year.

Fact Our editorial and your products help provide welcome solutions to ease transitions with comfort.

Fact Readers keep good reference material.

Fact In the lucrative Ontario market, *Comfort Life* is the only full-sized annual publication dedicated to explaining evolving seniors' housing trends and options through first-person stories, with a niche directory of leading retirement homes and new developments.

Source: Statistics Canada, 2006 Census: Analysis series

magazine

editorial content

Since 2002, *Comfort Life* magazine has targeted affluent readers of the boomer generation and their parents, educating about positive life-change solutions available in the evolving retirement home industry.

The *Comfort Life* team includes award-winning writers, photographers, designers and editors who present informative content in an entertaining, easy-to-absorb format.



▶ The Essentials

What new trends are developing in senior's housing: retirement homes for active living, upscale retirement homes, continuum of care communities, adult condominiums, life lease communities, and combinations of all of the above.

- Research tips
- Questions to ask
- Getting the most from residence tours

▶ Retirement Living

Voices and faces, through stories and pictures of seniors and their retirement experiences

▶ Profiles of more than 100

of the leading retirement homes in Ontario

▶ Full-sized, perfect bound, glossy magazine

▶ Proven long shelf life

Comprehensive listings, engaging editorial and targeted distribution make — and keep — *Comfort Life* magazine a powerful resource for baby boomers and their aging parents.

circulation & distribution

Comfort Life and **THE GLOBE AND MAIL** * reach quality readers



- ▶ **200,000 copies** distributed
- ▶ **Published annually** in April
- ▶ **Delivered in Ontario** straight into the homes of *The Globe and Mail* subscribers
- ▶ **Distributed** through 172 General Practitioner offices:
 - Reaching more than 656 physicians and 4.1 million patients annually
- ▶ **Distributed** through more than 100 retirement homes as communication outreach marketing
- ▶ **Available at** libraries and consumer shows

demographic overview

To reach well-educated, middle-to-upper income, attentive baby boomers and their parents, advertise in *Comfort Life*

Reader profile

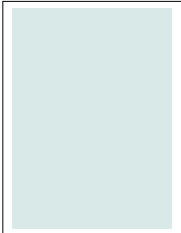


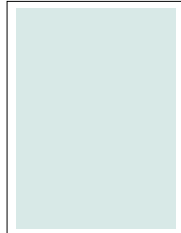
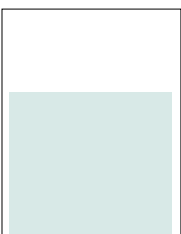
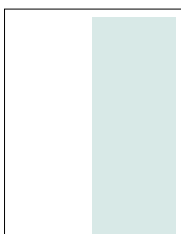

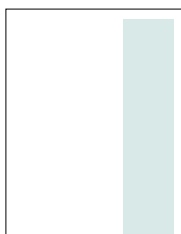
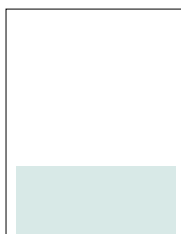

- *Comfort Life* readers are affluent baby boomers who want to ensure a quality retirement lifestyle for themselves and their aging parents.
- Retirement homes cost as much as \$5,000/month.
- The majority of our readers are female. The adult daughter typically does the preliminary research before making the final decision with her family.

Demographics

Reader: Ages 30-54
 Median: Age 43
 Median HHI: \$171,000+
 Education: (University+) 80%

Source: *Globe and Mail* audited circulation, 2006

Ad sizes and rates

<p>Covers</p>  <p>(For dimensions, please see full page)</p>	<p>D.P.S.</p>  <p>Non bleed: 14.75 x 9.5" Bleed-trim: 15.75 x 10.75" Bleed: 16" x 11"</p>	<p>1/2 D.P.S.</p>  <p>Non bleed: 14.75 x 4.625" Bleed-trim: 15.75 x 5.25" Bleed: 16" x 5.375"</p>	<p>Full page</p>  <p>Non bleed: 6.75 x 9.5" Bleed-trim: 7.875 x 10.75" Bleed: 8.125" x 11"</p>		
<p>2/3 page</p>  <p>Non bleed: 6.75 x 6.375" Bleed-trim: 5 x 10.75" Bleed: 5.125" x 11"</p>	<p>1/2 page</p>  <p>Non bleed: 3.25 x 9.5" Bleed-trim: 3.75 x 10.75" Bleed: 4" x 11"</p>	<p>1/2 page</p>  <p>Non bleed: 6.75 x 4.625" Bleed-trim: 7.875 x 5.25" Bleed: 8.125" x 5.375"</p>	<p>1/3 page</p>  <p>Non bleed: 2.25 x 9.5" Trim: 2.875 x 10.75"</p>	<p>1/3 page</p>  <p>Non bleed: 6.75 x 3.125" Trim: 7.875 x 3.75"</p>	<p>1/4 page</p>  <p>Non bleed only: 6.75 x 2.25"</p>

Deadlines:
Space closing date:
 January 30, 2009
Material closing deadline:
 February 20, 2009
Release date:
 April, 2009

Digital Requirements:
 All ads must be supplied digitally. We accept high resolution pdf files. Supporting images may include Photoshop (v. CS3 or earlier) and/or Adobe Illustrator (v. CS3 or earlier). We are NOT able to accept Quark, Aldus Freehand, PageMaker or Microsoft Word. We do not accept fonts.

Submit material to:
 Margaret Stawicki, Our Kids Publications Ltd.
 4242 Rockwood Road, Mississauga, Ontario L4W 1L8
 Phone: (905) 272-1843, Ext. 21
 Or e-mail: ma@ourkids.net