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# Fifty and Beyond!

Manitoba Society of Seniors Inc.  
Manitoba's only membership based seniors' publication

*100% of the readers are your target demographic*



## Tap into the fastest-growing market in the province

- People over 49 control 70% of the spending power!
- By 2041, about 23% of the population will be over 65, up from 12% in 1995.
- Seniors continue to make up substantial shares of all people in the workforce.
- The large majority of seniors live at home.
- In the past 15 years, incomes of seniors have risen faster than those of people under age 65.

### 2010 Ad Booking Deadlines

Publication Date	Booking Deadline by Noon
<b>January</b>	<b>December 8</b>
<b>February</b>	<b>January 20</b>
<b>March</b>	<b>February 17</b>
<b>April</b>	<b>March 17</b>
<b>May</b>	<b>April 28</b>
<b>June</b>	<b>May 26</b>
<b>July</b>	<b>June 23</b>
<b>August</b>	<b>July 21</b>
<b>September</b>	<b>August 18</b>
<b>October</b>	<b>September 15</b>
<b>November</b>	<b>October 13</b>
<b>December</b>	<b>November 23</b>



Publication Date: First day of the month

- January - Financial
- February - Active Living
- March - Housing
- April - Safety, Home Renovations
- May - Mother's Day, Gardening/Landscaping
- June - Father's Day, World Elder Abuse Awareness Day, MSOS 55 Plus Games
- July - 55 Plus Games Results
- August - Continuing Education, Hobbies
- September - Travel
- October - Seniors' & Elders' Month
- November - Remembrance Day
- December - Christmas