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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.

Ad Size	1x	4x	8x	12x
Full Page 10.25" x 11.42"	\$1,650	\$1,500	\$1,400	\$1,300
1/2 Page Horiz. 10.25" x 5.64"	\$965	\$865	\$825	\$770
1/2 Page Vert. 5.0625" x 11.42"	\$965	\$865	\$825	\$770
1/3 Page Vert. 5.0625" x 7.57"	\$660	\$590	\$560	\$525
1/4 Page Square 5.0625" x 5.64"	\$545	\$490	\$470	\$435
1/4 Page Banner 10.25" x 2.78"	\$545	\$490	\$470	\$435
1/4 Page Vert. 2.5" x 11.42"	\$545	\$490	\$470	\$435
1/6 Page Square 5.0625" x 3.71"	\$395	\$360	\$335	\$310
1/6 Page Banner 10.25" x 1.857"	\$395	\$360	\$335	\$310
1/8 Page Square 5.0625" x 2.78"	\$305	\$275	\$260	\$245
1/8 Page Vert. 2.5" x 5.64"	\$305	\$275	\$260	\$245
Front Banner 10.25" x 1.786"	\$445	\$420	\$400	\$375
Business Card 2.5" x 2"	\$165	\$150	\$135	\$105



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