



SAGE LIVING

old enough to know better

media kit 2013



MAGAZINE PROFILE

SAGE LIVING

FOR PEOPLE OLD ENOUGH TO KNOW BETTER!

SAGE LIVING, launching in September 2013, provides inspiration to the booming 45+ population to live life to the fullest. It's for the savvy and intelligent reader.

SAGE LIVING readers are the sophisticated new spenders of today - with time, money and vitality to burn.

Whether they are playing, working, investing well or holidaying in style, the **SAGE LIVING** reader wants to take good care of themselves and their families. It's all about quality of life.

SAGE LIVING is the vehicle that allows you to engage with smart and affluent Australians and give your brand the benefits of reaching a discerning, aspirational audience who have a real thirst for premium quality products and brands.

SAGE LIVING is published quarterly on glossy premium quality stock, and is available nationally in selected quality newsagents as well as distributed free-of-charge to selected lifestyle outlets.

SAGE
LIVING



READER PROFILE

FOR PEOPLE OLD ENOUGH TO KNOW BETTER!

SAGE LIVING targets the most powerful group of consumers - the 45+ market.

Today's 45+ community is healthier, wealthier and more active than ever before. They will not tolerate ageism and expect to be spoken to in a smart and astute manner.

Whether they are purchasing online or over the counter, **SAGE LIVING** consumers are confident, distinguished and educated. They actively embrace the world around them.

SAGE LIVING readers are financially sound and have money to spend. They appreciate an intelligent and informative read on travel, health, anti-ageing, technology, home and outdoor, with a view to purchase.

Brands that choose to ignore the over-45 opportunity are ignoring a global redefinition of age.

Tap into their dreams and ambitions to reach this lucrative demographic.

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READER PROFILE

It is becoming more critical than ever for companies to develop marketing and advertising to reach the baby boomer/45+ generation. Why?

- **58.8% of Australians are over 45**
- They control 78% of wealth
- **They are more likely to make a high-value purchase online**
- More likely to own their own home outright
- **Likely to have a computer and internet access**
- Enjoy regular travel, domestic and international
- **Have money to invest**
- Like to stay up-to-date with the latest styles and looks
- **Enjoy keeping healthy**
- Love to entertain and eat out regularly
- **Like the finer things in life**

According to Roy Morgan, Australian Boomers are:

10% { more likely to stay at a 5-star hotel than the average population

84% { more likely to cruise than the average population

25% { visited a home interiors store within 3 months

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MAGAZINE CONTENT

Each issue of **SAGE LIVING** contains intelligent, informative and inspirational stories from Australia and around the world, encompassing travel, leisure, technology, food, motoring and more. Each area we publish across is proven to be of key interest to our readers.

SECTIONS

- Culture
- Travel
- Food & Drink
- Life Coach
- Health & Beauty
- Home & Outdoor
- Finance
- Technology
- Puzzles

REGULAR FEATURES

- The Weekend Chef
- Technology Masterclass
- Recipes - Dixie Elliott, the popular former food editor at MiNDFOOD, joins SAGE Living to deliver delicious, seasonal, inspirational recipes

SPECIAL FEATURES

- Issue 1 **Prestige Travel**
- Issue 2 **Anti-ageing & Health**
- Issue 3 **Summer Entertaining**
- Issue 4 **Motoring, Jewellery & Watches**

GROW YOUR OWN EDIBLE GARDEN
ENJOY THE HEALTHY AND FINANCIAL BENEFITS OF DELICIOUS NUTRITIOUS, HOME-GROWN FOOD

SALMON STACKS
IMPRESS AT YOUR NEXT DINNER PARTY WITH THESE DELICIOUS YET EASY-TO-MAKE MORSES.

LIVE LONG AND PROSPER!
STUDIES SHOW THAT LONGEVITY IS DIRECTLY RELATED TO SOCIAL INTERACTION AND POSITIVITY.

Sunshine is key

Most fruit and veges need as much sun as possible and typically do well with between six and eight hours of sunlight a day to encourage them to grow quickly, so you'll need to select a site that handles from full sun. Ideally your garden will be facing north or northeast in order to capture the morning sun.

It's also important your produce is sheltered from the wind, and positioned away from large trees or hedges that compete for moisture or shade them from the sun.

Once you've chosen your site, it's worth remembering that not all vegetables

silver beet, radish and potato. With Australia being so expansive, the key is to pay attention to your local climate and plant accordingly.

Soil solutions
The quality of your soil can mean the difference between success and failure when it comes to growing your vegetables. Avoid using garden soil and invest in some good quality potting mix. In order to absorb water and hold nutrients the mix needs to be loose and crumbly, with good drainage.

Before planting, give your

Worms are of the 'live and prosper' variety. Mr. Spock's chef/retiree on the Victorian Black Range north in retirement, they are tree growers to bring 'finger and thumb' - a strong social network and an optimistic attitude. There were 100,000 people who have left the city and moved to the country. They are the 'live and prosper' variety.

The 22 percent effect
In a 10-year longevity study following 2,500 older people, researchers at the Center for Aging Studies in Florida discovered that those with an extensive social network enjoyed those benefits 22 percent more than those who were socially isolated.

with friends, not relatives, produced the effect. This is not to imply that relatives aren't important; they just weren't a factor in increasing longevity in this study. The positive effects of social support held true even when those in the study underwent traumatic experiences, such as the death of family members or a spouse. According to

social anxiety and longevity. Researchers found that men who were socially active had an average of two more years longer than those who were not.

This study is important because it links increased life span to someone who is playing cards, making out or going to the movies with others, without regard to

physical exercise. This doesn't mean you can sit on the couch or drink chard straight

The power of positive thinking
A third study in Psychology and Aging examined the relationship between positive thinking and the risk of falling. The researchers published in the American Journal of Geriatrics. They assessed each individual's family determined by speed of walking, height of grip, weight loss and fatigue and measured positive thinking by asking participants they had over the course of the study how they felt about the future. As a group, positive thinkers were 27 percent less likely to become

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ONLINE



SAGELIVING.COM.AU has been designed as a user-friendly online portal and is the perfect accompaniment to **SAGE LIVING** magazine.

SAGE LIVING'S print and digital editorial team are focused on creating cross-channel editorial content that not only engages audiences but reaches them throughout the day.

We give the **SAGE LIVING** reader the choice of how, when and where they access and engage with our content - be it in the pages of our magazine, online, or through our iPhone app.

Our audience not only wants to be informed authoritatively, entertainingly and promptly, they want to participate in the debate. Our combination of integrated coverage achieves strong engagement with the online audience.

The weekly **SAGE LIVING** Electronic Direct Mail (EDM) Newsletter to over 10,000 opt-in subscribers drives more users to **SAGELIVING.COM.AU** and provides display advertising and sponsored feature story opportunities for advertisers.

The **SAGE LIVING** App, available free from the App Store, delivers push notifications whenever new content is posted to the website, and gives readers easy-access to our recipes, videos and more.

Recent Posts



In pictures: the world's best island destinations

More than 70 percent of the Earth's surface is made up of oceans and seas. But which of the thousands of islands that emerge...

San Francisco top to visit in 2013

Earlier this week, Lizzy took Jane's soon-to-be-published cookbook Jane's Wholefood Kitchen...

Drink green tea to lower cancer risk

The average Australian drinks 288 cups of coffee a year, but new research suggests that by switching to green tea, we could...

The Weekend Kitchen

In this week's 'the traditional Peter Kuruvita...

Travel

In pictures: the world's best island destinations

More than 70 percent of the Earth's surface is made up of oceans and seas. But which...

Health

new resear...



RATES

MAGAZINE ADVERTISING RATES

Double Page Spread	\$16,000
Full Page	\$ 8,500
Half Page	\$ 4,200
Quarter Page	\$ 2,800

FULL PAGE COVER POSITIONS

Inside Front Cover Spread	\$19,200
Inside Front Cover	\$11,000
Inside Back Cover	\$ 9,800
Outside Back Cover	\$11,500

WEBSITE ADVERTISING RATES

ROS display advertising
plus tailored packages available

PRODUCTION COSTS

\$900 per full page magazine ad design (less for smaller ads and website ads). Copywriting and photography charges on application.

PAYMENT

Normal terms are payment 30 days after invoicing.
NOTE: All rates quoted exclude GST.

TECHNICAL SPECIFICATIONS

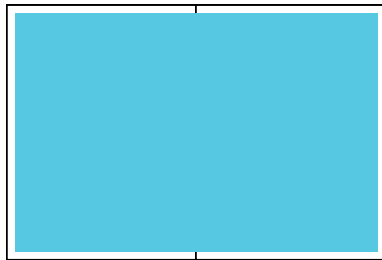
TECHNICAL SPECIFICATIONS

Artwork can be supplied by email, uploaded to our YouSendIt account or supplied on a CD.

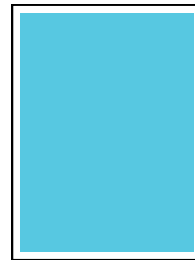
High resolution print ready PDFs are preferred, with 5mm bleed and crop marks. All images should be 300dpi and fonts embedded.

We do not accept artwork supplied in Word, Powerpoint, Publisher or any other Microsoft software.

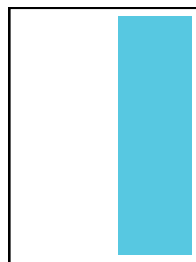
All ads must be supplied with bleed, crop marks and to the correct specifications. It is advised to send a colour proof with your file.



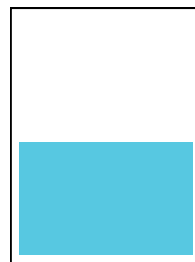
Double Page Spread
276(h) x 410mm + 5mm bleed
Type Area
256(h) x 185mm each side
Please supply as two PDF files



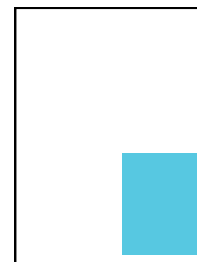
Full Page
276(h) x 205mm + 5mm bleed
Type Area
256(h) x 185mm



1/2 page - Vertical
256(h) x 90mm (no bleed)
Full 1/2 page
276(h) x 100mm + 5mm bleed



1/2 page - Horizontal
125(h) x 185mm (no bleed)
Full 1/2 PAGE
135(h) x 205mm + 5mm bleed



1/4 page - Vertical
125(h) x 90mm

SEND YOUR ADVERTISEMENT ARTWORK OR MATERIAL TO:

Bella Media

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telephone 02 9398 2755
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email lauren@bellamedia.com.au

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