

fyi50+

follow your interests DFW



2021-2022
MEDIA KIT

FOLLOW YOUR INTERESTS DFW



fyi50+ features Dallas-Fort Worth like never before, with a focus on the unique interests of the Mighty **50+**.

Professional journalists and experts in their chosen fields write our impactful content. Every story offers new inspiration, information, and entertainment as we continually bring our readers the freshest content from subject matter experts in:

ARTS & ENTERTAINMENT

DINING & DRINKS

MONEY & RETIREMENT

HEALTH & WELL-BEING

GRANDPARENTING

LIFE & LIFESTYLE

TOPICS & PERSPECTIVES

REACH THE GENERATION EMBRACING LIFE AT 50 AND BEYOND

We are committed to educating, entertaining, and empowering the Mighty 50+.

They're all about an inquisitive, vibrant and empowered life; one that embraces fun, learning, rewards and endless possibilities. So we designed **fyi50+** for these active doers. As their champion and peer, we are continually building and personalizing their go-to-place for localized activities, educational resources, and topical articles that encourage them to **follow your interests**.

Our vision is to allow them to focus on creating an inspired journey and personalized lifestyle that is both enriching and joyous, i.e., one that allows them the ability to fulfill their aspirations, or as we like to say: **follow your interests**. Whether they are beginning a new career or traveling the globe in early retirement, the **50+** Generation has the desire to learn, achieve and grow, and they have the expendable income to do it.

WHY **fyi50+**?

This fabulous **50+** demographic seeks us out both on and offline for inspiring ideas to live boldly, valuable information to pursue new endeavors, and beneficial resources to live a full and rewarding life.

As the go-to place, we deliver on our promise through a variety of key audience channels that allow you to keep your brand image and sales message in front of this engaged audience:

- **4-Color Print & E-Version Lifestyle Magazine (free bi-monthly distribution)**
- **Weekly E-Newsletter**
- **Interactive Website (www.fyi50plus.com)**
- **Social Media Platforms (LinkedIn, Facebook, Instagram, Twitter, YouTube, Google My Business)**
- **Multi-Media (in-depth articles, videos, interviews, book reviews, etc.)**
- **Community Outreach (health fairs, expos, and entertainment events)**

THE #1 FASTEST GROWING AND WEALTHIEST DEMOGRAPHIC

The 50+ consumer is one of exceptional spending power and vitality, accounting for 51% of all consumer expenditures. Yes, that's right: the 50+ audience makes half of all purchases, nationwide. And did you know this important and influential market will grow by 15 million over the next ten years? The 50+ Generation (and associated audience segments: adult children, caretakers, and grandparents) is an economic force!

fyi50+ MAGAZINE DISTRIBUTION

Available FREE to the public, the fyi50+ print version is distributed to a growing collection of companies and organizations in the following counties:

- Collin
- Dallas
- Denton
- Tarrant

We distribute to numerous access points such as active adult living and senior communities, pharmacies, medical offices, hospitals, clinics, recreation centers, libraries, houses of worship, restaurants, cafés and many more. Additionally, we have magazine racks in Central Market, Market Street, Albertsons, Whole Foods, Natural Grocers, and Tom Thumb locations.

**“YOUR MAGAZINE LOOKS GREAT
AND READS SAVVY.”**

~ Jan Strimple

**“REALLY GREAT
INFORMATION.
LOVE ALL THE
ARTICLES.”**

~ Yvonne Crum

THE MIGHTY 50+

commands

71%

of all the nation's wealth

accounts for

51%

of entertainment spending

buys

39%

of all online purchases

makes

90K+

median income

purchases

57%

of big-ticket items

Source U.S. Consumer Expenditure

PUBLICATION DATES

January/February

March/April

May/June

July/August

September/October

November/December

ADVERTISING & PROMOTIONAL OPPORTUNITIES



PUBLICATION

VIEWERSHIP INCREASED BY

79%

YEAR OVER YEAR

15,000 distributed copies throughout Collin, Dallas, Denton and Tarrant counties

Distributed at over **400 locations** (grocery, medical, houses of worship, senior centers, libraries, and more)

E-Version is available on website

E-NEWSLETTER

RETAINED SUBSCRIBERS AT

82%

FOR MORE THAN 2 YEARS

Open Rates at 18% (30-day period)

Emailed weekly to DFW subscriber list (with a secondary deployment to unopened)

New sign-up rate at **100+ per month**

WEBSITE

SEARCH IMPRESSIONS AT

66K

PER MONTH

21,600+ annual users (unique visitors)

48% originate from **organic** traffic

Re-launched new website and media channel September 2021

**TO GET RATES,
CUSTOMIZE YOUR PACKAGE
& PLACE A MEDIA BUY**

CONTACT:

Heidi Frankel, Publisher

972.824.6682

heidi@fyi50plus.com

