

fyi50+

a lifestyle publishing co.



2022-2023



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. We designed **fyi50+** for these active doers and as their champion and peer, we are dissecting and documenting their journey while being their go-to-place for localized activities, educational resources, and topical articles that encourage them to *follow your interests*.

Our vision is to encourage a focus on creating an inspired journey and personalized lifestyle that is both enriching and joyous, i.e., one that allows this demographic 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 experience 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)

E-Newsletter

Website (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 magazine is distributed to a growing collection of companies and organizations in **Collin, Dallas, Denton, and Tarrant counties**. We distribute to numerous access points such as active adult living and senior communities, pharmacies, medical offices, hospitals, clinics, senior and 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.

fyi50+ Digital Reach

The 50+ demographic is increasingly digital-focused with a propensity to trust content from previously engaged brands. Our website sees over 27,000 unique visitors every year, with 48% of them coming from organic searches through our over 600 optimized articles. When combined with our social posts and email blasts, we can create frequency and thereby increase awareness for our advertisers across multiple mediums.

“

I have had a great return on our advertising with fyi50+. Our customers love the content and we are able to promote our services and agencies that outreach to our members.

PHYLLIS HEADING
United Healthcare

“

I am so grateful to Heidi and fyi50+ for their unwavering support of all things CCY! Heidi and her team are steadfast supporters, always helping us spread the word. She is super creative with a keen eye for marketing and branding! We cherish the relationship with fyi50+ and look forward to many more years in partnership!

JENNIFER GRIFFIN
CC Young Senior Living

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

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

Digital version is available on website

E-NEWSLETTER

RETAINED SUBSCRIBERS AT

82%

FOR MORE THAN 2 YEARS

Open Rates at **25%**

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

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

WEBSITE

87K

IMPRESSIONS PER
MONTH

27,000+ annual unique visitors

48% originate from organic traffic

600+ articles of original content

fyi50+
a lifestyle publishing co.

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

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