DIRECT REACH TO
THE SENIOR MARKET

Unrivaled Access
in Print and Online

*PS Magazine* has a unique, highly targeted distribution to every senior resident, caregiver, and executive in the senior communities served by Salon PS. Additionally, our magazine delivers directly to:

» At-home seniors
» Other senior communities
» Doctors’ offices
» Rehabilitation centers
» Hospitals
» Subscribers

*PS Magazine’s Readership*

Current Circulation
55,000*

Readership
165,000*

*These reflect current circulation and readership numbers. Circulation and readership will grow as Salon PS continues to open up more locations.
Seniors are the fastest growing market today, now comprising 37% of the US adult population and rising to 45% by 2015.

Seniors control over 70% of all disposable income with $1.6 trillion in spending power and more than $1 trillion of that spent on goods and services.

Seniors often depend on their family, friends, and caregivers to assist in making consumer decisions.

» Roughly 10,000 Baby Boomers will turn 65 today, and about 10,000 more will cross that threshold every day for the next 19 years
  (Source: Pew Research Center)

» Over 1 in every 8 Americans is over age 65

» The 85+ population is 5.7 million
  (Source: Administration on Aging)
PS BRANDS—A TRUSTED PARTNER

**PS Magazine** is published and distributed by Salon PS, a successful national brand which has been providing service and innovative lifestyle solutions specifically for seniors, their families, and caregivers for more than 5 years.

Salon and Spa Operations

**Salon PS**
Launched December 2008

» The US’s largest and best known senior community salon and spa operator with 325 physical locations nationally

» Currently delivers more than 500,000 salon and spa services a year to over 50,000 individual seniors

Online Marketplace

**Shop PS**
Launched March 2011

» The only web-based senior community salon and spa gift certificate solution available anywhere on the Internet

» Over 10,000 sold to date, purchased for seniors by families, friends, and caregivers
Lifestyle Solutions

PS Lifestyle
Launched December 2013

» A retail marketplace that offers senior care and lifestyle products with in-home delivery

» Unprecedented product exposure directly into the senior consumer market

Media

PS Magazine
Launched November 2013

» The majority of PS Magazine’s readers are already customers of PS services and products—they know and trust our brand

» Readers of PS Magazine associate advertisers with the same trust
ENGAGING. USEFUL. ENTERTAINING.

PS Magazine aims to enrich the well-being and life experiences of our elders, and to help foster participation and communication among and between residents, families, and caregivers.

**Engaging articles**

Entertaining and enlightening content in every issue:

» Nostalgia

» Interactive quizzes

» Puzzles and brain-teasers

» Horoscopes charted specifically for PS Magazine’s readership

**Exclusives with experts in the aging and long-term living professions, including:**

» The Eden Alternative

» Dr. Lori Stevic-Rust

» Leading geriatric health and wellness providers

A high-quality and attractive design featuring large, readable type on non-glare paper with easy gripability, and perfect binding.
EDITORIAL CALENDAR

January/February 2014: Health & Wellness
» Report: Updates on Health Care Reform, Medicare, and Affordable Prescription Drugs
» Measuring Physical and Mental Wellness
» Ways to Maintain an Active Lifestyle

March/April 2014: American Values
» What Made Us Great and Gives Us Hope
» This Land is Our Land: Our National Parks
» Profile: Woodie Guthrie and America’s Unofficial Anthem

May/June 2014: How Our Brains Mature
» Exercising Memory and Attention
» Delaying the Effects of an Aging Brain
» Music and the Mind

July/August 2014: Technology and What It Means for Us
» Technology To Stay Connected & Gather Information
» Report: Technology and Health Care Advancements
» Startup Founder Ramona Pierson’s Tale of Survival
» Science Fiction of the Past that Truly Predicted the Future

September/October 2014: Turning Ageism Into Sageism
» Becoming a Sage/Mentor
» Profile: The Elders (The group of elder world leaders including Nelson Mandela, Jimmy Carter, Kofi Annan and Desmond Tutu with a mission to promote world peace and human rights)
» How to Live with a Sense of Purpose
» Leaving A Legacy

November/December 2014: Family & Staying Connected
» Passing on the Role of Family Historian
» Connecting with Different Generations
» Life Stories

Additional Editorial Features:

<table>
<thead>
<tr>
<th>Celebrity biographies</th>
<th>Fashion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nostalgia</td>
<td>Travel</td>
</tr>
<tr>
<td>Life Stories</td>
<td>Book reviews</td>
</tr>
<tr>
<td>Health</td>
<td>Entertainment</td>
</tr>
<tr>
<td>Financial planning</td>
<td>Brain teasers</td>
</tr>
<tr>
<td>Beauty</td>
<td>Kids’ section</td>
</tr>
</tbody>
</table>
CROSSOVER OPPORTUNITIES: Advertising in PS Magazine and Selling through PS Lifestyle

As part of the PS Brands family, *PS Magazine* can offer its advertising partners privileged and preferential access to the PS Lifestyle service.

Let *PS Magazine* increase our readers’ awareness of and appreciation for your products with your advertising. At the same time, our Lifestyle Solutions services can both represent and sell (online AND in-person) your products to our national audience. PS can even help facilitate delivery of your products through consignment options or drop-shipment partnerships.

Special discounted bundle packages may be available.

Please contact PS directly to learn more about this unique opportunity.
CUSTOM PUBLISHING OPPORTUNITIES

"At the core, what Mom and I didn’t understand was the power of culture and its ability to influence, even define, our experience— if we let it.

"As Dr. Thomas feels that full-throttle adulthood is so Dingy-driven that we simply forget how to Be."

*LIFE WITH THE EDEN ALTERNATIVE*

"It was my job to be young and have fun," she informed, sheepishly to me from her bed. I remember wondering then, what good this much fun? But the opportunity to be young and bright, was pure joy.

"I can’t help but wonder if there’s a twist to this story. Perhaps all of us are products of a society that values youth, joy, and productivity. Are we born with these attributes? Are we programmed as such, to resist the loss of these things?

"Custom publishing is more than an advertisement, it allows you the freedom to control your own content, message, and look. Interested clients can expect to benefit from prominent placement, lasting effect, and guaranteed distribution.

Furthermore, sponsored columns can be an ideal way to directly reach a concentrated audience. All advertisers also receive a full-page advertisement in the same issue that their sponsored column appears.

If you are looking for a unique, customized publishing opportunity, please contact PS directly where we can help develop a plan that suits your company and budget.

PS Magazine is a one-of-a-kind publication in the US dedicated to senior lifestyles and interests. Advertisers have unprecedented access to our established network among seniors.

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"The Eden Alternative philosophy [is] about doing-driven that adulthood is so fast-paced adulthood. Media, advertising did their part to confirm the notion. While we've developed a kind of anti-aging as ever, ageism— that we've developed a kind of anti-aging as ever, ageism—

Dr. Thomas calls on us to take a good hard look at our bad habits. Of all the "isms" out there, ageism—

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*LIFE WITH THE EDEN ALTERNATIVE*
# PRINT RATES + AD DIMENSIONS

## Gross, Full-Color Rates

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## Display Ad Sizes

- **Full Page, Bleed**: 8¾" x 10¾"
- **Full Page**: 7¼" x 9¾"
- **Double Page Spread**: 15¾" x 9¾" inches
- **Double Page Spread, Bleed**: 16¾" x 10¾" inches
- **½ Horizontal**: 7¼" x 4¾"
- **½ Vertical**: 3½" x 9¾"
- **¼ Standard**: 3½" x 4¾" inches
- **½ Horizontal**: 7¾" x 3"
SCHEDULE + SPECS + TERMS

2014 Schedule

<table>
<thead>
<tr>
<th>Issue</th>
<th>Reservations Due</th>
<th>Materials Due</th>
<th>Mail Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January/February</td>
<td>1/6/14</td>
<td>1/10/14</td>
<td>1/27/14</td>
</tr>
<tr>
<td>March/April</td>
<td>2/21/14</td>
<td>2/28/14</td>
<td>3/19/14</td>
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<tr>
<td>May/June</td>
<td>4/18/14</td>
<td>4/25/14</td>
<td>5/14/14</td>
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<td>July/August</td>
<td>6/13/14</td>
<td>6/20/14</td>
<td>7/9/14</td>
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<td>September/October</td>
<td>8/15/14</td>
<td>8/22/14</td>
<td>9/10/14</td>
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<td>November/December</td>
<td>10/10/14</td>
<td>10/17/14</td>
<td>11/5/14</td>
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</tbody>
</table>

Specifications

Requested file format: High-Resolution PDFX1a
Electronic Files: All ads must be submitted in a PDF format. Press-ready PDFs are preferred. A SWOP standard proof of the file supplied at 100% size is required for all ads. Four-color ads must be CMYK. Please assure that your PDF does not contain ICC, RGB, LAB or spot-based colors. Any such colors must be converted to CMYK. PS Magazine cannot guarantee an exact color match and is not responsible for color shifts due to differences between the supplied file and proof. Black and white ads must be furnished in grayscale only. Please assure that all fonts are embedded within the PDF document.

General Mechanical Specifications:

Printing method: Web offset
Binding: Perfect
Line screen: 133 preferred; 120–150 is accepted
Density: 170% maximum for B&W and 2/C; 280% maximum for 4/C
Trim size: 8-3/8" x 10-7/8"
Bleeds: 8-1/2" x 11-1/8"
  » Keep live matter 3/8" of final trim from head, bottom, outside edge and gutter
  » Crop marks should appear outside the bleed of the ad
  » Please place crop marks on documents only if submitting a full page ad with bleed.

Inserts and Postcards:

Maximum weight: 80 lb for single leaf insert; 70 lb. for multiple leaf insert
Maximum size: 8-1/2" x 11-1/8"
  » Includes trim at outside edges
  » Inserts jog to the head
  » Multiple page inserts must be supplied folded
  » Contact publisher for quantities, shipping, and binding information

Send materials to:
Ad Production Department
PS Magazine
15½ North Franklin St.
Chagrin Falls, OH 44022
Phone: 917.806.0487
E-mail: christina.burns@salonps.com

Please indicate which publication and which issue the ad is to be published in. Include the name, phone number, and e-mail address of the designer in the event that we need to contact him/her about the ad. If new material is not received by the closing date, the latest ad of similar size and color will be used.

Terms

PS Magazine is published every other month.
Earned Frequency: Rates are determined by the total space used within a 12-month period, dating from the first insertion. Earned frequency is determined by the total number of insertions, not issues. Sizes may be mixed.
Special Positions: The publisher will select ad location, unless the advertiser pays a 10% premium for a desired location (excluding cover positions).
Bleed Charges: There is no extra charge for bleed ads.
Cancellations: All cancellations must be sent in writing to both the sales representative and the Ad Production Department prior to the published space reservation deadline. Cancellations not made in writing to both parties within the cancellation period will be charged to the advertiser at the full, contracted rate. Rates may be retroactively adjusted, should contracted frequency commitment not be met.
Contact

John Polatz
CEO & Publisher
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Christina Burns
Editor-in-Chief
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