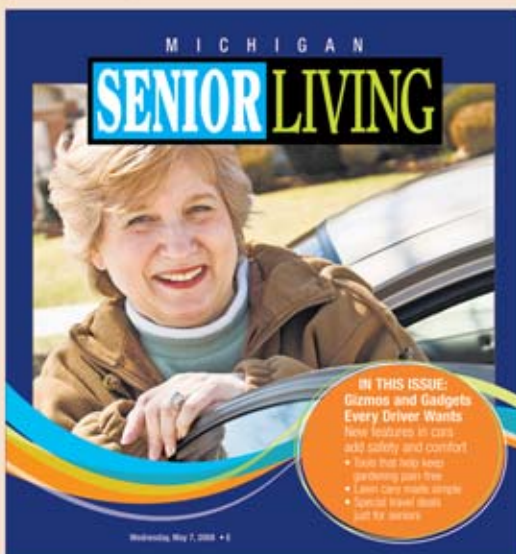


MICHIGAN

SENIOR LIVING

2009 MEDIA KIT



MICHIGAN'S MOST WIDELY DISTRIBUTED
SENIOR-LIFESTYLE MAGAZINE

FEBRUARY

Publication deadline: 2/5/09

Reservation deadline: 1/9/09

Materials deadline: 1/16/09

- Senior friendly autos and car features
- How to buy long-term care insurance
- Ask a Doctor: Heart health
- Financial strategies for every stage
- Explore with river cruises
- Senior Source Listings: Adult Day Services

APRIL

Publication deadline: 4/2/09

Reservation deadline: 3/6/09

Materials deadline: 3/13/09

May is Senior Month

- Coping with osteoporosis
- Ask a Doctor: Eye surgeries
- Choosing an elder law attorney
- Technology and vision improvement
- Is co-op housing for you?
- Senior Source Listings: Elder law attorneys

JUNE

Publication deadline: 6/4/09

Reservation deadline: 5/8/09

Materials deadline: 5/15/09

- Avoiding long-term care insurance pitfalls
- Dealing with Diabetes
- Ask a Doctor: Hip surgery
- 4 great aquatic fitness classes
- Service providers who can help you stay independent
- Travel gadgets for style, comfort
- Senior Source Listings: Senior Centers

AUGUST

Publication deadline: 8/6/09

Reservation deadline: 7/10/09

Materials deadline: 7/17/09

- Revamp your walking routine
- When raising grandchildren: Parenting strategies
- When moving makes sense
- Ask a Doctor: Prostate
- Weekenders: Exploring Michigan
- Anti-aging products, cosmetic surgeries: Are you a candidate
- Shopping strategies for retirement housing
- Senior Source Listings: Independent Living and Retirement Communities

OCTOBER

Publication deadline: 10/8/09

Reservation deadline: 9/4/09

Materials deadline: 9/11/09

- Preventing family financial conflicts
- Strategies for easy home moves
- Exercise to improve balance
- Ask a Doctor: Heart
- Coping with Alzheimer's
- Senior Source Listings: Assisted Living

In every issue:

Connections: Strengthening relationships with friends, family

Recipe Box: Easy-to-make, delicious dish

Health: Prevention, care

Looking back: Detroit milestones, what things cost

Money Matters: Tips to protect your assets

Fitness: Simple moves to revive your workouts

Off the Shelf: What local seniors are reading, listening, buying

Ask a Doctor: Primer for preventing or preparing for surgery types

Senior Source List: One-of-a-kind resources on housing, services, and more



DECEMBER 2009 The "keeper" issue! 2010 Annual Resource Guide

Publication Date: 12/3/09

Reservation deadline: 11/6/09

Material deadline: 11/13/09

WHERE TO FIND EVERYTHING FOR SENIORS

- Housing: Assisted living facilities, Independent living facilities
- Assisted transportation
- Day services
- Elder and Estate lawyers
- Home care
- Hospitals
- Senior Centers

MICHIGAN

SENIOR LIVING

Capture the attention of our growing senior population and their families with an ad in *Michigan Senior Living*, a special advertising section of the *Detroit Free Press* and *The Detroit News*. This tab features relevant, up-to-date, and informative articles on topics such as travel, retirement housing, financial strategies, and health and fitness, along with stories featuring Michigan seniors.

Target readers in the tri-county area with a home-delivery and single-copy distribution of 350,000 copies. Plus, you will reach readers at senior centers and assisted living facilities.

Size: TABLOID

Frequency: PUBLISHED SIX TIMES A YEAR

FOR MORE INFORMATION

Please call Soula Burns at 313.222.2582 or contact your account executive.

ONLINE RATES (NET)

Extend your reach by including an online buy with your print advertising. Advertise on www.freep.com and www.detnews.com for \$15 CPM (run-of-site) or \$16 CPM (section specific).

Volume and other discounts are available. Premium charges for video, click-to-call or rich media may apply.

DISPLAY ADVERTISING RATES

	Full-run	Zone
Center spread: 19.75" x 11.25"	\$6,945	\$2,315
Page 3, 5, back or inside front: 9.667" x 11.25"	\$3,600	\$1,200
Full page: 9.667" x 11.25"	\$3,525	\$1,175
1/2 page (horizontal): 9.667" x 5.5"	\$1,950	\$650
1/2 page (vertical): 4.75" x 11.25"	\$1,950	\$650
1/4 page: 4.75" x 5.5"	\$1,350	\$450
1/8 page (horizontal): 4.75" x 2.75"	\$900	\$300

Run in 2 issues and get a 10% discount; 3 issues get a 20% discount; 4 to 6 issues get a 30% discount

DEADLINES

Issue	Space Reservation	Ad Materials
Feb. 5, 2009	Jan. 9, 2009	Jan. 16, 2009
April 2, 2009	March 6, 2009	March 13, 2009
June 4, 2009	May 8, 2009	May 15, 2009
Aug. 6, 2009	July 10, 2009	July 17, 2009
Oct. 8, 2009	Sept. 4, 2009	Sept. 11, 2009
Dec. 3, 2009*	Nov. 6, 2009	Nov. 13, 2009

* 2010 RESOURCE GUIDE issue: Order your ad for the 2010 Resource Guide issue before June 1, 2009, and save 25%!

AD SPECS

General Information

Printing process: Web offset

Line screen: 100

Safety margins: Allow 3/8" from trim edges except for spreads, which require 5/8" safety from side trim and 1/8" gutter safety.

Magazine finished size: 10.5" x 12"

Ad Submission Information

Media: CD-ROM or DVD

Format: QuarkXPress 6.5, Adobe Illustrator CS2,

Adobe Photoshop CS2, Adobe Acrobat 7

Graphics: 300 dpi

Proofs: Please supply a digital proof calibrated to SWOP print specifications that represents the final digital file at 100%. If a proof is not provided, we cannot be held responsible for incorrect material, as final output will be compared to an internal proof only.

Electronic Ad Delivery

- AdTransit (preferred): This is a free service for advertisers because Detroit Media Partnership pays any costs associated with transmitting ads even after the "no-cost" trial period runs out. This service also provides the best ticketing and order processing.
 - Go to www.adtransit.com and click on registration tab to register.
 - Ignore approval time (it's immediate) and anything regarding costs; Detroit Media Partnership pays for customers to use AdTransit.
 - Save your username and password created during registration.
 - When done, and you are ready to send .pdf file (your ad), go to www.adtransit.com and click the log in tab. Proceed from there.
 - You will receive confirmation of upload and e-mail notification when we've opened your ad.