



50 *plus*

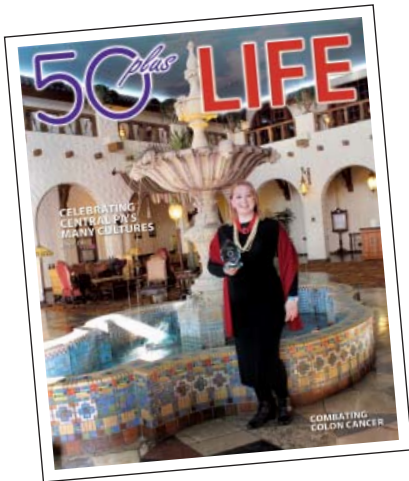
**It's not an age.
It's an attitude.**



For more than 20 years, On-Line Publishers, Inc.,

has successfully built strong relationships with both the business community and 50+ consumers in the Susquehanna and Delaware valleys. Our mature market division helps businesses reach this growing niche market. Through award-winning editorial, invaluable guides, and quality events, boomers and seniors have come to rely on us to bring them information and support that enriches their lives.

Publications



50plus LIFE (previously titled 50plus Senior News) recently celebrated 20 years of providing award-winning information that complements the lives of our readers. The new name reflects the attitudes of today's boomer-and-beyond generations who vow to redefine aging.

50plus LIFE features personal profiles of friends and neighbors, local happenings, brain teasers, and articles about travel, lifestyle, health and wellness, finances, and so much more.

Visit www.50plusLifePA.com to view the digital e-dition.

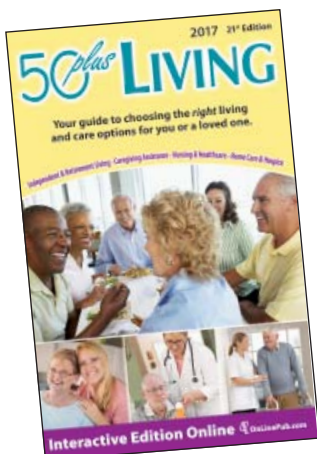
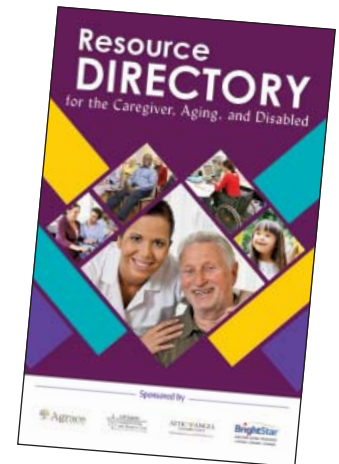
The **Resource DIRECTORY** for the Caregiver, Aging, and Disabled provides an invaluable service to the community by offering products, services, and support in a small, easy-to-handle/easy-to-read guide.

County-specific editions are available in Berks, Chester, Cumberland, Dauphin, Lancaster, Lebanon, and York counties.

NEW!

All listings are included in the **online Resource Directory**, a database that's easily searchable by category and/or county, found on www.50plusLIFEpa.com.

Visit www.50plusLIFEpa.com to view the **online Resource Directory**.



Housing and care options have expanded dramatically over the years to keep up with the growing and transforming demands of the 50+ population. The **50plus LIVING** guide is your opportunity to let readers know who you are, where you are, and the services you can provide to enhance their lives.

Visit www.OnLinePub.com to view the digital e-dition.

Demographics — The 50^{plus} Super Population:

- Holds **70%** of the nation's disposable income.
- Says newspapers/magazines are instrumental in starting their search: **59%** use print to gather information.
- Is the largest group of automobile drivers — **42%** — with telematic technology.
- Makes **50%** of all consumer expenditures.
- Is **50%** more likely than 18- to 49-year-olds to own financial investments.
- Spends **\$52** billion on grandchildren.
- Accounts for **80%** of leisure travel.

Events



OLP EVENTS has been presenting **50^{plus} EXPOS** for more than 20 years. These lively events offer area businesses and organizations the opportunity to engage face-to-face with prospective clients in a comfortable environment.

As the 50+ population continues to age, so do their requests for products and services. Engage with them at EXPOS held in:

Chester County • Cumberland County • Dauphin County • Lancaster County • York County

Visit www.50plusExpoPA.com for spring and fall dates and for information about exhibitor and sponsorship opportunities at our 50^{plus} EXPOS!




Social Media

50plus LIFE

 facebook.com/50plusLifePA

50plus EXPOS

 facebook.com/50plusExpoPA

 twitter.com/50plusExpoPA
[#50plusExpoPA](https://twitter.com/50plusExpoPA)

 YouTube.com/onlinepublishers

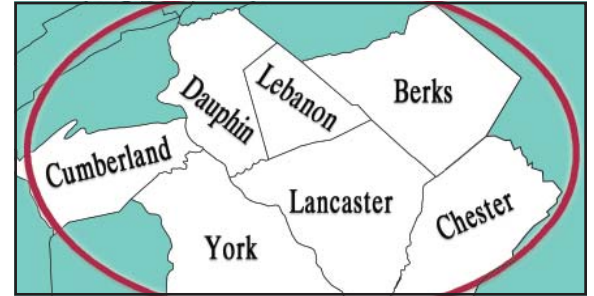
By 2020, close to 50% of the U.S. adult population will be 50 and older, and they will control 70% of the country's disposable income. Boomers and seniors have a net worth 3x greater than that of younger generations, as boomers' median household income is 61 percent greater than pre-boomers. They account for nearly 50 percent of all retail sales and outspend other generations by an estimated \$400 billion each year on consumer goods and services.

Are you reaching this formidable market?

50^{plus} Publications and Events

▶ The Goal

Through award-winning publications and quality events, On-Line Publishers, Inc., helps you connect with boomers and seniors who are living longer and who want to get the most out of life.



▶ Distinction

Our publications have received more than 100 national and international awards. This reflects our commitment to producing publications that show creativity in design and layout as well as reflect the interests of our readers.

▶ Methods of Distribution

Print copies are direct mailed to subscribers and an array of professional offices throughout the counties we serve. They are also placed on-demand at key locations. Online e-editions are accessible anywhere, anytime—perfect for the boomer or senior on the go.

▶ Reputation

On-Line Publishers, Inc., introduced 50^{plus} LIFE, originally titled Senior News, to the community in 1995. For more than 20 years, we have built a solid reputation for producing effective niche platforms and for helping advertisers grow their revenue through focused marketing strategies. We are proud to have earned the respect of the business community.

In Their Own Words

50^{plus} LIFE

“We have been working with [50^{plus} LIFE] since 2011, and we have been thrilled with their product and service. Our ad always looks sharp with nice color and we get many comments on it. Working with our account representative is always an absolute pleasure too!”

– Jennifer L., Smoketown Family Dentistry

50^{plus} EXPOS

“We at Armstrong Relocation/Premier Transitions for Seniors had a wonderful experience as a first-time vendor [at the 50^{plus} EXPO]. We enjoyed the steady flow of consumer traffic and meeting the many senior folks who stopped to chat about our services. Thanks again to your great staff. We look forward to participating in the York EXPO, Cumberland EXPO, and many more events.”

– Carolyn T., Armstrong Relocation

“[I] was very excited to have found 50^{plus} LIFE in the laundromat. [I] found a dentist and an eye doctor in the first issue [I] read. [I] plan to pick up the paper each month.”

– A happy 50^{plus} LIFE reader