



50^{plus}

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

For more than 25 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 magazines and guides, and quality events, boomers, seniors, and caregivers have come to rely on us to bring them information and support that enrich their lives. And just as the industry has evolved over the years, On-Line Publishers has as well — all of our publications are available online and in print.

Publications



50plus Life reflects the lifestyle and attitudes of today's boomer-and-beyond generations. Over the last 25+ years, this newsprint magazine has grown to six unique editions in Chester, Cumberland, Dauphin, Lancaster, Lebanon, and York counties.

50plus Life features award-winning editorial that includes profiles of local baby boomers and seniors, as well as articles about travel, veterans' issues, humor, lifestyle, health and wellness, finances, and much more.

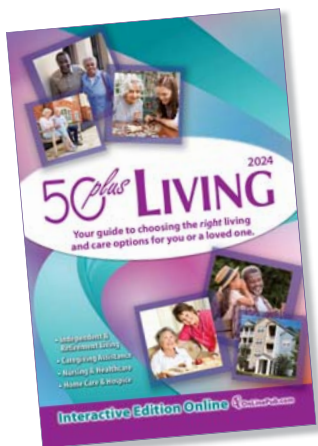
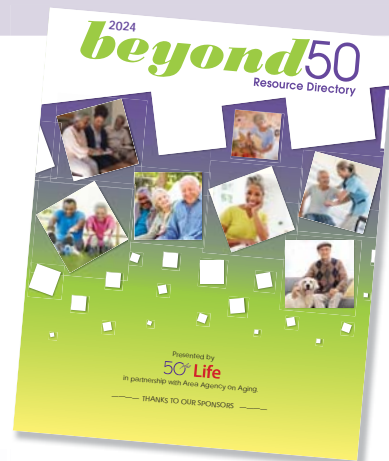
Visit 50plusLifePA.com to view the digital e-dition.



beyond50 Resource Directory provides invaluable assistance to the community by offering myriad products, services, and support information. The directory is featured as "yellow pages" annually in **50plus Life**.

County-specific print editions are available in Cumberland, Dauphin, Lancaster, and York counties for boomers and seniors who still prefer print.

beyond50 is also available online. Visit onlinepub.com/Beyond50 to view the digital e-dition.



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.

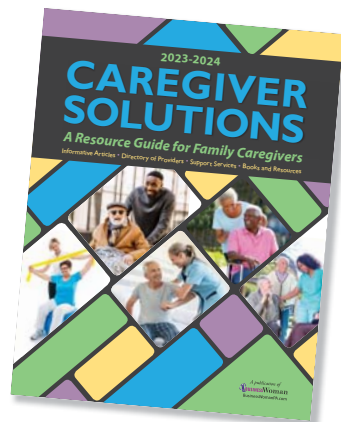
50plus LIVING reaches not only boomers, seniors, and caregivers, but also elder law attorneys, social workers, hospitals, and other professionals influencing care decisions in the Susquehanna Valley region.

Visit onlinepub.com/50plusLiving to view the digital e-dition.

Caregivers are providing care and assistance to spouses, relatives, friends, and children. Sometimes they have questions, encounter problems, become overwhelmed by the responsibility, or are exhausted from juggling personal and professional lives.

CAREGIVER SOLUTIONS magazine provides information, resources, and support that caregivers need to take care of a loved one ... and themselves. **CAREGIVER SOLUTIONS** magazine is direct mailed to professionals and distributed at on-demand locations throughout the south-central Pennsylvania region in July. Additional copies are available at our 12 annual **50plus EXPOs** and **Women's Expos**, held in the spring and fall.

Visit onlinepub.com/Caregivers.html



Events



OLP EVENTS has been presenting **50plus EXPOs** for more than 25 years. These popular 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 50plusExpoPA.com for dates and for information about exhibitor and sponsorship opportunities!

On-Line Publications



Social Media

50plus Life

 facebook.com/50plusLifePA

50plus EXPOs

 facebook.com/50plusExpoPA

 [@50plus_Expo](https://www.instagram.com/@50plus_Expo)

 YouTube.com/onlinepublishers

Demographics — The 50plus Super Population:

- **Outspends younger adults online 2:1.** Provide a URL address or QR code in your print ads makes it easy for this group to buy from your online store by having an easy-to-navigate website with clear calls-to-action.
- **Spends the most across all product categories** but is targeted by just 5-10% of marketing.
- Purchases **62% of new cars** in the U.S.
- Favors and trusts print ads. **Print ads have been found to have more positive impact** on purchasing behavior compared to other mediums.
- **Spends about \$15.7 billion per year** on travel.
- Spends more than **10% of their annual spending** on healthcare.
- Looks for products and services to **help them remain in their homes.**

50^{plus} Publications and Events

The Goal

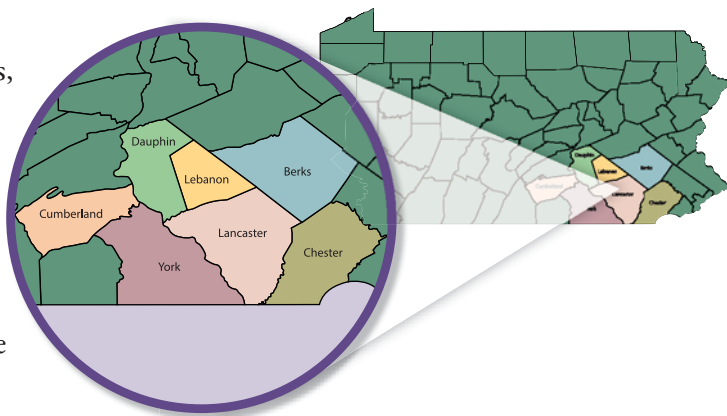
Through award-winning publications and quality events, On-Line Publishers, Inc. helps you connect with boomers and seniors who are living longer and want to get the most out of life.

Distinction

Our publications have received more than 100 national awards, reflecting our commitment to producing publications that show creativity in design and layout as well as 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.



Reputation

On-Line Publishers, Inc. introduced **50^{plus} Life**, originally titled Senior News, to the community in 1995. For more than 25 years, we have built a solid reputation for producing effective niche platforms and for helping advertisers grow their revenue through focused marketing strategies.

Something to Think About

Two people with a total of \$100 walk into your newly opened business. One person gets to spend \$30 of the total; the other will spend \$70. Whom do you target first? If you chose the one with \$70, you chose the baby boomer. They account for nearly 50% of all retail sales and outspend other generations by an estimated \$400 billion each year on consumer goods and services.

They hold 70% of the nation's disposable income.

Are you reaching this formidable market?

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

"[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

50^{plus} EXPOs

"Our real estate team has a focus on the niche market of helping seniors sell their homes to downsize. We have found in-person marketing and referral-based marketing works best for us. The EXPO offers us the opportunity to meet many potential clients personally and to have a brief introduction to them for future meetings and interactions. We have a solid follow-up plan in place with the leads we receive after the EXPO, as we know the 'fortune' is in the follow-up! We have gotten immediate clients after the EXPO and also have received clients whom we are working with on a longer-term plan, so the EXPO has been a very worthwhile investment, and we look forward to continuing to participate in future years."

– Amy K., Realtor, SRES®, The Twila Glenn Group at Joy Daniels Real Estate Group