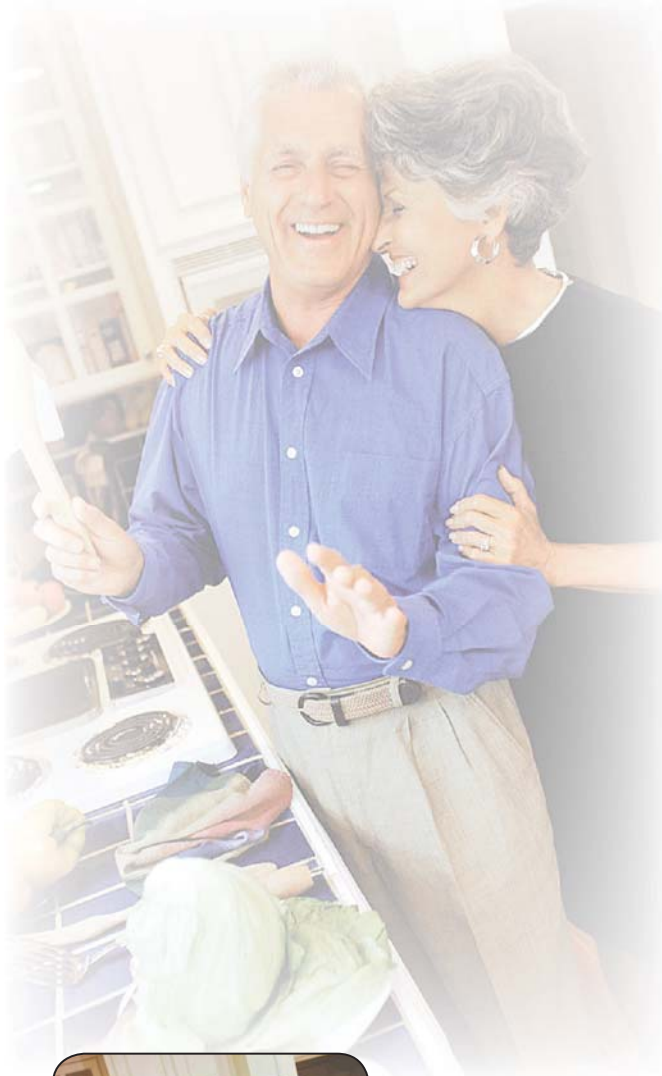


Northwest

Celebrating life after 50

PRIME TIME

SERVING THE PUGET SOUND REGION SINCE 1986



Northwest Prime Time is a family owned and operated newspaper and the leading source of news and information for over **125,000 readers** - active, informed and involved boomers & seniors in the Puget Sound area. Nationally recognized and proud recipient of numerous national media awards, we focus on travel, arts & entertainment, health, retirement living, volunteering, finance, human interest, and much more. Northwest Prime Time delivers informative and engaging content to our readers, who are a powerful economic force with money to spend on your products and services.

Reach & Sell to Boomers & Active Seniors in the Puget Sound Region with Northwest Prime Time



“Once again, AARP would like to thank Northwest Prime Time for your continued commitment to excellence. We could not be more pleased with the results of our latest advertisement”

Jason Erskine, AARP Washington Communications Director

2009 Marketing Kit

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Northwest

Celebrating life after 50

PRIME TIME

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Published 10 times per year, **Northwest Prime Time** celebrates an active and healthy lifestyle for people over 50 and provides news and information on travel, arts & entertainment, health, charitable giving, volunteering, finance, retirement living, human interest and much more. Delivered to 1,000 locations yielding high visibility in the marketplace including senior & community centers, libraries, financial institutions, retirement communities, medical facilities, newsstands, pharmacies, selected retail outlets including restaurants, and Washington State Ferries.

Older Americans have dramatically higher actual and median incomes than those 15 to 34 years old, and they spend more for cars, clothes, entertainment, furniture and other personal goods than their younger counterparts.

- The country's fastest growing age segment
- Control 67% of US wealth
- Own 80% of all money in US savings institutions
- 66% of all stockholders
- 60% own a computer
- Buy 80% of all luxury travel
- American grandparents spend \$30 billion per year on their grandchildren

Purchasing Power

In the next 12 months Northwest Prime Time readers plan to buy:

- 74% Gifts for Grandchildren
- 51% Domestic or International Travel
- 43% Home Improvement/Home Furnishings
- 25% Computer/Internet Service
- 20% Automobiles

Activities/Leisure

- 61% Attend cultural events regularly (theatre, concerts, opera, ballet, museums)
- 61% attend movies regularly
- 44% garden
- 43% dine at full-service restaurants regularly

- 79% of Northwest Prime Time readers frequently purchase products or services from ads seen in our newspaper
- Over 1/3 of Northwest Prime Time readers keep their issue one month or longer
- They request our special focus issues year-round
- 49% are 45 - 64 years old
- 49% are 65-plus

Statistic Sources: US Census Bureau, AARP, Circulation Verification Council Reader Survey, Northwest Prime Time Reader Survey

Northwest Prime Time

Winner of numerous National Awards



"Of all the places I have advertised, Northwest Prime Time has given me the best response."
Miroslawa Witalis, ND



2009 Editorial Calendar

| Month of Issue | Editorial Ideas | Ad Closing Space |
|----------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|
| January | <ul style="list-style-type: none"> • Winter Retirement Living • Warm-Weather Vacations | 12/3/08 |
| February/March | <ul style="list-style-type: none"> • A Guide to Healthy Aging. • Heart Health Month | 1/7/09 |
| April | <ul style="list-style-type: none"> • Retirement Housing Guide • National Volunteer Month | 3/4/09 |
| May | A Look at Rehab | 4/1/09 |
| June | <ul style="list-style-type: none"> • Northwest Travel & Getaways | 5/6/09 |
| July/August | <ul style="list-style-type: none"> • Northwest Best Places to Retire & Favorite Northwest Communities • Pets & Pet-Friendly Retirement Communities | 6/3/09 |
| September | <ul style="list-style-type: none"> • Fine and Performing Arts Guide • National Grandparents Month | 8/5/09 |
| October | <ul style="list-style-type: none"> • Retirement Housing Guide | 9/2/09 |
| November | <ul style="list-style-type: none"> • National Alzheimer's Awareness Month • National Family Caregiver's Month • National Hospice Month | 10/7/09 |
| December | <ul style="list-style-type: none"> • Favorite Holiday Stories | 11/4/09 |

Each month we cover retirement living, health, travel & leisure, and other topics - however, please take note of these special focus areas below for your media planning

Retirement Living:

- **January** - Winter Retirement Living
- **April & October** - Retirement Housing Guide
- **July/August** - Best Places to Retire
Pet Friendly Retirement Communities

Healthcare:

- **February/March** - Guide to Healthy Aging, Heart Health Month
- **May** - A Look at Rehab
- **November** - National Alzheimer's Awareness Month,
National Family Caregiver's Month,
National Hospice Month

Total Monthly Distribution: 50,000

Average Readers Per Copy: 2+

Total Readership: 125,000+

Area of Circulation: Greater Seattle Metro area including King, Snohomish, Pierce, and parts of Thurston and Kitsap Counties

Travel & Leisure:

- **January** - Warm Weather Vacations
- **June** - NW Travel & Getaways
- **July/August** - Favorite Northwest Communities

"Northwest Prime Time is an effective advertising venue and targets the people I want. It is an important part of our marketing efforts."
Cynthia Graham, GM Remington Place Retirement, Seattle