

Sage: The power of the mature market

The influence of mature adults on society is not a passing fancy. This population group (50+) will continue to grow until 2024, the year the youngest baby boomers celebrate their 60th birthdays. Then 34% of the U.S. population will be over the age of 50.

Reach

Sage reaches 63% of people over the age of 55 in the pocono area. Your ad campaign in Sage, the Pocono Record and PoconoRecord.com can reach 83% of the same age group

Target...

- People who buy 48% of all luxury cars, and 43% of all new cars made in America.
- People who buy 80% of all luxury travel.
- People who spend 69% of all moneyspent on home remodeling
- People who eat out an average of 3 times a week.

Readers

- 80% are homeowners.
- 27% have annual income over \$51,000
- 43% have annual income over \$30,000
- 63% have grandchildren
- 76% ate in a sit-down restaurant last week
- 27% shopped of other than food last week

Distribution

25,000 total distribution. Distributed in the Pocono Record with balance distributed to key locations

Rates

Rates are net, commissionable rates available on request.

Duration	Rate (PCI)
Any Main	\$14.09
Any main with Required Other Product- Pocono Record	\$7.95

Non Profit Discount: 15% (off net).



Full Process Color (CMYK)

\$3.00 per inch

Advertising Information

Sage publishes the first Wednesday of the month.

Size: tabloid, 5 column X 11"

Contact: 570-420-4378, (press 6 for monthly deadline)