LIFE EXTENSION®

The Science of a Healthier Life™

2020 MEDIA KIT



Life Extension® Magazine has Evolved

Advertise with Life Extension!

Life Extension Magazine® is source one for breakthrough discoveries in health, longevity, nutrition, and medicine.

Valuable Readership

Our educated and affluent readers are committed to optimal health and lifestyle.

Target Affluent, Health-Conscious Consumers with* Life Extension *Magazine



Whether it is the latest research on how to reduce heart disease, slow the aging process, or prevent brain aging, ***Life Extension*® reports it first.**

Published monthly by LE Publications, Inc., *Life Extension* Magazine® gives health enthusiasts cutting-edge research that can actually change their lives for the better. Our readers, which include **high-income households and baby boomers**, value each issue of *Life Extension* Magazine® to help them take control of their health and make intelligent choices about their lifestyle.

Read by health-conscious consumers, doctors, and scientists alike, Life Extension reports critical scientific research and trends that are enhancing and extending our lives, all backed by scientific references. In fact, our **Scientific** and **Medical Advisory Boards** include many of the most knowledgeable, respected, and innovative scientific minds in the world today. This remarkable team of individuals **pioneers** ground-breaking trends in optimal health and longevity research. Our staff and contributors are on the **front lines of science and medicine** to report the most revolutionary and visionary trends in the world of health. If it's related to health and longevity, you'll find it first and foremost in the pages of *Life Extension* Magazine®.

Distribution — over 328,000 strong. Our readers regularly look to *Life Extension* Magazine® for credible information on products and services to buy that will enhance their healthy lifestyle. As the voice of Life Extension, our magazine is our most trusted source of life-enhancing information.

Readers perceive advertisements carried by Life Extension as an endorsement of the quality and integrity of the product or service offered.

Editorial Mission

Life Extension Magazine® is one of the world's leading anti-aging magazines, jam-packed with cutting-edge features on nutrition, health, and medicine. Our easy-to-read articles are written by medical doctors and PhD's at the very forefront of today's health-promoting research. Life Extension provides breakthrough information related to disease prevention and treatment, longevity, and nutritional supplements, all backed by extensive research.

Demographic Profile

Life Extension Magazine® Readers

PROFILE

Life Extension Magazine® readers are highly educated, well-informed consumers who are committed to maintaining optimal health. With upper levels of disposable income and a penchant for living life to the fullest, our readers have the desire and dollars to surround themselves with the best life has to offer.

DEMOGRAPHICS

Life Extension Magazine® readers are closely split between male and female, with the majority aged 45 and over; 94% are homeowners, 60% have attended college, and over 60% earn an annual income above $50,000, while 68% have a net worth of more than $100,000.

Total Paid:	255,000
Controlled Circulation:	73,000
Total Distribution:	**328,000**

(as of November 2018)

Age

65+	51%
45 - 64	41%
25 - 44	7%
19 - 24	1%

Gender

Female	57%
Male	43%

Highest Level of Education Completed

Graduate Degree	2%
Completed Degree	24%
Some College	35%
High School	39%

Household Income

Less than $50,000	29%
$50,000 to $79,000	32%
$80,000 to $99,000	10%
$100,000 to $149,000	16%
$150,000 to $199,000	7%
Over $200,000	7%

Net Worth

Less than $10,000	4%
$10,000 to $24,999	5%
$25,000 to 49,999	7%
$50,000 to $99,000	16%
$100,000 to $249,999	28%
$250,000 to $499,000	25%
Greater than $500,000	16%

General Lifestyle Interests

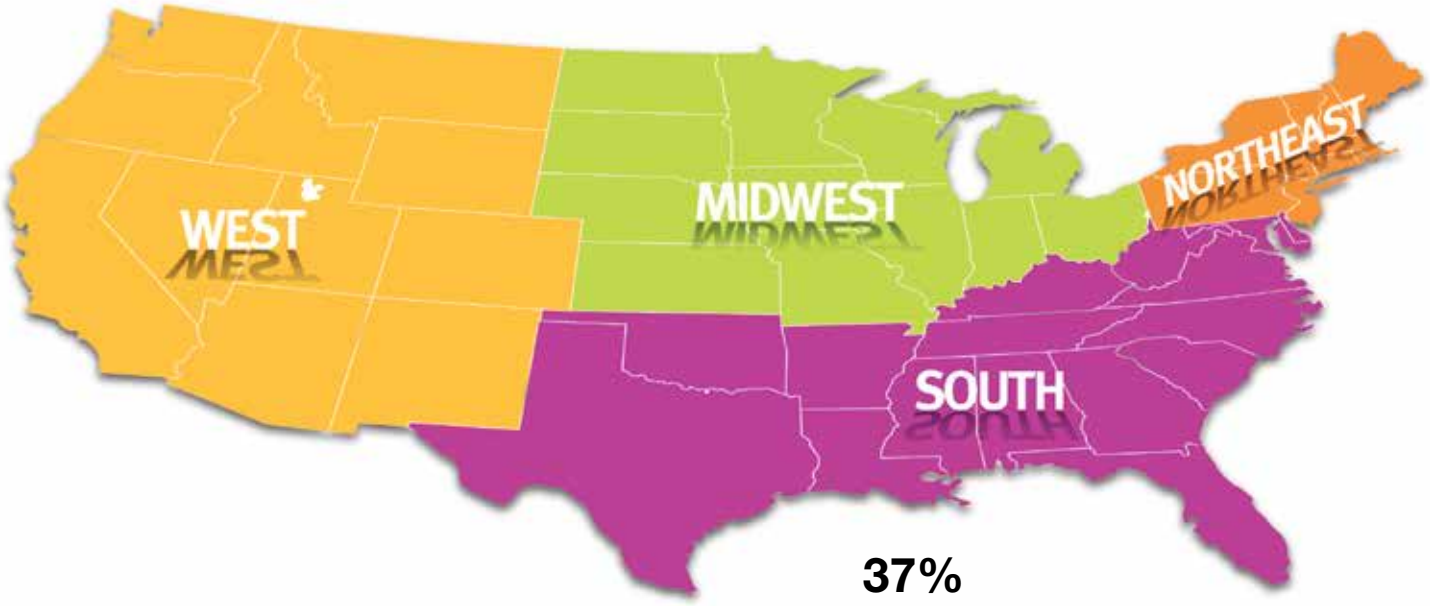
Gardening	58%
Great Outdoors	42%
Health/Beauty	46%
Healthy Living	52%
Sports	43%
Sporting Life	42%
Magazine	65%
Mail Buyer	68%
Mail Responder	68%

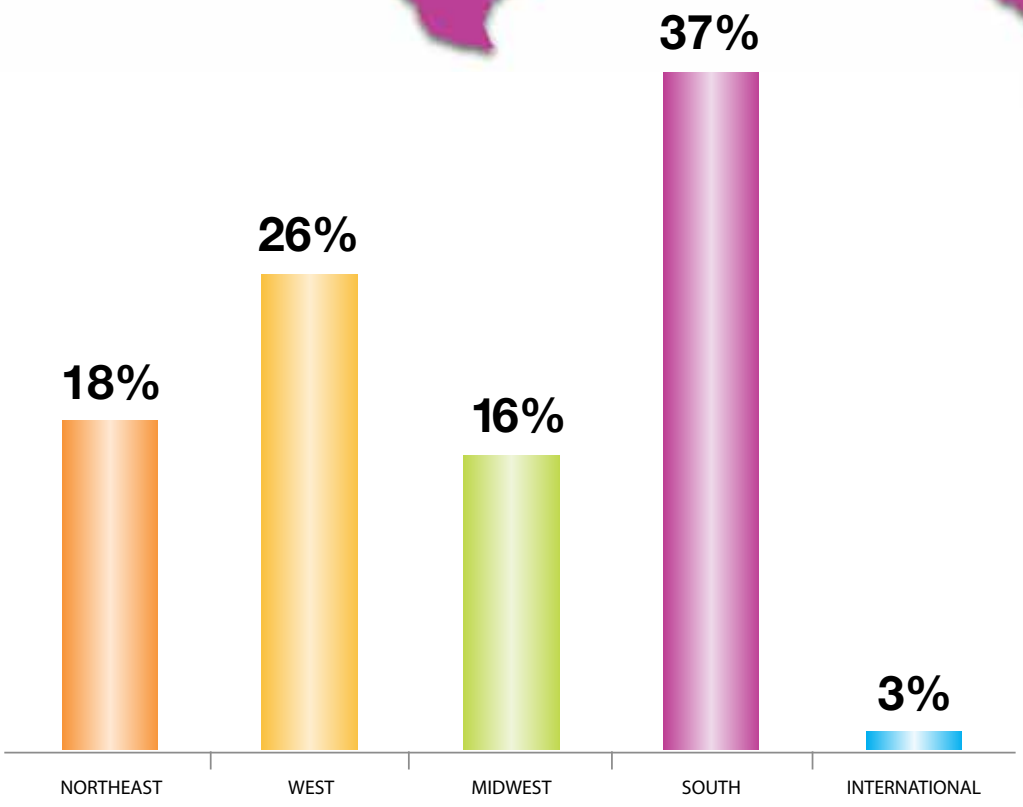
Home Ownership

Own	94%
Rent	6%

COMPILED BY LIFE EXTENSION / VERADATA AS OF NOVEMBER 2017

Reader Circulation By Region





You Read it First in *Life Extension* Magazine®

Life Extension Magazine® reports late-breaking anti-aging news as it is discovered, long before the mainstream. Each and every monthly issue is packed with impartial and informative articles you just can't read anywhere else.

Here's a highlight of our top stories, featured in past issues.



January 2019

Restore Youthful Cognitive Function



February 2019

Power a Longer Life via NAD+ Restoration



March 2019

Turn off the Pain Signal



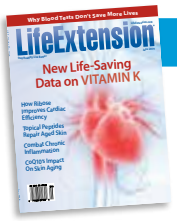
April 2019

Restore Youthful Skin Collagen



May 2019

Maximize Green Tea Benefits



June 2019

Enhancing Benefits of Vitamin K



July 2019

Reduce Nighttime Urinary Frequency in Men



August 2019

Fall to Sleep Faster... Stay Sleeping Longer



September 2019

New Strategy to Reduce Cancer Risk



October 2019

Ketogenic Benefits without High-Fat Diets



November 2019

Novel Probiotic Improves Mood, Reduces Anxiety



December 2019

Blue Light and Eye Injury

2020 General Advertising Rates and Information

Ad Size/Type	Single	3x	6x	12x
Full Page — 4-color	$7,500	$5,900	$5,100	$4,350

Rates quoted per insertion

CANCELLATION POLICY

Orders are noncancelable 10 days prior to rate card insertion closing dates.

VOLUME DISCOUNTS

Advertisers may earn a discount based on page equivalency volume run within a contract year.

CIRCULATION INFORMATION

- The above rates are based on an average circulation of 330,000
- Single copy: $5.99
- Subscriptions: $40.00 per year, or part of Life Extension Rewards
- Established: 1994

COMMISSION AND CREDIT POLICIES

- Commission to recognized agencies: 15%
- Terms: net 30
- Finance charge of 1.5% per month for invoices outstanding beyond 30 days
- Invoices rendered on or about on-sale date
- New advertisers must supply acceptable credit references and payment up front with first order

RATE PROTECTION

Announcement of any change in rate will be made at least two months in advance of closing date of the issue affected. Orders for issues thereafter will be accepted at "prevailing rate."

CONTACT FOR SALES AND INFORMATION

JT Hroncich

Advertising Sales Representative

jt@capitolmediasolutions.com

ph 404-347-4170

Closing Dates

Production Schedule 2020

Issue	Ad Space Closing/Art Due	Mail Date*
January	10/31/2019	11/27/2019
February	11/26/2019	12/27/2019
March	1/06/2020	1/31/2020
April	2/03/2020	2/28/2020
May	3/05/2020	4/01/2020
June	4/06/2020	5/01/2020
July	5/04/2020	6/01/2020
August	6/04/2020	7/01/2020
September	7/06/2020	7/31/2020
October	8/05/2020	9/01/2020
November	8/27/2020	9/25/2020
December	9/28/2020	10/23/2020

***Refers to date issue mails to subscribers/members. Issue available at newsstands approximately three weeks later.**

Print Specifications

Page Specifications

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"
Bleed Area: 8.625" x 11.125"

If no color proof is provided, color matching cannot be guaranteed. Ads will run AS THEY ARE SUPPLIED.

Note:
Files other than those listed above or those that require manipulation, corrections, or repairs are subject to production charges.



General
Printing method: Web offset.
Binding: Perfect bind.
High-resolution Adobe PDF files are preferred, but we also accept Mac and some PC versions of Adobe Illustrator, Adobe Photoshop, and InDesign. Files can be emailed or supplied on CD or DVD. Disks must be labeled clearly with advertiser's name, return address, and issue date. Please include a completed copy of the insertion order with a disk, a proof, and a list of all contents including fonts.

Document Files
High-resolution Adobe PDF files are preferred, but we can also work with Mac versions of Adobe Illustrator, InDesign and Adobe Photoshop. All color used in document should be in CMYK at 300 dpi. Page layout document size must be supplied in actual ad size. Send one ad per disk or CD. **On full-page ads, set bleeds to 0.125" (⅛"). Keep live area 0.375" (⅜") from trim all around.**

Pictures
Use PSD, TIFF or EPS files. No JPEGs. Save 4/C images as CMYK. B/W and color images should be scanned at 300 dpi. Line art should be scanned at 600–1200 dpi. Do not scale TIFF and EPS files over 115% of original size. Please include all image and logo files that are used and list them in media output form.

Fonts
No True Type or Multiple Master fonts accepted. Adobe Type 1 fonts preferred. Include ALL fonts on disk (both printer and screen). Include fonts linked to EPS files or convert type to outline.

Proofs
SWOP Certified color proofs (example: Fuji PictroProof, Digital WaterProof, Matchprint, Kodak Approval and PolaProof). We will attempt to color match on press as closely as possible to what is provided. All documents (b/w and color) must include a composite laser at 100% for each ad.

Ad Production Costs
All rates are based on receipt of camera-ready ad materials sized to exact dimensions (unless otherwise specified). Files supplied in formats other than those listed above or those that require manipulation, corrections or repairs are subject to production charges.

Errors and Omissions
Life Extension Magazine® is not responsible or liable for typographical errors, inaccuracies, or omissions in advertising materials.

Life Extension Magazine® reserves the right to edit text/copy and/or place the wording ADVERTISEMENT (single page) or ADVERTISING SUPPLEMENT (multiple pages) if the ad is over 50% text or is designed in a way which could be mistaken for *Life Extension* Magazine® editorial content.

Advertisement Checklist

Page Specifications

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"
Bleed Area: 8.625" x 11.125"

If no color proof is provided, color matching cannot be guaranteed. Ads will run AS THEY ARE SUPPLIED.

Note:
Files other than those listed above or those that require manipulation, corrections, or repairs are subject to production charges.

{ } All ads must be supplied electronically on DVD, CD, or email (if transferable).

{ } Disk and file are labeled with advertiser name, return address, and issue for insertion.

{ } Proofs: Digital – provide hard copy proof.

{ } Application (program) information and its version, (e.g. InDesign 6) used to build ad.

{ } Page layout document size should equal trim size (8.375" x 10.875").

{ } Ad file has only one page.

{ } ALL fonts (including fonts in linked EPS files and printer and screen fonts) are supplied along with a list of these fonts.

{ } All unneeded fonts have been searched and replaced.

{ } All linked graphics are PSD, TIFF, or EPS files.

{ } All scanned photos are 300 dpi at 100% print size.

{ } All grayscale or color images should be at least 300 dpi. 600–1200 recommended for black & white line art.

{ } Do not use 72 dpi web images.

{ } Images with clipping paths have a flatness value of no less than 3 pixels.

{ } Traps for color ads are set to 0.144 points.

{ } Small black graphics and type are set to overprint.

Shipping Instructions

Please send Ad material to:

Life Extension Publications, Inc.
Life Extension Magazine®
3600 W. Commercial Boulevard
Fort Lauderdale, FL 33309

Toll-free: 1-800-544-4440
Fax: 954-491-5306

web: LifeExtension.com
email: rvergara@LifeExtension.com

Life Extension Magazine® — Retail Edition

The Retail Edition of *Life Extension* Magazine® is published six times a year and sent to health food stores and doctors' offices across the country. This edition incorporates the best and most important articles from the prior two months of the monthly *Life Extension* Magazine® and serves as an educational tool for the retailer and their customers.

Because this special retail magazine highlights integrative therapies, the latest in vitamins and supplements, and special features of interest to health-conscious consumers, it drives demand for all featured premium-quality brands.

Thus, the bi-monthly *Life Extension* Magazine® Retail Edition is an ideal publication for health food, vitamin, and supplement manufacturers.

Advertisement Rates

Ad Size/Type	Single	2x	4x	6x
Full Page – only	$3,500	$3,000	$2,750	$2,500

CIRCULATION INFORMATION

The above rates are based on a circulation of 60,000 copies

Single copy: Free to retail customers



Production Schedule 2020

Issue	Ad Space Closing	Mail Date
January/February	12/14/2019	12/30/2019
March/April	2/14/2020	2/27/2020
May/June	4/12/2020	4/27/2020
July/August	6/14/2020	6/26/2020
September/October	8/15/2020	8/28/2020
November/December	10/17/2020	10/29/2020

Advertisement Specifications

Page Specifications

Trim Size: 8.375" x 10.875"
Live Area: 7.625" x 10.125"
Bleed Area: 8.625" x 11.125"

General

Printing method: Web offset.
Binding: Saddle Stitch. See Ad specs for format of art files.
High-resolution Adobe PDF files are preferred. We also accept files from Mac and some PC versions of Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Files can be supplied by email, CD, or DVD. Disks must be labeled clearly with advertiser's name, return address, and issue date. Please include a completed copy of the insertion order with a disk, a proof, and a list of all contents including fonts.

CONTACT FOR SALES AND INFORMATION

JT Hroncich
jt@capitolmediasolutions.com • ph 404-347-4170

LIFE EXTENSION®
MAGAZINE®–2020-2021

Insertion Order

Page Trim Size:	**8.375" x 10.875"**
Live Copy Area:	**7.625" x 10.125"**
with Bleed Added:	**8.625" x 11.125"**

Insertion Order #

Purchase Order #

Publication: ❑ Life Extension Monthly ❑ Life Extension Retail Edition

Issue Dates:
❑ Jan ❑ Feb ❑ Mar ❑ Apr ❑ May ❑ Jun
❑ Jul ❑ Aug ❑ Sep ❑ Oct ❑ Nov ❑ Dec

❑ Jan/Feb ❑ Mar/Apr ❑ May/Jun
❑ July/Aug ❑ Sept/Oct ❑ Nov/Dec

Client Company: **Product Name:**

Corporate Address:

Main Company Contact Info:
Name:
Phone: E-mail:

Agency Information:
Name: Company:
Address:
Phone: E-mail:

Ad Size: **Ad Color:** **Frequency:** **Position Requests:**

Ad Production Materials: **Ad Production Materials Deadline:**

Payment/Billing Information

CC# Exp / Signature
Credit Card Name CC Address
Company Check [ ] Ch # Company Name
Accounting Contact
Mailing Address
Phone Fax

If paying by check, make check payable to Life Extension.
Call JT Hroncich at 404-347-4170

Rates: **Gross** (Per Insertion): **Discounts** (Per Insertion): **Net Cost** (Per Insertion):

Advertiser is responsible for reviewing, proofing, editing, approving, and signing off on all copy. Editor/publisher will not be responsible for any errors in ad copy after advertiser sign-off. Editor/publisher reserves the right to reject or cancel any and all advertising from agencies or advertisers with unpaid invoices.

I HAVE READ, UNDERSTOOD, AND AGREE TO BE BOUND BY ALL OF THE ITEMS ON THIS ADVERTISING INSERTION ORDER CONTRACT, INCLUDING THE TERMS AND CONDITIONS SET FORTH IN THE ATTACHED "INSERTION ORDER/ADVERTISING CONTRACT TERMS AND CONDITIONS". I FURTHER ACKNOWLEDGE THAT I AM ACTING WITHIN THE BOUNDS OF MY AUTHORITY IN SIGNING THIS AGREEMENT.

Signature Title Date

INSERTION ORDER / ADVERTISING CONTRACT TERMS AND CONDITIONS

A. Insertion orders are offers to purchase space from Publisher of *Life Extension* Magazine® ("Publisher") and shall not constitute binding contracts until accepted by Publisher. Upon such acceptance by Publisher, in its sole and absolute discretion, there shall exist an advertising contract between the Advertiser, or if the insertion order was submitted by an agency, Advertiser and its agency (in either case, hereinafter, "Advertiser and its agency") and Publisher, which shall be subject to, and on, the terms and conditions stated herein. Only those terms and conditions appearing herein are binding upon Publisher, and no terms or conditions, printed or otherwise, appearing on contracts, orders, or copy instructions, which conflict with the provisions herein shall be binding upon Publisher, unless specifically agreed to in writing by an authorized representative of Publisher.

B. Placement of an order for an advertisement constitutes a representation by Advertiser and its agency that agency is the authorized agent for Advertiser, and that Advertiser and its agency shall be jointly and severally liable for all charges and other obligations to Publisher arising out of the advertising contract. Neither Advertiser nor its agency may change, withdraw or cancel any contract or insertion order on or after the closing date of the issue for which insertion is requested. In consideration of Publisher's review for acceptance of any advertising for publication, Advertiser and its agency agree not to make promotional, merchandising or other reference to Publisher or the magazine, directly or indirectly, in any way except with the express prior written permission of Publisher for each such use.

C. Advertiser and its agency shall obtain all necessary licenses and other permissions necessary in connection with publication of the advertisement. Upon placement of any insertion order, Advertiser and its agency each represent and warrant to Publisher that they are fully authorized to publish the entire content and subject matter of the requested advertisement including, without limitation, the name, likeness, or other identification of any person, and all material contained therein, and that nothing therein will violate or infringe any third party rights or any applicable law or regulation.

D. Positioning of all advertisements is at the discretion of Publisher, except as specifically agreed upon separately and in writing by an authorized representative of Publisher. Publisher shall have the unrestricted right to require any advertising matter to be marked as an advertisement. Publisher shall have no liability for errors in key numbers, pubset type, free information numbers, or Advertisers index. Publisher shall have no obligation or liability for any change in advertisement requested after the applicable closing date. Publisher shall have no liability for the reproduction quality of advertising print materials which fail to meet the mechanical requirements stipulated.

E. Publisher reserves the unrestricted right to reject any advertising at any time for any reason after receipt of the advertising materials. Rejection by Publisher shall not constitute a breach of contract between Publisher and Advertiser or its agency. In such event, Publisher shall repay any amount previously paid by Advertiser or its agency to Publisher with respect to the rejected advertisement.

F. Publisher reserves the unrestricted right to cancel at any time, for any reason, any advertisement, whether or not the same has already been accepted for publication and/or previously published. Cancellation by Publisher shall not constitute a breach of contract between Publisher and Advertiser or its agency. In such event, Publisher may publish the advertisement in a subsequent issue or repay any amount previously paid by Advertiser or its agency to Publisher with respect to the canceled advertisement, in its discretion, without any other liability to Advertiser or its agency, provided that, Advertiser and its agency may elect repayment of amounts previously paid in lieu of publication in a subsequent issue.

G. Publisher shall have no liability to Advertiser or its agency as a result of any failure to publish or circulate all or any part of an issue or otherwise fulfill an insertion order as a result of any event beyond Publisher's control, except to publish the advertisement in a subsequent issue or repay any amount previously paid in respect of such advertisement.

H. Publisher's liability, if any, for any act, error or omission in any and all circumstances shall not exceed the cost of space ordered or occupied by Publisher's error, which shall be the sole remedy available to Advertiser and its agency, and Publisher shall not, in any event, be liable for any consequential or other damages including, but not limited to, expenses incurred or lost income or profits.

I. Publisher shall have the right to hold Advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to Publisher for advertising that Advertiser or its agency ordered and that was published.

J. All advertising materials will be destroyed after one year, provided that, if Advertiser or its agency requests in writing that the materials be returned or delivered to a third party, Publisher will return or deliver the materials at the requesting party's sole expense, risk and liability.

K. Advertiser and its agency do hereby agree to defend, indemnify and hold harmless Publisher and its officers, directors, shareholders, affiliates, parent, subsidiaries, agents and employees, from and against any loss, liability, damage or expense, including attorney's fees, arising out of or in connection with the copying, printing or publishing of any advertisement submitted by Advertiser or its agency, based on the content or subject matter of advertisements including, without limitation, claims or suits for libel, violation of right of privacy, plagiarism, copyright or trademark infringement, or violation of any law or regulation, or the breach by Advertiser or its agency of any covenant, term, representation or warranty contained in these Contract and Copy Regulations.

L. The advertising contract set forth herein and all matters relating thereto, including any matter of dispute arising out of the advertising contract, shall be interpreted, governed and enforced according to the laws of the State of Florida, and the parties consent to the exclusive jurisdiction of all appropriate courts in the State of Florida, County of Broward, to resolve such disputes. The prevailing party in such proceedings shall be entitled to an award of reasonable attorney's fees.