

Market Update 2011

SENIORS AGE 65+



Today's seniors are redefining what it means to be age 65+. Rather than sitting idly by, they are enjoying busy, active lives.

The demands of the growing "silver market" are igniting a new wave of products and services designed to help seniors remain active. According to Transgenerational.org, as more boomers join the ranks of the 36 million Americans age 65 and older, their swelling numbers are forming a powerful "age wave," creating a sea-change in demand for age-sensitive, age-friendly, age-accessible consumer products and environments.

As they begin collecting social security, many are enjoying "encore careers" and earning money to support their desire to remain healthy, active, and engaged. In fact, The Bureau of Labor Statistics projects that by 2020 the number of employed seniors age 65 to 74 will double to about 10 million.

This Market Update features lists and data that provide access to the most mail order responsive among the consumer segment age 65 and over.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



THE REST OF THE STORY[®]
www.ALCdata.com

Seniors Age 65+

Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
Arthritis Today	260,000	\$105/M	Frank Cawood & Associates, Guideposts Association, Tabak's Health Products	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Christian Science Monitor	76,000	\$105/M	AARP, Salvation Army	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Collin Street Bakery Catalog Buyers	228,000	\$95/M	AARP, Dr. Leonard's Healthcare Products, Vermont Country Store	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Kiplinger Washington Editors • Kiplinger's Retirement Report	80,000	\$140/M	AARP, Alzheimer's Association, Staywell Consumer Health Publications	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Reader's Digest • Reader's Digest • Reader's Digest Books & Home Entertainment Buyers • Reader's Digest Large Print	2,884,000 1,414,000 299,000	\$100/M \$100/M \$100/M	AARP, Trea Senior Citizens League AARP, Frank Cawood & Associates, Trea Senior Citizens League AARP, Dr. Leonard's Healthcare Products, Rascal Co. (formerly Electric Mobility)	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale • Men's Health • Prevention • Rodale Whole Life Diabetes Masterfile • Rodale Whole Life Bookbuyers/DVD Masterfile	1,102,000 1,940,000 903,000 2,542,000	\$100/M \$100/M \$100/M +\$16/M \$100/M	AARP Paralyzed Veteran's of America, Trea Senior Citizens League Liberty Medical Supplies, Rascal Co. (formerly Electric Mobility) AARP, Dr. Leonard's Healthcare Products, Frank Cawood & Associates	Susan Packard – 609-580-2785 susan.packard@alc.com
The Saturday Evening Post	297,000	\$100/M	AARP	Susan Packard – 609-580-2785 susan.packard@alc.com

Enhanced Files

List	Count	Rate	Contact
Active Interest Media Seniors Masterfile Age 65-74 Age 75+	73,000 38,000	\$105/M+\$16/M \$105/M+\$16/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
ALC Milestones – Grandparents – Age 65+	2,762,000	\$85/M+\$10/M	Marc Patterson – 609-580-2747 marc.patterson@alc.com
American Diabetes Association Enhanced – Age 66+	593,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
AMO Corporate Mega Masterfile – Age 66+	415,000	\$105/M+\$16/M	Lori Sloves – 914-524-5253 lori.sloves@alc.com
Artistic Direct Corporate Enhanced Masterfile – Age 65+	539,000	\$95/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
ASPCA Enhanced Masterfile – Age 65+	268,000	\$80/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Barneys New York Enhanced Masterfile Age 66-75 Age 76+	52,000 21,000	\$120/M+\$16/M \$120/M+\$16/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Children's Cancer Research Fund Enhanced – Age 65+	119,000	\$80/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Enhanced Files

List	Count	Rate	Contact
Crutchfield Enhanced – Age 66+	78,000	\$120/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Direct Checks Senior Masterfile			Danielle LaSala – 914-524-5235
Age 66-75	573,000	\$90/M+\$12/M	danielle.lasala@alc.com
Age 76+	365,000	\$90/M+\$12/M	
Disney FamilyFun Enhanced Masterfile – Age 65+	209,000	\$105/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones Consumer Enhanced Masterfile			Michael Auriemma – 914-524-5238
Age 66-75	187,000	\$145/M+\$16/M	michael.auriemma@alc.com
Age 76+	151,000	\$145/M+\$16/M	
DRG Seniors Masterfile – Age 65+	743,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist Mature Subscribers			Michael Auriemma – 914-524-5238
Age 66-75	72,000	\$145/M+\$15/M	michael.auriemma@alc.com
Age 76+	46,000	\$145/M+\$15/M	
Entrepreneur Enhanced			Lisa Donzella – 914-524-5263
Age 66-75	30,000	\$120/M+\$12/M	lisa.donzella@alc.com
Age 76+	20,000	\$120/M+\$12/M	
Forbes Enhanced Masterfile			Marc Patterson – 609-580-2747
Age 65-74	254,000	\$140/M+\$16/M	marc.patterson@alc.com
Age 75+	286,000	\$140/M+\$16/M	
Age 65-74, Male	136,000	\$140/M+\$16/M+\$8/M	
Age 75+, Male	157,000	\$140/M+\$16/M+\$8/M	
Frontgate/grandinroad Enhanced Masterfile – Age 65+	95,000	\$120/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Golfsmith Corporate Enhanced Masterfile – Age 65+	65,000	\$105/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Habitat for Humanity Enhanced Masterfile – Age 66+	331,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David Enhanced Mail Order Buyers – Age 65+	536,000	\$100/M+\$12/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Hearst Masterfile			Michael Auriemma – 914-524-5238
Age 66-75	1,022,000	\$110/M+\$15/M	michael.auriemma@alc.com
Age 76+	2,827,000	\$110/M+\$15/M	
Ideal Living Merchandise Buyers Enhanced (formerly Sylmark)– Age 66+	228,000	\$90/M+\$11/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Sample continuations include: AARP, Dr. Leonard's Healthcare Corp.			
JC Whitney Enhanced Database – Age 65+	255,000	\$100/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kalmbach Hobby Enthusiasts Masterfile – Age 65+	133,000	\$100/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Kiplinger Senior Experian Z24/Circbase Enhanced Masterfile			Lisa Donzella – 914-524-5263
Age 65-69	52,000	\$140/M+\$16/M	lisa.donzella@alc.com
Age 70-75	42,000	\$140/M+\$16/M	
Age 76+	72,000	\$140/M+\$16/M	

Seniors Age 65+

Enhanced Files

List	Count	Rate	Contact
Lenox Corporation – Age 66+	78,000	\$105/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
MH2 Consumers + Credit Seniors Age 65+, 3 Month Sample continuations include: AARP, Liberty Medical Supplies	4,421,000	\$85/M+\$15/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Nature Conservancy Enhanced Age 65-74	96,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Age 75+	100,000	\$80/M+\$12/M	
Neiman Marcus/Horchow Enhanced Database Age 60-69	37,000	\$115/M+\$12.50/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Age 70+	33,000	\$115/M+\$12.50/M	
Northern Tool & Equipment Consumer Buyers Enhanced – Age 65+	392,000	\$110/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Provell Proven Program Enhanced Masterfile – Age 66+	565,000	\$100/M+\$10/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale Whole Life Seniors Masterfile Age 60-69	1,048,000	\$100/M+\$11/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Age 70+	975,000	\$100/M+\$11/M	
Special Olympics Senior Donors – Age 65+	525,000	\$80/M+\$12/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide Seniors Enhanced – Age 65+	255,000	\$100/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Telecharge Enhanced Database – Age 65+ Sample continuations include: AARP	626,000	\$90/M+\$10/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Time Life Entertainment Enhanced Masterfile – Age 65+ Sample continuations include: AARP, Afar Media	276,000	\$105/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
TV Guide Age & Income Masterfile – Age 65+ Sample continuations include: AARP, Paralyzed Veteran's of America	801,000	\$105/M+\$15/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Wealth Window™ – Age 65+	1,593,000	\$80/M+\$16/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Weight Watchers Seniors – Age 65+	193,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Yankee Magazine Enhanced Masterfile – Age 65+	111,000	\$100/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next **Seniors Age 65+**
Market mailers with these proven lists.



THE REST OF THE STORY®
www.ALCdata.com