

Live Your Best Life: Wellness, Wealth, and Joy After 50

Discover Top
Wellness Retreats!
The Ultimate Guide to
Luxury Living Spaces
And Much More!



**REQUEST
TODAY FOR YOUR
GUIDE TO
ELEGANT LIVING!**



INTRODUCTION

OC Health & Lifestyle is a new bi-annual resource guide designed to help 50+ adults in South Orange County live their best life by making it easier to navigate their next chapter of their life with valuable information, resources and advice.

Whether it's health and wellness, lifestyle stories, retirement planning, exploring new places to travel or considering new living options, **OC Health & Lifestyle** is here to help 50+ community on their journey.

OC Health & Lifestyle is published by the same company that started the very first direct mail, home related magazine here in South Orange County in 1980 with 100,000 circulation. Over the next 40 years, the company was successful in creating additional magazines in other markets, cities and states. By the early 2,000's there were a total of 37 magazine titles circulating in 16 states with a total circulation of 3,850,000 affluent homes (see insert)!

Times have changed and we are now transitioning to publish a magazine targeted to an audience of 50+ adults in South Orange County that need information and resources to promote health, active lifestyles and a longer, fulfilling life as they age.

Local health & lifestyle magazines are a proven idea on the East Coast with Chicago Health and St. Louis Health Journal. **OC Health & Lifestyle** will be premier on the West Coast beginning with South Orange County homes in Spring 2025.

TARGET AUDIENCE

Today's 50+ adults are living 20-30 years longer than their parents. This represents 1,120,288 adults in Orange County or 35% of the total Orange County population. Currently, there are no easily accessible means to on how to navigate these additional 20 to 25 years.....until now with **OC Health & Lifestyle**!

These 50+ adults are focused on maintaining a healthy lifestyle, promoting physical fitness and wellness practices while enjoying their years ahead. They are lifelong learners and seekers of reliable information. They want the knowledge that addresses their life issues and helps them connect with the products and services they need.

FEATURES & BENEFITS

- Reach the top 74,000 affluent homes of 50+ years old & 1,000 in medical lobbies in South Orange County. Communicate directly with your most lucrative prospective customers by sending a personalized informative message.
- **OC Health & Lifestyle's** unique informative ad format will also include QR (quick response) codes that will direct them to your choice of video(s), landing pages or website. This will set you apart from the competition and makes your message a more powerful selling tool. Note: We also provide the ability to create videos for your business for an additional and reasonable fee.
- We have found the greatest success for our partners with our ad and supporting article package.
- The 50+ consumer is inundated due to the increased access to content-whether it is quality information or not. We make it easier for them to find the most accurate and comprehensive information in one place while leading them to you. It is more important than ever for the consumer to know, like and trust you. Your ad, article and video(s) program with **OC Health & Lifestyle** can accomplish just that!
- 2/3 of people said they would prefer to watch a short video (60-90 seconds) when asked how they would like to learn more about a business, service or product.
- Videos are eye-catching and turn viewers into better, more qualified leads. After watching a video on a product or service 64% of viewers are more likely to make a decision to purchase.

OUR AUDIENCE

- Affluent & Discerning: With significant disposable income, they seek out and invest in top-tier health, wellness and lifestyle products & services.
- Health Conscious & Informed: They prioritize their well-being, stay updated on health trends and make informed decisions about their health and wellness.
- Homeowners Only: Reaching only homes of \$1,000,000+ (current market value) that are owner-occupied. We reach stable and established older individuals that value quality, reliability and appreciate the value of staying healthy & active in the aging process.

CIRCULATION

First, we obtain the current county tax records on all owner-occupied homes ages 50+ in South Orange County.

Next, we select only the homes that are in the top 25% of today's current market values.

Finally, the magazines are personally addressed to the only the best 50+ residents by name and delivered directly to their mailbox by USPS.

OC Health & Lifestyle will publish twice a year (bi-annually) with a Spring issue mailing February 2025 and a Fall issue mailing August 2025. **OC Health & Lifestyle** will be full of valuable information on health and lifestyle businesses available locally. Affluent homeowners will recognize it as not only interesting information on a topic that matters to them, but also as a valuable resource guide to keep in their home to refer to frequently.

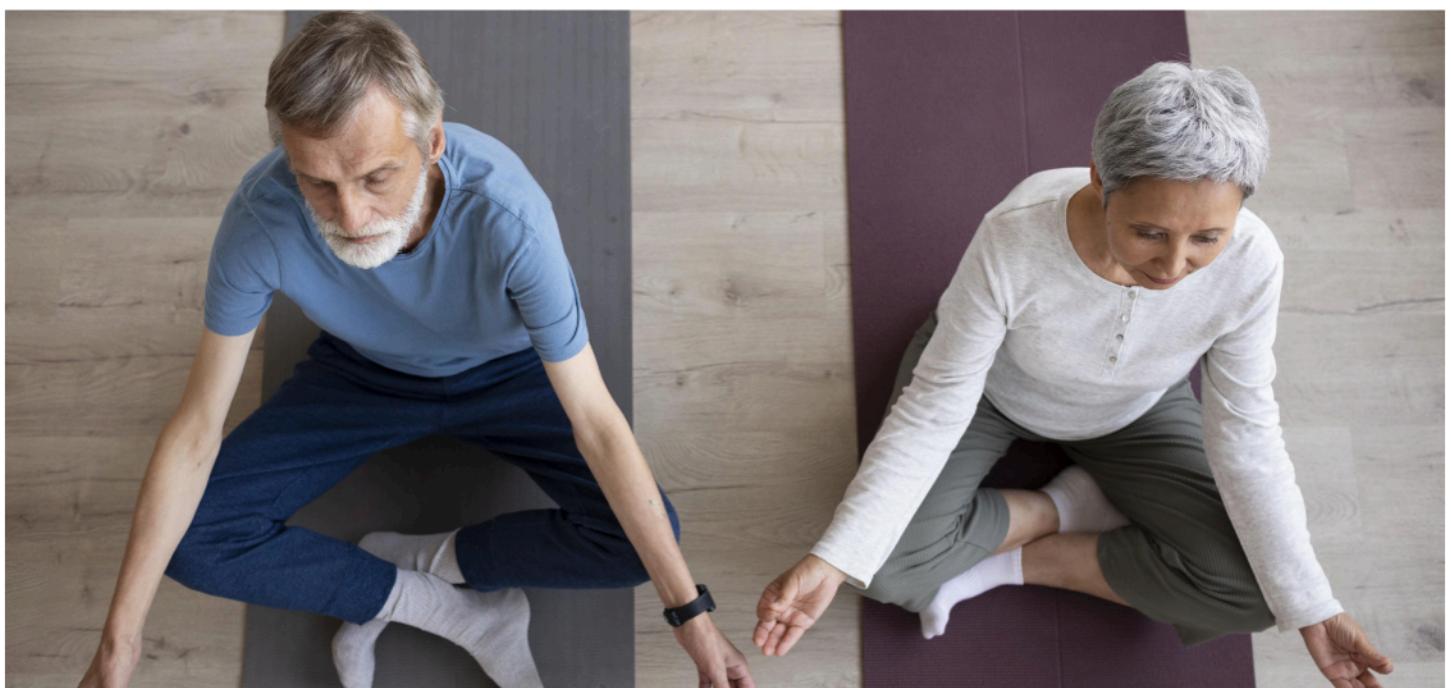
CITIES REACHED (75,000 CIRCULATON)

Aliso Viejo
Huntington Harbor
Portola Hills
Coto de Caza
Laguna Hills
Seal Beach
Foothill Ranch
Monarch Beach

Huntington Beach
Newport Coast
Costa Mesa
Laguna Beach
San Juan Capistrano
El Toro
Mission Viejo
Trabuco Canyon

Newport Beach
Corona Del Mar
Ladera Ranch
San Clemente
Dove Canyon
Lake Forest
Silverado Canyon

Capistrano Beach
Irvine
Rancho Santa Margarita
Dana Point
Laguna Niguel
Shady Canyon
Fountain Valley



SOME TOPICS OF INTEREST FOR THE 50+ ADULTS WE WILL BE COVERING IN 2025

HEALTH AND WELLNESS

Interviews with Doctors
Value of early detection
Overview on procedures
Healthy eating and diet
Living longer activities
Exercise programs
New medical technology
Mental health and wellbeing
Improving treatment outcomes
Sight and hearing tips
Plastic surgery
Joint pain
Health maintenance
Fall Prevention
Importance of Annual Dr. Visits
Chronic pain management
Brain training games

LIFESTYLE

The cost of maintaining your home
Mastering downsizing and relocation
Tips on socializing
Places to walk and hike
Yoga and Tai Chi
Volunteering
Vacation and travel
Where to retire
Sports and dance
Gourmet food and wine
Beauty and skin care
Themed parties
Outdoor activities
OC Centers and Clubs
Scam prevention
Outdoor home services
Pet services and care

WHY ADVERTISE IN OC HEALTH & LIFESTYLE?

- **Targeted Reach:** Our magazine is delivered directly to the owner-occupied homes of 50+ adults. These readers are affluent, health-conscious individuals who are actively seeking ways to maintain and enhance their health and well-being.
- **Engaging Content:** With expertly curated articles, features and tips on health, fitness, nutrition and lifestyle, our content resonates deeply with our readers, keeping them engaged and loyal.
- **QR Code in Your Ad:** A QR (quick response) code in your ad will link our readers to your video(s). This allows our readers to find out more about your company with the personal touch of video. Video is processed 60,000 times faster than text.
- **High-Quality Presentation:** Our magazine's professional design and high 4-color production values reflect the premium quality of the products and services our readers expect and appreciate.
- **Trust and Credibility:** As a trusted source of health and lifestyle information, our magazine lends credibility to your company/brand, enhancing your reputation and fostering trust with potential customers.
- **Limited Competition:** OC Health & Lifestyle will limit businesses in the same profession or specialty to only three (3) in each category. Perhaps two (2) for the highly specialized business.
- **Editorial Support:** We also offer you the ability to submit an article that is informational about your product, service or industry to educate our readers.
- **Proven Track Record:** The publishers of OC Health & Lifestyle have been in the targeted, direct-mail consumer/homeowner magazine business for over 40 years. This is our specialty.
- **We Create:** Affordable, sales focused print & video packages that give our high valued readers the information they want to know about your business. We focus on communication solutions and execution.
- **Join a Winning Team:** OC Health & Lifestyle is designed to be "your magazine". We are open to suggestions on ways we can serve you better or suggestions for the magazine itself. **We are partners.....We work for you!**

