

HORIZONS

2009 PUBLISHING DATES

Saturday, November 14
Space & Copy Deadline: November 4

"The adage that money can't buy happiness is supported analytically by new research demonstrating the importance of having purpose in one's life that the most content people focus on the non-financial essentials in their lives, even during difficult economic times. Living the "good life" for middle-aged and older Americans is equated with spending time with family and friends, a previously unquantified finding, according to the MetLife Mature Market Institute's latest study. They describe the good life in terms of having health, a financial safety net and the time to do what is important to them."

*Take advantage of our next issue of **Horizons** and advertise your product or service that you offer... let our senior readers and their families be aware of what is available to them.*

Any ideas, press releases, etc. regarding people over 50 years of age? Please call **Natalie Walsh** at **395-3121** or fax her at **395-3072**.

According to the **MetLife Mature Market Institute**, boomers born in 1946 don't think they'll be "old," thank you very much, until about age 78. "The biggest mistake entrepreneurs make is thinking that a boomer's age will indicate where they are in life," says Matt Thornhill, president of marketing consulting firm Boomer Project. "For boomers, age is just a number." Instead businesses will find more success appealing to boomer life stages of lifestyles: empty nesters, singles, grandparents and so on.

- 1 of 3 boomers is a single head of household.
- Of America's 70 million grandparents, 50 percent are boomers.
- Average age of boomer grandparents: 53.

70 percent feel they have a responsibility to make the world a better place; 57 percent buy from companies that give back; 54 percent buy green brands. (Source Focalyst)

According to the Bureau of Labor Statistics, 29 percent of those in their late 60s, which is the generation ahead of the baby boomers or those born between 1946 to 1964, were still employed in 2006, up from 18 percent in 1985.

Even those who belong to the last years of the baby boomers, which covers the years 1964 and upward, 27 percent of them or those aged 45 and above said they will defer their planned retirement age because of financial concerns. The same sentiment holds true for those who belong to the first batch of the baby boom years or those 55-64, of whom 32 percent said they are pushing back their retirement plans.

Size	Width/Depth	Cost
Full Pg.	9 7/8" x 11 3/4"	\$1825
1/2 Pg. Vertical	4 7/8" x 11 3/4"	\$940
1/2 Pg. Horizontal	9 7/8" x 5 13/16"	\$940
1/4 Pg.	4 7/8" x 5 13/16"	\$500
1/8 Pg.	4 7/8" x 2 13/16"	\$260
1/16 Pg.	2 3/8" x 2 13/16"	\$140
1/32 Pg.	2 3/8" x 1 5/16"	\$90

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*To reserve advertising space call **Dan Beck** at **518-395-3045** Fax **518-372-5986** or contact your sales representative.*

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