

Target thriving boomers.

479k+
average daily print readers

FREQUENCY: 6x per year

AUDIENCE: Affluent empty nesters, Active seniors and Family decision makers

Seize a bigger slice of the desirable baby boomer market with money to spend.

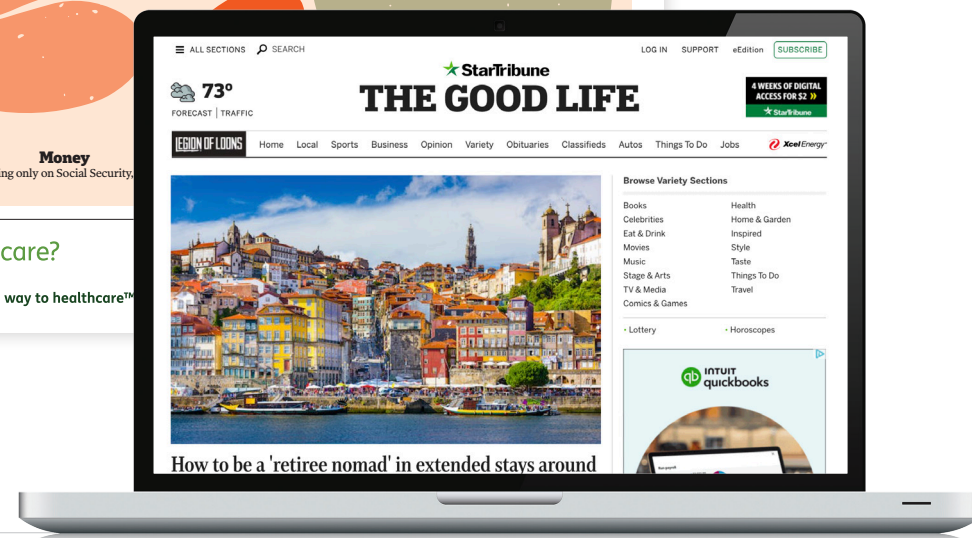
Our bimonthly lifestyle guide aligns your message with **highly-valued content** focused on health and wellness, finances and retirement, technology, entertainment, lifestyle and leisure and travel.

Strong readership is coupled with **multi-platform distribution**, bringing more eyes to your advertising in more ways:

- Full metro daily distribution in the Star Tribune newspaper
- 64% of readers look for The Good Life

Digital version on [StarTribune.com/thegoodlife](https://www.startribune.com/thegoodlife) with digital targeting available for even more reach

Source: Nielsen Scarborough 2023-R2



Place your ad now. Call 612.673.7009 or visit [StarTribune.com/advertise](https://www.startribune.com/advertise)

2024 KEY DATES

Publication Date	Premium Positions	Space Deadline	Materials Due	Digital Ads/Final Changes
Thurs, Feb 22	Fri, Jan 12	Wed, Jan 24	Mon, Feb 5	Fri, Feb 9
Thurs, April 11	Fri, March 1	Wed, Mar 13	Mon, Mar 25	Fri, March 29
Thurs, June 20	Fri, May 10	Wed, May 22	Mon, June 3	Fri, June 7
Thurs, Aug 8	Fri, June 28	Wed, July 10	Mon, July 22	Fri, July 26
Thurs, Oct 10	Fri, Aug 30	Wed, Sept 11	Mon, Sept 23	Fri, Sept 27
Thurs, Dec 19	Fri, Nov 8	Wed, Nov 20	Mon, Dec 2	Fri, Dec 6

This product pairs well with household geo-fencing targeted to the same distribution as The Good Life.

ADVERTORIAL MARKETING RATES**

Print	Print Dimensions	1x Rate	4x Rate	6x Rate
2 Pg Content Pkg	10 col. (20.47") x 10.25"	\$2,950	\$2,360	\$2,065
1 Pg Content Pkg	5 col. (9.47") x 10.25"	\$1,770	\$1,416	\$1,239

** Pricing does not include content creation. Foundry 425, Star Tribune's content agency, can help you with content creation. Prices vary. Add 72 hours to materials deadline for review. Advertorial content needs to be clearly and consistently differentiated from Star Tribune editorial content. Ask your Sales Rep for the details.

AD SIZES & PRICING

Print	Print Dimensions	1x Frequency Rate	4x Rate	6x Rate
Center Spread/2pgs	10 col. (20.47") x 10.25"	\$5,310	\$4,250	\$3,717
Back Page	5 col. (9.47") x 10.25"	\$4,130	\$3,305	\$2,891
Inside Front/Back	5 col. (9.47") x 10.25"	\$3,690	\$2,950	\$2,583
Full Page	5 col. (9.47") x 10.25"	\$2,950	\$2,360	\$2,065
3/5 Page	3 col. (5.62") x 10.25"	\$2,065	\$1,650	\$1,446
Page 3, 1/2 Hor.	5 col. (9.47") x 5.12"	\$2,215	\$1,770	\$1,551
1/2 Page Hor.	5 col. (9.47") x 5.12"	\$1,770	\$1,415	\$1,239
2/5 Page	2 col. (3.70") x 10.25"	\$1,475	\$1,180	\$1,033
3/10 Page	3 col. (5.62") x 5.12"	\$1,180	\$945	\$826
Junior (3/10 Page)	2 col. (3.70") x 5.12"	\$885	\$710	\$620

PREMIUM POSITIONS

Print	Print Dimensions	1x Rate	Concept Deadline	Final Ad Deadline
Cover Strip*	5 col. (9.47") x 1"	\$1,770	2 wks before ad deadline	1 wk before ad deadline

*Ad subject to content approval. Branding ad only: Logo and up to 10 words.

- Full page adjacent to Crossword Puzzle page, Crossword Puzzle Answer page, Sudoku Puzzle page and the Sudoku Puzzle Answer page
- Half page on bottom or 2x5 adjacent to the Crossword Puzzle Answer Page, Sudoku Puzzle Page and the Sudoku Puzzle Answer Page.