



Choices is an on-line quarterly magazine offering inspirational and informative articles which give readers the opportunity to explore new ideas and ways of taking positive action to improve the quality of their lives.

The magazine speaks to all aspects of life: physical, mental, emotional and spiritual wellness as well as business, professional and entrepreneurial success. The articles offer a broad range of information and ideas readers may not have access to in their daily activities.

Each issue includes stories about life changing moments contributors have experienced as well as interviews with experts.

- **Relationship Strategies** // Techniques for communicating effectively and creating successful interactions
- **Solutions** // Practical “how-to” advice and tips on solving life’s challenges.
- **Financial Approaches** // Articles about day-to-day ways to budget, save, and long term investing as well as ideas for making choices in personal and business finances.
- **Health and Beauty Tips** // Information on healthy eating, exercise, massage, life balance, stress reduction and personal care which contribute to creating a better lifestyle.
- **Resilience** // Offering what-to-do-about-it information and creative thinking.





Choices Magazine attracts a broad spectrum of readers.

They are executives and front line employees from both the private and public sector desiring to make choices that will help them continue their upwardly mobile lifestyle. They are professionals who are dealing with life balance issues and stress in their lives, working men and women looking for ways to make wise decisions about their jobs, families, and lifestyles, parents wondering how they will send their children to college, and adult children caring for aging parents. They read because they want to learn how to have better communication skills in order to improve their relationships. They are looking for new ideas, healthier alternatives, and solutions to their problems. They want answers to the question, "What choices can I make to take better care of me and live a happier life?"

DEMOGRAPHIC	%
AGE 18-27	12.4%
AGE 28-57	46.4%
AGE 58-67	30.2%
AGE 68-77	8%
AGE 77+	3%

FOUR COLOR	1X
FULL PAGE	\$500
1/2 PAGE	\$300
1/3 PAGE	\$200
1/4 PAGE	\$175
1/8 PAGE	\$100
SPREAD	\$750
INSIDE COVER	\$600
BACK COVER	\$800

Effective // April 1, 2016

Subscribers // 15,500

Frequency // Quarterly

Publisher // Turning Point International

Premium Charges // No bleed charge

Frequency Discounts // Advertising contracting for full-year (4 issues) receives a 20% discount.

Rates // All pricing based on camera ready art. Ad design services available upon request at a rate of \$70 per hour.



ISSUE	RESERVATION	MATERIALS DUE	PUBLICATION DATE
WINTER	12/9/17	12/15/17	01/1/18
SPRING	03/10/17	03/17/17	04/1/17
SUMMER	06/09/17	06/16/17	07/1/17
AUTUMN	09/08/17	09/16/17	10/1/17

Max Density // 4 color: 240%

Rich Black // For best results, the following CMYK percentages are suggested for rich blacks:
C 60%, M 40%, Y 40%, K 100%

Safety // Keep all LIVE matter, not intended to trim, a minimum of 1/4" from TRIM edges. Recommended LIVE areas are listed in the table below.



Gutter Safety // Allow 1/4" on each side of gutter, 1/2" total gutter safety.

Format // All advertisements must be submitted in high-resolution (minimum 300dpi) PDF, JPG or TIFF format.

Submission // Submit all advertising creative to: art@choicesonlinemedia.com

Digital Edition Links // Supply URL(s) and linkage instructions along with ad creative.

PAGE SIZE	LIVE	TRIM	BLEED
FULL PAGE	7.5" X 10"	8.5" X 11"	8.75" X 11.25"
1/2 HORIZONTAL	7.5" X 4.5	8.5" X 5.5"	8.75" X 5.75"
1/3 VERTICAL	2.5" X 10"	N/A	N/A
1/3 HORIZONTAL	7.5" X 3.25"	N/A	N/A
1/4 PAGE	3.75" X 5"	N/A	N/A
1/8 PAGE	3.5" X 2"	N/A	N/A
SPREAD	16" X 10"	17" X 11"	17.25" X 11.25"