



# *growing* **bolder**

//// MEDIA KIT 2015 ///

GB EXPERTS





# OVERVIEW

REACH THE GREATEST BUYING AUDIENCE IN HISTORY.  
**INSPIRE THEM.**

Boomers and their parents represent one out of every two U.S. adult consumers. Never before have advertisers had the opportunity to connect with such a large, active, discretionary income-rich demographic. And never before within content across multiple platforms that inspires them through Emmy Award-winning storytelling to pursue their passions and live the biggest, boldest life possible.



Growing Bolder is a hit with women 45-65.

Here's what some of our partners say about **GROWING BOLDER**:

“Without question the partnership with Bolder Broadcasting for Growing Bolder and Surviving and Thriving is one of the most important partnerships that we have as a station.” *Skip Valet, President and General Manager WKMG-TV*

“Nobody wants to give Growing Bolder Magazine to the next person. They want to take it home and share it with their family and friends.” *Page Heyward, Jewett Orthopaedic Clinic*

“Growing Bolder is like the caffeine jolt you need in the morning. It's an invigorating, fascinating and fun journey with people making the most of the prime of their lives.” *Patrick Dalton, WMFE Program Director*

“Our relationship with Growing Bolder has far exceeded every expectation. I can't even explain what it's done for us as a community and the residents.” *Jana Ricci, Director of Marketing, Mayflower Retirement Community*

## THE GROWING BOLDER AUDIENCE

- Growing 6x faster than the rest of the population
- Spends over \$7 trillion, 46% of America's current GDP, each year
- Controls 70% of discretionary income in the U.S.
- 47 times richer than their younger counterparts
- They are interested in travel, health, financial security and pursuing their passions



# BOLDER BROADCASTING AND THE GROWING BOLDER BRAND

We produce active lifestyle and wellness content and focus on sharing the stories of ordinary people who are living extraordinary lives. Produced by an Emmy Award-winning team of broadcast journalists and storytellers, Growing Bolder offers hope, inspiration and possibility through the examples of men and women who are smashing stereotypes, redefining the possibilities of life after 50 and demonstrating to audiences of all ages that when it comes to living big, bold lives, it's not about age, it's about attitude.

## OUR DELIVERY PLATFORMS

- TELEVISION
- RADIO
- PUBLISHING
- ONLINE AND SOCIAL MEDIA
- DIGITAL OUT OF HOME



“We are pro-health, pro-nutrition and pro-fitness. Growing Bolder’s message aligns perfectly with ours and reaches a demographic of people that shares my passions. I believe that I can give people hope for living large post injury and Growing Bolder has given me the opportunity to extend that message.”

— Robert Masson M.D., NeuroSpine Institute

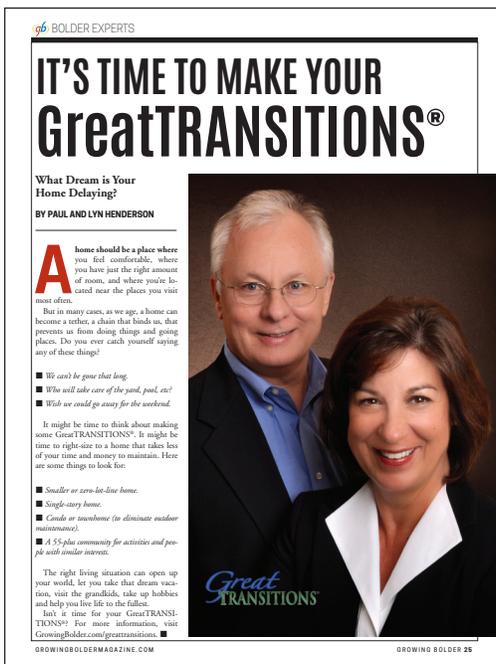
You'll find Individual Platform Overviews and Rate Cards within this Media Kit



# EXPERTS PACKAGE: BECOME A MEDIA STAR

To Experience Growing Bolder's Experts Package Check out This Sizzle Reel:

■ [www.growingbolder.com/GBExperts](http://www.growingbolder.com/GBExperts)



The power and credibility of editorial media exposure. Growing Bolder offers the unprecedented opportunity to become a local and nationally known expert in your field with extensive exposure on all major media platforms. Becoming a trusted Growing Bolder expert will enhance your professional reputation, establish market-differentiating credibility and position you as a go-to expert for media outlets.

Growing Bolder will work with select experts to produce compelling editorial content for our entire media platform: TV shows, radio shows, magazines, online network and social media channels.

This content will also be available for unrestricted use by the experts, providing not only widespread media exposure but also a digital content library for use on websites, DVDs, in-office monitors, newsletters, commercials, magazines, etc.

## AREAS OF INTEREST TO GROWING BOLDER AUDIENCES

Consumer Financial Services  
Healthcare  
Elder Law  
Fitness  
Nutrition  
Personal Coaching

Beauty and Fashion  
Technology Expert  
Travel  
Insurance  
Home Improvement  
Cosmetic Dentistry

Cosmetic Surgery  
Automotive  
Housing and Real Estate  
Banking/Mortgages



# EXPERTS PACKAGE: BECOME A MEDIA STAR

## THE GROWING BOLDER MEDIA EXPERTS PACKAGE INCLUDES:



**Video Production: Value: \$4,500**

Growing Bolder will produce three 60-second videos featuring the expert as on-camera talent. Includes talent coaching, script writing, shooting, editing and post-production.

**TV Exposure: Value: \$3,000**

All three GB Expert Minutes will air on the national Growing Bolder TV show.

**Radio Exposure: Value: \$750**

The audio portion of the GB Expert Minutes will air on Growing Bolder Radio on WMFE-FM, Central Florida's NPR station. In addition, all experts will be booked for an 8-minute featured interview on Growing Bolder Radio, which is one of most popular weekend programs in Central Florida. That's 11 total minutes of editorial exposure.

**Magazine Exposure: Value: \$6,000**

A half-page editorial GB Experts column and a half-page ad in three issues of Growing Bolder Magazine plus a full-page editorial feature on the expert written by GB. Plus you will receive 250 copies of all three issues that contain your column and ad.

**Digital Exposure and Social Media Amplification: Value: \$1,500**

GB Experts will be featured across the entire GB digital platform (websites, newsletters, social media channels and online radio network). All GB Experts content can also be used without limitation on your website, newsletters, podcasts, other media outlets, etc. to further differentiate yourself from your competitors by establishing you as the go-to expert in the local media.

**Total Cost of the complete GB Experts Media Package: \$9,750.00 (Total Value: \$15,750)**

Payable as follows: \$5,250.00 up front and \$900/month for the next 5 months.



# GB EXPERTS SUPERSTAR PACKAGE

## THE ULTIMATE IN MEDIA EXPOSURE

The Superstar Package includes everything in the GB Experts Package except the one-page editorial feature is replaced with a 4-page cover story. One of our award-winning journalists will write a 4-page editorial cover story on you and your business with full color photos. You'll be on the cover and inside of every Growing Bolder Magazine printed that month. In addition, you'll receive 1,000 copies of your cover issue and 250 copies of the other three issues that contain your column and ad.



**Total Cost of the GB Experts Superstar Package: \$16,750 (Total Value \$22,750)**  
 Payable as follows: \$5,250 up front and \$2,300/month for the next 5 months.