



## 2026 Media Kit

# About The Active Age

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The Active Age is the Wichita area's only newspaper dedicated to adults 55 and older — and the largest print publication in the state of Kansas. Distributed to households across Sedgwick, Butler, and Harvey counties along with libraries, senior centers and local businesses, the paper connects readers with local news, features and trusted advertisers.

In addition to the monthly special advertising sections in the newspaper, we offer an annual 55+ Resource Guide and a Grandparents Guide to Fun in May. The Active Age also has a growing digital readership through its website, [theactiveage.com](http://theactiveage.com).

The Active Age is a 501 (c)(3) nonprofit organization that has served greater Wichita since 1979. It is an award-winning member of the Kansas Press Association.

## Why Advertise in The Active Age?

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- 41,000 copies mailed directly to loyal subscribers each month, with thousands more distributed to libraries, senior centers
- A deeply engaged 55+ audience who still prefers holding a real newspaper and takes the time to read it.
- Trusted for over four decades, making your message part of a publication that readers rely on and look forward to, every month.
- High retention and long shelf life. Our readers keep their papers and hand or share them and reference them through the month.
- Affordable, targeted advertising that puts your business directly in front of the customer who are most likely to use your services.

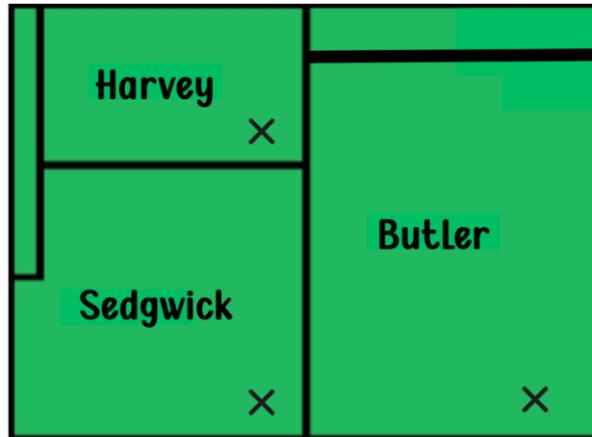
### The Active Age

125 S. West St., Suite 105 – Wichita, KS 67213  
316-942-5385 - Office or

Teresa Schmied -Advertising Director 316-613-3547

## Coverage and Readership

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**X = Coverage Area**

**Our Readership:** The Active Age is mailed to about 41,000 subscribers in Sedgwick, Harvey and Butler counties. Thousands of additional copies are distributed through senior centers, libraries and local businesses.

The Active Age also has a growing digital readership through its website, [theactiveage.com](http://theactiveage.com), with approximately 300 subscribers. This number is growing monthly.

**For more information about special sections:**

**Teresa Schmied** — Advertising Manager  
■ 316-613-3547 | ✉ ■ [Teresa@theactiveage.com](mailto:Teresa@theactiveage.com)

**Dave Gear** — Contract Sales  
■ 316-644-6379 | ✉ ■ [Dave@theactiveage.com](mailto:Dave@theactiveage.com)

# The Active Age

## 2026 Advertising Details

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### *Deadlines*

All artwork is due by the **15th of each month** for the upcoming issue.  
Example: July ad is due June 15. Email ads to  
**Teresa@theactiveage.com** in PNG, JPEG, or PDF format.

### *Payments*

Clients are invoiced monthly on the date of publication.  
Finance charges apply after 30 days at **1.5%**.

### *Cancellations*

Ads scheduled for the next issue **may not be cancelled after the 15th** of the prior month.

### *Postal Regulations*

Statute 1990 restricts non-profit mailing rates for material containing **pricing or rates** for insurance, travel agencies, or credit/debit cards.

### *Contract Agreements*

Contracts must be signed for advertising planned for **6 months or more**.

### *Insert Program*

We offer inserts — see our **Web Ads & Inserts** page for details.  
Minimum cost starts at **\$750**.

### *Ad Design Assistance*

We're happy to help with ad creation.  
When providing logos or images, please send **PDF or PNG** files.

### *Errors & Corrections*

Before publication, The Active Age provides a proof for all typeset or created ads. It is the advertiser's responsibility to review, approve, or request changes. Ads will not be published without written approval.

# The Active Age

## 2026 Web Ad Rates & Inserts

The Active Age website is frequently updated with new issues, archived articles, community news, events, and tips. It's an ideal space for advertisers wanting to reach active adults across Sedgwick, Harvey, and Butler counties.

Ad Type	Size (pixels)	3-Month	6-Month	12-Month
Sidebar Ad	300x600	\$175	\$150	\$125
Banner Ad (Top)	729x90	\$250	\$225	\$200
Feature Ad (Bottom of Articles)	729x90	\$200	\$175	\$150

*Our web ads are a great option to reach readers without blowing your budget!*

### Insert Information

The Active Age can insert your company's pre-printed advertising slick into the newspaper, ensuring guaranteed circulation and visibility under your own branding.

**Distribution:** You may insert into the full 41,000-mailing list or target specific ZIP codes. Inserts are \$75 per 10,000. **Minimum charge: \$750 for quantities under 10,000.**

**Specifications:** Inserts must fit inside the fold i.e. 10.5" x 6.5". The Active Age reserves the right to refuse any insert based on content, size, or postal weight limits.

All preprinted inserts should be delivered to:

#### Valley Print Logistics

160 S. Sheridan, Valley Center, KS 67147

#### Contact for Inserts:

**Teresa Schmied**, Advertising Manager

316-613-3547 | ✉ Teresa@theactiveage.com

# The Active Age

## 2026 Advertising Calendar

Month	Special Sections
January	Money Matters / Financial Planning
February	Law, Life & Legacy* / Long-Term Care
March	Senior Real Estate & Senior Living
April	Health & Wellness / Home Safety
May	Mother's Day / Senior Mental Health / Grandparents Guide
June	Father's Day / Dementia & Memory Care
July	Tech Made Simple*
August	Medicare Made Simple / Pets & Vets
September	Patriot's Day / Medicare Special / Fall Events
October	Peace of Mind Month (EOL + Legal + Legacy)
November	Aging in Place Showcase / Celebrate Our Veterans* / Holiday Events
December	Holiday Cheer & Local Gifts

*\*New Special Sections for 2026*

**For more information about special sections:**

**Teresa Schmied** — Advertising Manager  
 ■ 316-613-3547 | ✉ ■ Teresa@theactiveage.com

**Dave Gear** — Contract Sales  
 ■ 316-644-6379 | ✉ ■ Dave@theactiveage.com



**The Active Age 2026 Print Advertising Rates**  
**Reach 45,000 readers monthly in Sedgwick,  
 Harvey, and Butler counties.**

Ad Size	Dimensions	1x Rate	6x+ Rate	*Color Charge
Business Card	5x2 or 2.25x4	\$200	\$175	+\$50
Third Page	5x3	\$270	\$250	+\$75
Fourth Page	5x4	\$350	\$330	+\$100
Quarter Page	5x6.5	\$535	\$500	+\$150
Half Page	10x6.5 (H) or 5x13 (V)	\$1,000	\$950	+\$200
Full Page	10x13	\$1,600	\$1,450	+\$300
Banner Ad	10x2.25	\$550	\$525	+\$100

**Notes:** - Base rate applies to ads running 1–5 times.  
 6x rate available with signed agreement. -  
 All rates are per month, in black & white **\*Color is extra.**  
**Additional discounts may be available for nonprofits.**

**Contact:**

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