the active age

Educate. Entertain. Empower.

2027 Media Kit

About The Active Age

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.

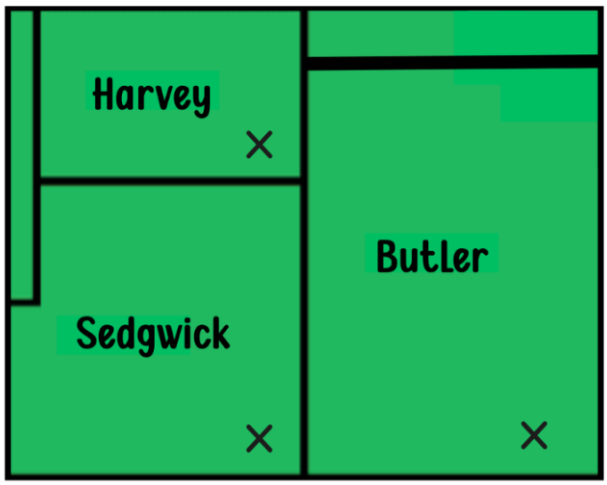
The Active Age is a 501 (c)(3) nonprofit organization that has served greater Wichita since 1979. It is an award-winning member of the Kansas Press Association.

Why Advertise in The Active Age?

- 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



✕ = 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, 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

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

The Active Age
2027 Advertising Details

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.

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www.theactiveage.com

The Active Age
2027 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 40,000-mailing list or target specific ZIP codes. Inserts are $85 per 10,000. **Minimum charge: $800 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
2027 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	Independence Day
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 / Veteran's Day
December	Holiday Cheer & Local Gifts

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