



Amac[®]



MEDIA KIT • 2027



FOR MORE INFORMATION CONTACT:
Gia Ricottone

888-262-2006 ext.1011 | Cell: 516-729-0542 | gricottone@amac.us



10.01.25

WHY AMAC?

AMAC is the fastest-growing membership organization in the country. Since 2007, membership has organically grown to over 2.3 million members nationwide. AMAC members know we are on their side, which is evident in their loyalty to the Brand and to the partners we work with.



The AMAC Experience

With an audience of over 2.3 million (and growing), AMAC members, aged 50+, are a segment of growth and potential for savvy marketers. We call it the AMAC Experience, and it is evident in extraordinary member/consumer engagement and proven by an outstanding, year-over-year, 95% advertiser retention rate.

The AMAC Difference

AMAC members are an elite segment of the 50+ audience. Members are affluent, with above-average HHI, high net worth, and are engaged with AMAC messaging in the magazine and online. "Between now and 2030, the 18-49 segment is expected to grow +12%, while the 50+ segment will expand +34%," Nielsen reports. Businesses make a mistake by thinking only younger generations are their future. Research has found that, contrary to stereotypes, people over 50 are not "set in their ways." They can be won over by brands that reach out to them. Harvard Business Review reports that any companies that tap into this potential stand to gain. In any industry, the first brand to transform its outreach to the 50-plus set could win over millions of consumers — consumers with more money to spend than their children.

The Media Mix

AMAC offers a variety of print and digital initiatives. Cross marketing maximizes visibility and drives response.

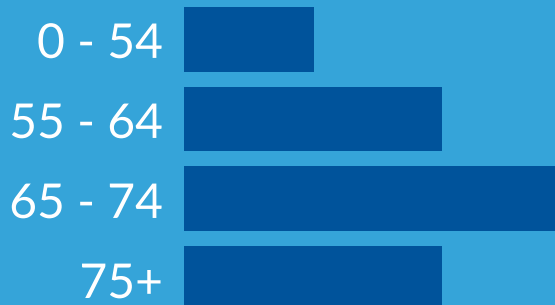


Don't Miss the Opportunity to Reach a Proven Segment of the 50+ Demographic!

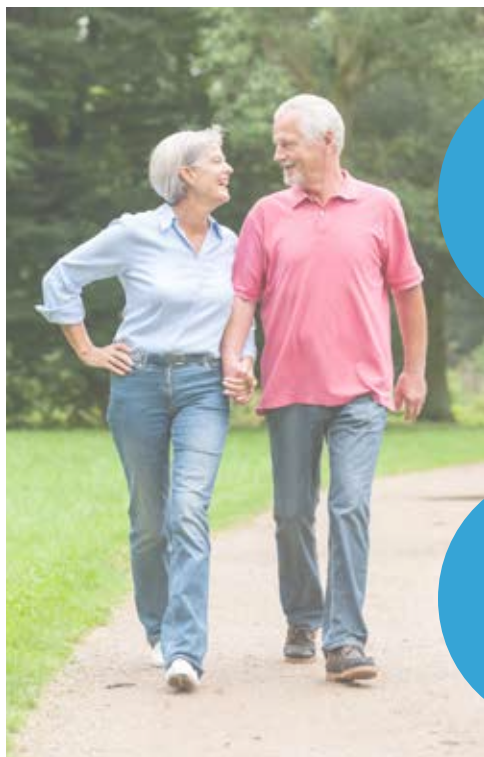
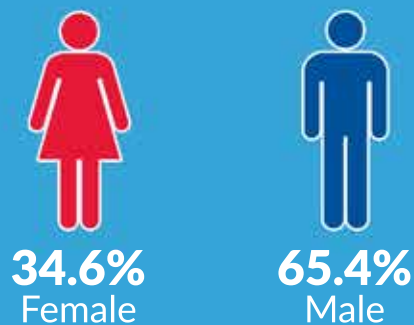
DEMOGRAPHICS

AMAC has established itself as THE alternative to the AARP, making AMAC members the epitome of the 50+ demographic.

Age



Gender



Married

78%

College Grad

66.5%

Income

69%
Over AVG

Retired

27%

Homeowner

87%

Travelers

72%

THE Amac MAGAZINE

The AMAC Magazine is mailed to all AMAC members nationwide. Topics include money, military news, politics, international news, policy, and health care. AMAC boasts over 95% repeat advertisers.



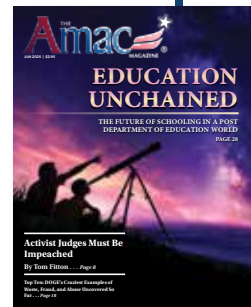
CIRCULATION

About
1.2 MILLION
Households

READERSHIP

Over
3.75 MILLION
Readers

VIEW DIGITAL EDITIONS AT: amac.us/magazine/



PUBLICATION	ORDERS DUE	ADS DUE	IN HOME DATE
February 2027 Volume 21 - Issue 1	12/11/2026	12/18/2026	02/01/2027
April 2027 Volume 21 - Issue 2	02/12/2027	02/19/2027	04/05/2027
June 2027 Volume 21 - Issue 3	04/16/2027	04/23/2027	06/07/2027
August 2027 Volume 21 - Issue 4	06/11/2027	06/18/2027	08/02/2027
October 2027 Volume 21 - Issue 5	08/13/2027	08/20/2027	10/04/2027
December 2027 Volume 21 - Issue 6	10/15/2027	10/22/2027	12/06/2027

AMAC Magazine is a bimonthly subscription

FLAT RATES: PRINT

AMAC's bimonthly magazine is a great advertising opportunity, with over 1.2 million pieces in circulation and an estimated readership of over 3.75 million!

AD TYPE	SIZE	LIST RATE
Full Page OBC	8.375" w x 10.5" h *	\$84,400
Full Page IFC	8.375" w x 10.5" h *	\$74,200
Full Page PG 3	8.375" w x 10.5" h *	\$74,200
Full Page PG 7 / OTC	8.375" w x 10.5" h ***	\$72,000
Full Page	8.375" w x 10.5" h *	\$67,500
Full Spread	16.75" w x 10.5" h **	\$121,500
1/2 Page (Horizontal)	7.63" w x 4.66" h	\$36,900
1/3 Page (Vertical)	2.365" w x 9.13" h	\$22,500
1/3 Page (Horizontal)	7.455" w x 3" h	\$22,500
2/3 Page (Vertical)	4.91" w x 9.13" h	\$45,000
1/6 Page (Vertical) "Insiders Guide"	2.365" w x 4.66" h	\$9,500

PRINT AD SPECS

ALL ADS MUST BE 300 dpi + in CMYK COLOR ONLY.

(Ads in RGB COLOR WILL NOT BE ACCEPTED)

** PREFERRED FORMAT IS **.pdf with settings set to:
(press optimized + all fonts created to outlines or embedded)

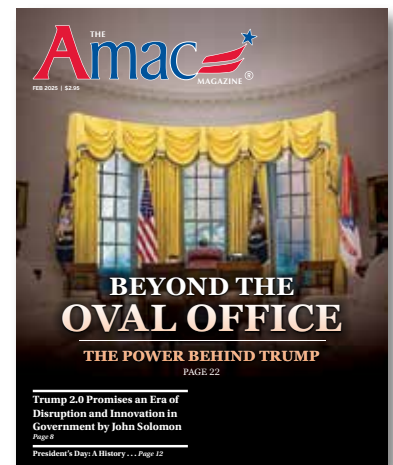
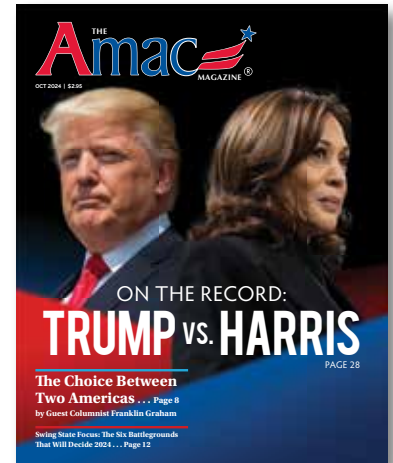
WORD + PUBLISHER FORMATS ARE NOT ACCEPTED

An additional \$1,500 flat rate fee for an A/B split.

* Full Page: Trim size is 8.375"w x 10.5"h; image safe area is 7.625"w x 9.75"h; bleed is 0.125", all full-page ads MUST have bleed.

** Spread: Trim size is 16.75"w x 10.5"h; image safe area is 16"w x 9.75"h; bleed is .125"
PLEASE NOTE: 0.75"w area in the center of the spread should not contain text.

*** OTC: Opposite Table of Contents



MEMBER BENEFIT DIRECTORY

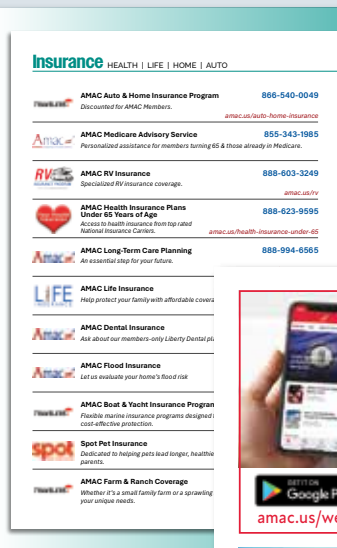
Our Member Benefits Directory is mailed in the new member fulfillment kit, which is sent to all new and renewing members. Averaging 40,000 per month.

BENEFIT GUIDE

AD TYPE	SIZE	LIST RATE
Display ad OBC	5.5" x 8.5"	\$195/cpm*
Display ad Full Page	5.5" x 8.5"	\$75/cpm*
Display ad 1/2 Page	4.89" x 3.79"	\$50/cpm*

NOTE: Benefit Guide Full Page: Trim size is 5.5" x 8.5"; image safe area is 4.25"x7.75"; bleed is 0.2", all full-page ads MUST have bleed.

* cpm = cost per thousand



PRINT AD SPECS

ALL ADS MUST BE 300 dpi + in CMYK COLOR ONLY.
(Ads in RGB COLOR WILL NOT BE ACCEPTED)
PREFERRED FORMAT IS .pdf with settings set to:
(press optimized + all fonts created to outlines or embedded)
WORD + PUBLISHER FORMATS ARE NOT ACCEPTED

FLAT RATES: DIGITAL

In addition to our dedicated email marketing and e-newsletter opportunities, AMAC offers a variety of digital touchpoints to keep your brand at the forefront. Driving traffic to your website and keeping your brand top-of-mind. The following is a list of guidelines for ad submission into any and all AMAC digital media. Each advertisement will be evaluated and is subject to approval.

WEBSITE

AD TYPE	SIZE	LIST RATE
Games Sponsorship Billboard (Must provide all 3 sizes for desktop, tablet & mobile viewing)	1540 x 270px 900 x 130px 540 x 100px	\$1000 / week
Games Pop-Up	362 x 362px	\$300 / week
Poll Leaderboard	520 x 80px	\$600 / week

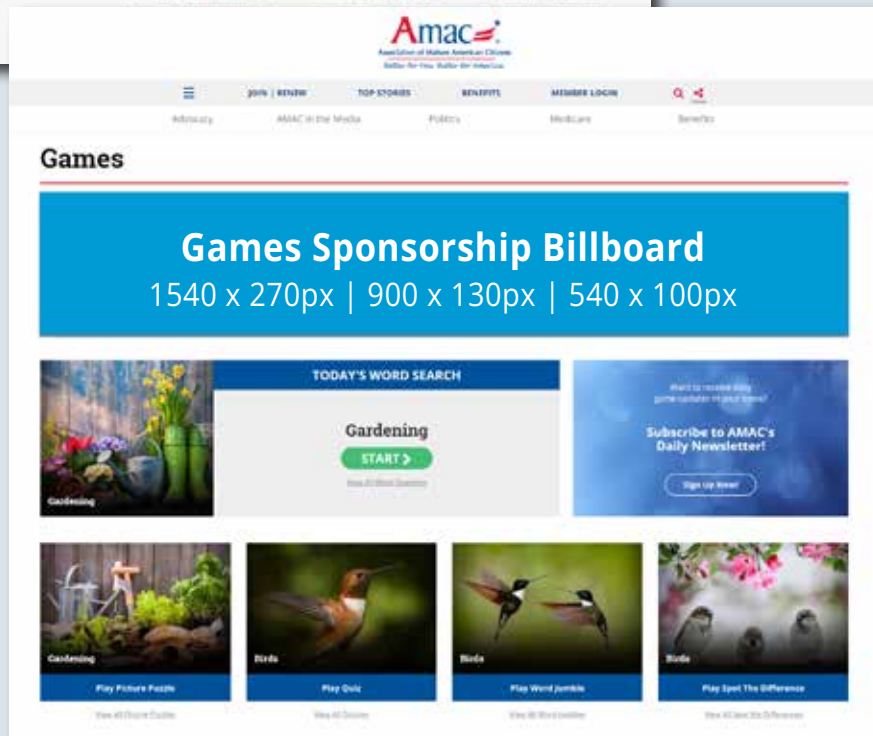
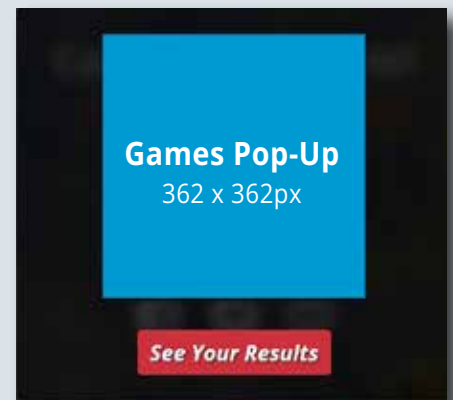
EMAIL

AD TYPE	SIZE	LIST RATE
Saturday Newsletter Sponsorship (Includes Newsletter Leaderboard and one Featured Article with ads linking to your site)	520 x 80px 500 x 300px	\$5.00/cpm*
Newsletter Super Saver	160 x 80px	\$500/issue
Newsletter Leaderboard	520 x 80px	\$2.50/cpm*
Newsletter Banner Ad	200 x 200px	\$500/issue
Dedicated Email	Custom	\$50/cpm*
Daily Newsletter Leaderboard	520 x 80px	\$300/per send
Daily Newsletter Banner Ad	200 x 200px	\$200/per send
Wednesday Benefit Series Tile	145 x 180px	\$500/per send

*cost per thousand

WEBSITE

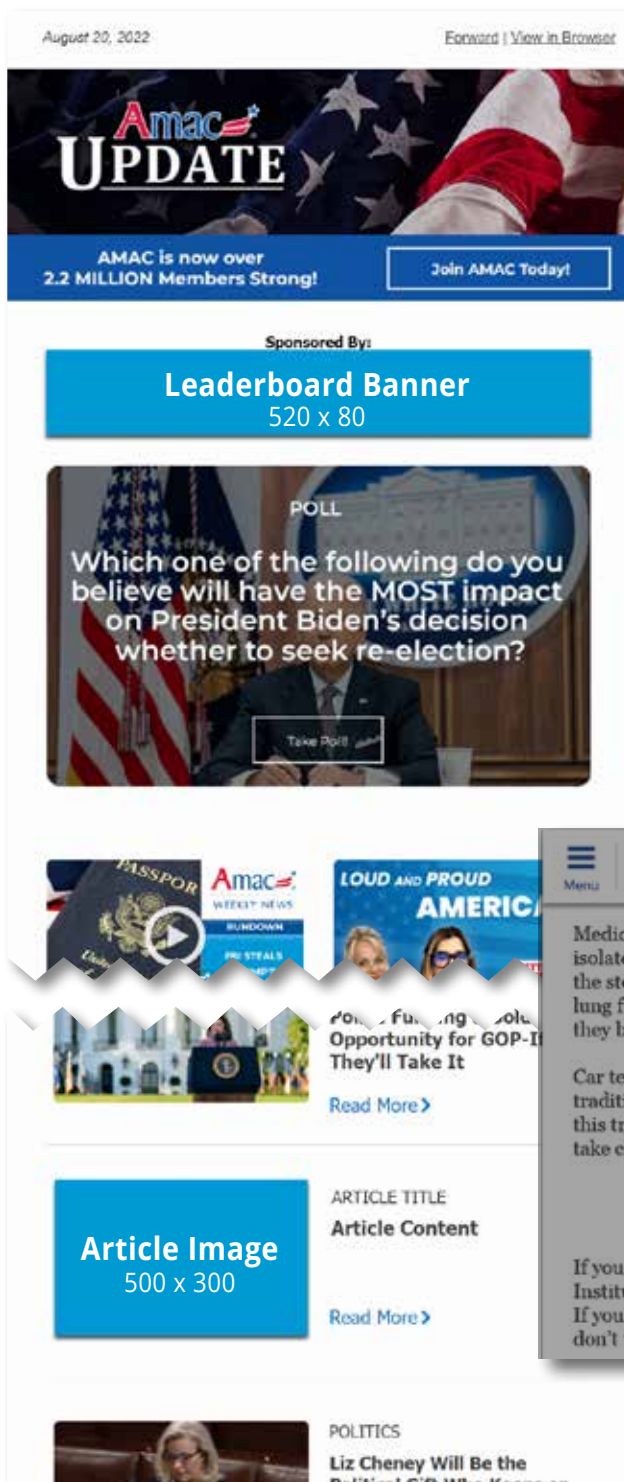
The AMAC website is our member HUB. Members frequently come for the news of the day, fresh content, AMAC initiatives, pertinent information concerning health and finance, and the member benefits center, which are among the frequently visited pages. The AMAC website averages about 2.3 million page views each month.



520 x 80px

NEWSLETTER SPONSORSHIP

Our Weekly Newsletter, The AMAC Update, is a significant means of communication with members. This popular format is in high demand amongst advertisers - reaching over 1.3 million members on a weekly basis.



Includes:

- Leaderboard Banner
- Article Banner
- Newsletter Article
(Aprox. 600 words)

Cost = \$5.00/cpm

UNIQUE CONTACTS

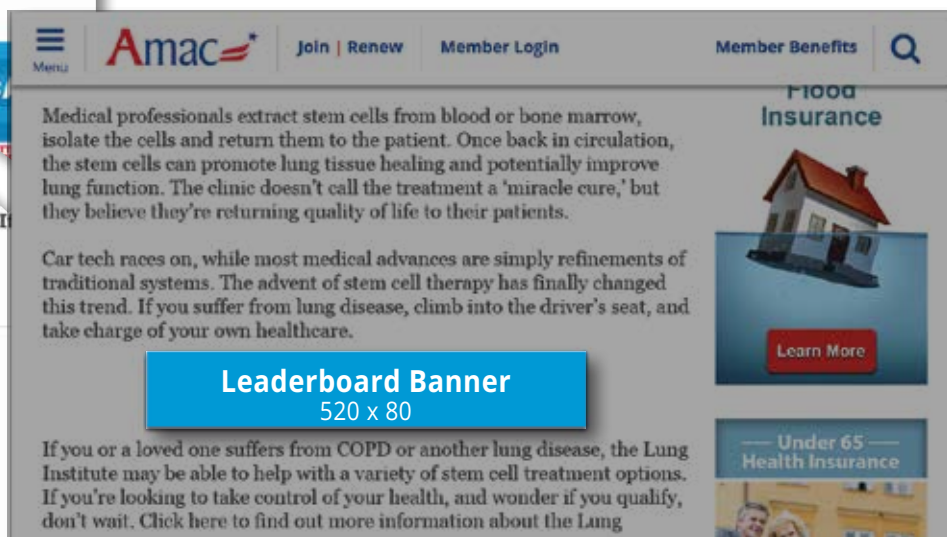
**1.3
MILLION**

AVG. OPEN RATE

32%

AVG. CLICK RATE

7%



RELEASED EVERY SATURDAY | 7:00 AM (EST)

DEDICATED EMAIL

Speak directly to the AMAC member by sending a dedicated email to the AMAC list. This email will be a promotion of only your product and nothing else. This is the most direct way to digitally communicate with the AMAC member.

Includes:

- Subject Line
- Images & Branding*
- Copy / Content**
- Website Links
- Phone Number
(if applicable)

Cost = \$50/cpm

UNIQUE CONTACTS
1.3
MILLION

AVG. OPEN RATE
33-35%

AVG. CLICK RATE
1-2%

* When providing images and assets, high quality, high-res images are preferred. (The displayed “max-width” is for the final presentation)

** All AMAC emails are built into a standing HTML template. Some alterations may be required to suit.



AD POLICY

The following is a list of guidelines for ad submissions into any and all AMAC media. Each advertisement will be individually evaluated and is subject to approval.

- All advertisements must comply with the letter of the law and government regulations and to the standards of the Association of Mature American Citizens (AMAC).
- Company Financials: Company must be sound and in good credit standing.
- Company must maintain an excellent customer service history.
- Advertisers may not use the AMAC logo or URL without prior written permission.

Acceptable Advertisements

The following ad categories will require in-depth evaluation and may be asked to provide additional information:

- All Insurance products
- Financial investments/products
- Business opportunities
- Pharmaceuticals
- Holistic and vitamin supplements

Unacceptable Advertising Subject Matter

- Political ads
- Ads with sexual content
- Claim to Cure: AMAC will not publish ads that claim to cure without scientific data substantiating such claims.
- Personal ads

Terms and Conditions

- Liability for errors in advertisements shall not exceed the cost of the space occupied by the error.
- We reserve the right to insert the word "advertisement" in all ads which may be mistaken for news articles.
- Every effort will be made to meet ad placement requests. Failure to meet these requests will not be cause for adjustments, refund or rerun.
- Set up charges on each ad is free, up to 1 hour. Each additional hour of production time will be charged at \$150 per hour.
- Advertisers shall notify us of any error in time for correction before insertion or ad will be considered acceptable.

All advertising accepted by AMAC is subject to approval.

We shall have the right to revise or reject, in whole or in part, any advertisement.