



# AGNITUS *Life*

BRINGING EXCITEMENT & EXCELLENCE TO LIFE OVER 60



# MEDIA KIT

**Agnituslife.com, LLC**

**Asheville, NC**

**agnituslife.com**

**[advertising@agnituslife.com](mailto:advertising@agnituslife.com)**

# **AGNITUSLIFE.COM... NOT THE SAME OLD SENIOR WEBSITE!**

## **OUR MISSION...**

Agnituslife.com is designed to appeal to active and affluent mature adults whose interests are broad and tastes more refined. Our readers are accomplished and wealthy, and strive to use their time and money to continue to expand their horizons and grow as individuals.

Agnituslife.com provides the resources to meet the intellectual, creative, and emotional needs of sophisticated adults. We are committed to the idea that the mature years are the prime of life and we offer endless possibilities to learn, to grow, and to pursue future passions and goals.

We've crafted an editorial mix that reflects the lifestyles of these consumers, with a writing style that is trendy and edgy. We cover travel, but our focus is on luxury and off the beaten path. We feature provocative videos and interviews with noted personalities and on-line learning sessions. Several of our portals will be inter-active allowing for streaming content and real time commentary.



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## **WHY ADVERTISE WITH AGNITUS LIFE?**

*AGNITUSLIFE is an excellent way to reach mature adults with high discretionary income, a segment that is notoriously difficult to reach.*

## **AGNITUSLIFE IS UNIQUE**

*Our content addresses the specific interests and needs of the active and affluent consumer. There's no other website that takes a life-enhancing approach for people who still have a zest for living and the financial wherewithal to make things happen.*

## **AGNITUSLIFE HAS STAYING POWER**

*We are a resource to our readers. Our content is updated daily with provocative articles that keep our readers coming back.*

## **WE ARE CREDIBLE**

*Our readers trust us, and trust the products and services we advertise.*

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# AGNITUSLIFE BY THE NUMBERS

## OUR READERS...

- Top 1% of U.S. income households
- Own 77% of all financial assets and have more disposable income than any other age group.
- Travel 3+ times per year and account for more than 80% of luxury travel spending.
- Purchase 41% of new cars and 40% own a premium vehicle.
- Dominate virtually all CPG and luxury categories
- Dine at restaurants more than three times a week.
- Mature upscale women spend over \$21 billion on clothing and accessories annually.
- Not done yet -- self-confident, active, independent-minded, open to new experiences, and have accomplishments ahead of them.
- More than 70% go on-line every day and spend more shopping on-line.

## Traffic

<b>New Visitors per Day</b>	<b>125</b>
<b>Total Monthly Visitors</b>	<b>900</b>
<b>Subscribers</b>	<b>395</b>
<b>Average Pages per visit</b>	<b>4</b>
<b>Editorial Contributors</b>	<b>28</b>



# ADVERTISING RATES

AD SIZE	DIMENSIONS	LOOPS	MONTHLY RATE
Leaderboard/Billboard	728 x 90	3	\$400
Lower Leaderboard	728 x 60	3	\$290
Medium Rectangle	300 x 250	3	\$290
Skyscraper	160 x 600	3	\$310

To discuss additional advertising options, contact Doug Russell at [doug@agnituslife.com](mailto:doug@agnituslife.com)  
 For general inquiries, contact [advertising@agnituslife.com](mailto:advertising@agnituslife.com)

# DIGITAL REQUIREMENTS

- Files will be accepted on the following media: CD-ROM, DVD or Email.
- Material submitted on disk may be in either PC or Mac format.
- File formats accepted are: Adobe Illustrator, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS, GIF, JPG, PNG

# GENERAL INFORMATION

**Materials produced by Publisher:** At the advertiser's request, agnituslife.com will produce mechanicals. Cost will vary according to ad size, color and complexity. Contact us for further details and rates:

- Email: [advertising@agnituslife.com](mailto:advertising@agnituslife.com)

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Questions and Issues:** Please submit all questions regarding digital requirements and ad specifications via email to [advertising@agnituslife.com](mailto:advertising@agnituslife.com)

# Contacts

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