



100 and Beyond

# HOW TO LIVE BEYOND 100

## SPECIAL EDITION



In this special edition, leading wellness authority Longevity, will unpack in long feature, specialist articles everything a reader needs to know about living longer, while maintaining good health.

Longevity has been publishing since 1992 in print and since 2008 in digital and print format. Our website and social media platforms reach a local and global premium audience of + 100 000 monthly.

## **We are living longer - but are we maintaining good health?**

Is it your genes, regular exercise, what you eat, your thoughts, or those good naps you take? What is the secret to growing old in good health?

A 35-year-old man only has a 1.5% chance of dying in the next ten years. But the same man at 75 has a 45% chance of dying before he reaches 85. Clearly, aging is bad for our health.

On the bright side, we have made unprecedented progress in understanding the fundamental mechanisms that control aging and late-life disease. In this special edition of Longevity, we ask local and global experts, review the latest research and unpack the innovation in health tech, including Artificial Intelligence and Augmented Reality driven solutions. All of which are working to help you live beyond 100.

## **Living long, but also living strong while keeping illnesses of old age from slowing you down.**

According to the World Health Organization (WHO), more people are living longer and every country is showing an increase in the number and proportion of older people in its population.

Most people are now expected to live into their sixties and beyond. In fact, the number of people aged 80 years or older is expected to triple between 2020 and 2050, reaching 426 million.

This trend is especially pronounced in developing countries and raises many important questions around providing healthcare to aging populations and sustaining the costs of this care.

People all over the world are living longer.

- A 2022 estimate by the United Nations said there were 593,000 centenarians around the world.
- In Okinawa, situated in the Pacific Ocean about 400 miles from the Japanese mainland, there is a “Blue Zone” of longevity. With approximately 68 per 100,000 Okinawans living to become centenarians – or celebrating their 100th birthday – researchers have long been fascinated by how this place keeps people so healthy.
- The Pew Research Center projects that there will be 3.7 million centenarians in 2050.



- A 2021 World Economic Forum reported that the highest rate of centenarians was in Japan, where 0.06% of the population was aged 100 or older.
- In South Africa the number of people who have lived to see 100 has increased exponentially over time - from 545 in 2000, to 1317 in 2010 and up to 3797 in 2021 (a 188% change from 2010 to 2021).

As people live longer it becomes increasingly important that extended life span is paralleled by extended health span (years of healthy living).

Data from the World Health Organisation shows that while life expectancy has increased by more than six years from 2000 to 2019 from 66.8 to 73.4 years, healthy life expectancy (or HALE) has increased by 5.4 years (from 58.3 to 63.7).

## **More simply put, HALE is not keeping pace with the increase in life expectancy.**

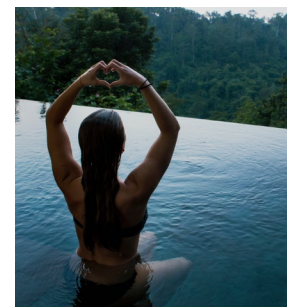
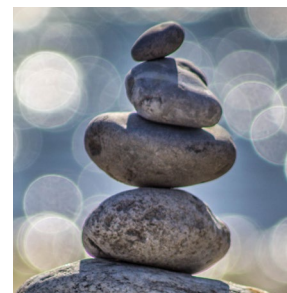
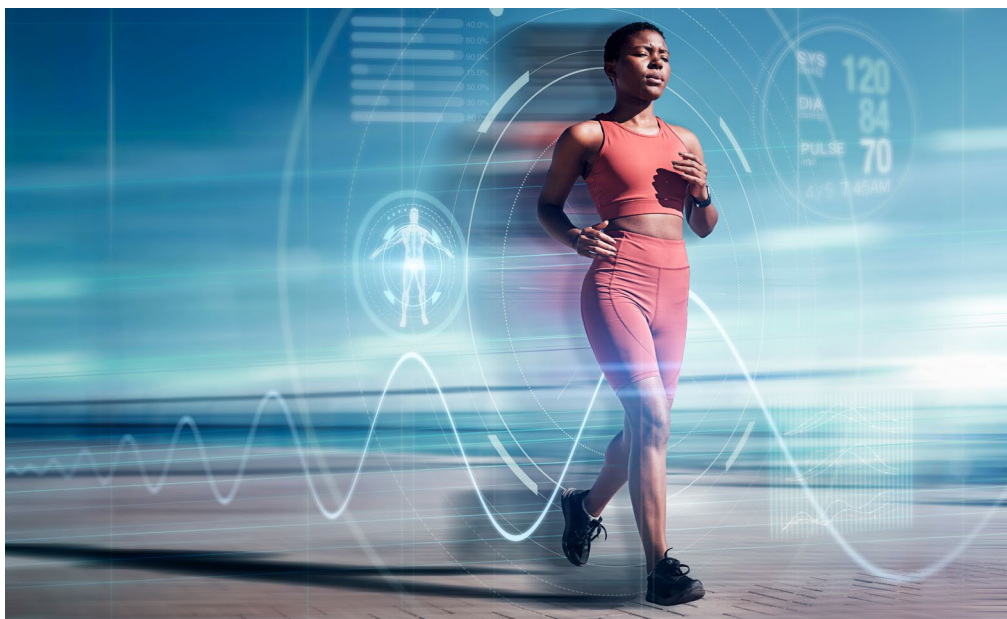
These insights suggest our additional years of life are characterised by ill health, diminished quality of life and associated heightened healthcare costs.

Now scientists are looking for ways we can age better, free of diseases that make our lives, as we age, a less scary time.

In this edition our editorial will be focussed on healthy life expectancy.

## **Our goal?**

To help readers understand how to plan and navigate the road to longevity and a healthier life expectancy. Offer advertisers a unique credible editorial environment to promote relevant products and services that will enable better health outcomes.



## SOME OF OUR KEY EDITORIAL THEMES INCLUDE BUT ARE NOT LIMITED TO:

- A showcase how technology is integrated into everyday life to improve convenience, productivity, and overall well-being.
- Smart home devices, wearable tech, health and fitness gadgets.
- Exercise and AI: How Tech Keeps You Fit
- Eating for Longevity.
- The link between Sleep and Longevity.
- Wellness at Work - the role of the company to ensure health and wellness advancement.
- *Your Pet Can Live Long Too!* Everything you need to know about keeping your pets healthy.
- Travel for Longevity - we look at the best retreats, surgery safaris, longevity hospitals to support your health.
- The Future of Beauty - Everything you need to know and do about looking good while you age. The A - Z guide to ensuring you keep looking youthful as you age.
- The Top 10 Longevity Trends If You Want to Bio-hack your Health.
- Can you afford to live longer. The financial costs of living beyond 100 (from birth to death).

These are just some of our themes. A detailed breakdown is available on request.



## Where Do We Sell Our Copies

Longevity has been publishing in print for 36 years the US and South Africa - The brand is available globally - online through [www.longevitylive.com](http://www.longevitylive.com) and in digizine format on the newsstand Zinio with global distribution.

Our magazine retails for R82.00 and copy sales for the past three years on our special editions deliver a premium audience. Our readership has held steady for the past five editions at x 3 readers per issue which results in a range of 48 000 - 55 000 readership (as tracked over decades of independently measured AMPS data sets).

Our print edition is distributed by On the Dot and is sold in South Africa through high end retailers and bookstores. Our main distribution is through, Woolworths, Spar, Exclusive Books, Pick n Pay, and selected garage shops. The areas of distribution are based on the premium target audience and our main sales information data is available on request.

## Why Advertise

Longevity offers a unique opportunity to reach premium customers who are interested in their wellness, inside and out. Our format is printed on the highest quality paper in the market. 90 gsm with a cover of 230 gsm ensuring a long shelf life.

Our readers command a quality read. They are highly educated and represent the upper end of readership of media. Are both female (65%) and male (35%). The average income of readers has been measured by independent research over two decades and represent the top earners.

Our magazine has longevity. Not only has it been in business for over three decades publishing credible content, with global and local contributors, it also has a long shelf life. Readers hold onto their copies. Hence why we invest in the best quality paper and printing. Independent research and anecdotal information confirms that these print editions have a shelf life of several years. We even have one reader who has every copy since we launched. Given our evergreen content approach - the content is still relevant years on - Also our content lives eternally on the world wide web.

## Longevity will publish high-quality format

Monthly digital reach:  
125 000  
(average 10.2022 - 10.2023)

Monthly social media reach across properties  
78 000  
average 10.2022 - 10.2023



Print Readership  
48 000 - 55 000

The book will also be available digitally  
[www.longevitylive.com](http://www.longevitylive.com)

ISSUE	EDITORIAL DEADLINE	ADVERTORIAL DEADLINE	PRINT + DIGITAL DEADLINE**	MATERIAL DEADLINE	ON SHELF
<b>SPECIAL EDITION: 100 AND BEYOND*</b>	26.02.2024	11.02.2024	20.03.2024	02.04.2024	22.04.2024

\*Dates are subject to change

\*\*Ad deadline and all digital campaigns linked to print edition  
Any production or sampling will be required two weeks before the advertising material deadline.

**RATES:**

ALL PRICES ARE QUOTED EXCLUDING VAT AND AGENCY COMMISSION

PRINT	
Full-page advertisement (FP)	R19, 200.00
Double-page spread (DPS)	R38, 400.00
Half page vertical or horizontal	R9, 600

Engage with us directly for any other options, special promotions, such as inserts and sampling, or any other ideas you would like to explore that are out of the ordinary.

Special Positions carry a 20% Loading Fee

DIGITAL	
Newsletter Sponsorship (16 200 reach)	R15 000 Monthly (One a Week)
Web Banners**	R270 per impression see sizes below
Longevity compiles native content/digital	Cost is R4 500 per post with a minimum of two links and social media support.
Video interviews. Q&A format.	Quoted on request, dependent on number and topic, and interview. Basic Q&A package is R6 500 for a 10-minute video interview, curated, produced and loaded online. Supplied video can be discussed as part of a native content package.

If you need a post written, we will provide a writer and you will be quoted as per the above advertorial rates.

#WellnessWednesday	You can join our #WellnessWednesday as a special guest to discuss your product and service and how it improves health and wellbeing. Or your company may be featured on The Business of Health, which is a digital programme that discusses the story behind the health success. <i>Price on request.</i>
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SOCIAL DISPLAY	
Social Media Posts	Facebook, Instagram and Twitter - R200 per post
Social Video Display	Per post: R250
Display Advertising	CPM rates - subject to available impressions

All prices exclude VAT.

BRANDED CONTENT	
PACKAGE	Digital x 1 Boosted sponsored Facebook post x 1 Sponsored Tweet x 1 Newsletter sponsored blurb x 1 Banner adverts - 100% Share of voice  <b>Total cost :R20 500 (excl VAT)</b>

CONTENT MARKETING PACKAGES	
* Banners and background branding are available on request	

**WE CAN'T WAIT TO HEAR FROM YOU**

**Please contact:  
Barbara Spence**

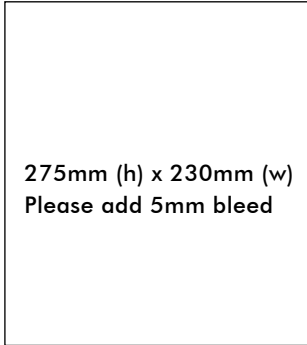
**Avenue Advertising  
Tel: +27 11 463 7940  
Email: barbara@avenue.co.za**

**Editorial queries:  
Please contact the Publishing Editor of Longevity:  
gisele@longevitylive.com**

\*\*Banner rates are quoted as CPM

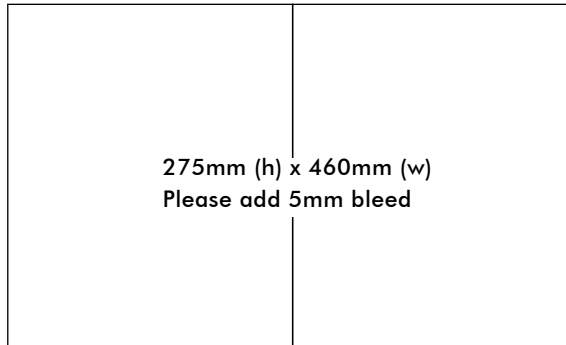
## PRINT ADVERTISEMENT CREATIVE SPECIFICATIONS

### BOOK SIZE



**SINGLE-PAGE ADVERTISEMENT**

TRIM: 275mm (h) x 230mm (w)  
BLEED: 5mm



**DOUBLE-PAGE ADVERTISEMENT**

TRIM: 275mm (h) x 460mm (w)  
BLEED: 5mm

**FILE FORMATS:**

- **File type:** PDF (PDF/X-1a format) with all fonts and high-resolution images embedded

**Color space:** Process CMYK (no spot colours or RGB)

**Resolution:** 300 DPI

**Marks:** Include trim and bleed marks

### DIGITAL MATERIAL REQUIREMENTS

**Formats:** Longevity accepts digital ads in the following formats, sent via websend or wetransfer:

**PDF:** Press-optimised PDFs including all elements, eg high-resolution images (minimum 300 dpi) and all fonts embedded. The PDF should be preflighted and verified prior to transmission.

**EPS:** Fonts and high-resolution images embedded.

**Proofs:** A high-colour proof is essential; colour/laser inkjet printouts are not sufficient. Longevity will not be held responsible for variations in the final printed colour.

**Colour:** Longevity is not responsible for colour discrepancies that might occur when images are converted from RGB to CMYK.

**Furniture:** Remove all furniture (ie coloured bars, exposure bars and registration marks). Crop marks can be added, but only if absolutely necessary.

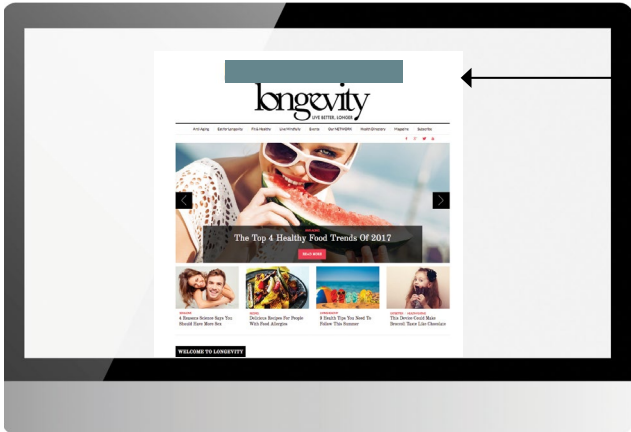
### MAIN BOOK MATERIAL SPECIFICATIONS

FORMAT	TRIM	WITH BLEED	TYPE
DPS	275mm x 460mm	285mm x 470mm	245mm x 430mm
Full page	275mm x 230mm	285mm x 240mm	245mm x 200mm
½ page horizontal	137mm x 230mm	147mm x 240mm	107mm x 200mm



## DIGITAL INFORMATION KIT

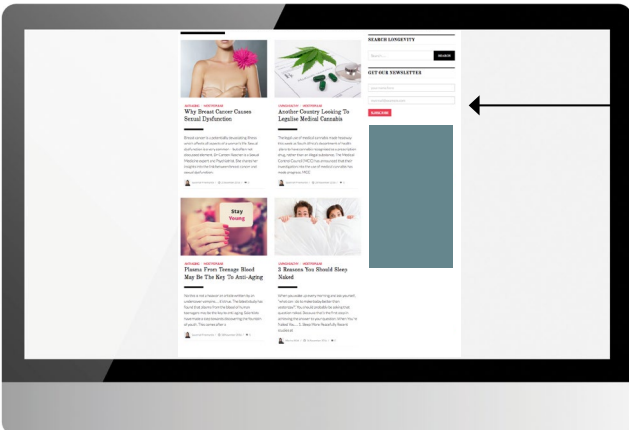
### ONLINE ADVERTISEMENT CREATIVE SPECIFICATIONS



#### LEADERBOARD ADVERTISING:

Positioned at the top of the *Longevity* website, this is prime real estate for your brand message.

Size: 728 x 90 pixels



#### SKYSCRAPER ADVERTISING

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

Size: 300 x 600 pixels



#### SIDE BANNER

Positioned on the right-hand side of our website, this placement ensures that your ad sits side-by-side with editorial content.

Size: 300 x 250 pixels



#### HOMEPAGE TAKEOVER

Leaderboard (728 x 90)  
+ Side banner (300 x 250)  
+ Side banner (300 x 600)



## TERMS AND CONDITIONS

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- 1 All copy for advertisements / advertorials is subject to the approval of the publisher, who also reserves the right to decline or cancel any advertisements / advertorials or series of advertisements / advertorials.
- 2 No responsibility will be accepted by the publishers for loss arising from typographical or other errors. The publisher's responsibility is limited to industry standard scanning and printing quality. No responsibility is taken for picture selection, enhancement or layout. The publisher is not responsible for any apparent discrepancy in this regard and clients are not exempt from liability for the full insertion price reflected on orders and or copy instructions, should an error have occurred.
- 3 It is a client's responsibility to supply material suitable for space bookings by the publisher's copy deadlines. If copy is not forthcoming, the publisher has the right to make up copy for space booked. Furthermore, the cost of making up the material will be debited to the client.
- 4 The publisher accepts no responsibility for incorrect material supplied. All litho material supplied is assumed to be correctly sized, marked and appropriate in screen.
- 5 The proprietors and publisher shall not be liable for any loss occasioned by the failure of an advertisement to appear on any special day, or at all, for any cause whatsoever.
- 6 The publisher will use their best endeavours to place the advertisement correctly under this agreement, but will not be liable for any loss of profits or damages suffered by the client as a result of their failure to do so and the account rendered in any respect. The publisher shall be exempt from any liability arising from force majeure or where performance of their obligations is prevented by circumstances outside their control.
- 7 While an enquiry service number may be supplied, this in no way forms part of the contract. The publisher is not responsible for an omission of an enquiry number nor the failure to supply the client with enquiries. The client may not, in any way, hold back payment or part thereof should the enquiry number service, for whatever reason, not be supplied.
- 8 Whilst every effort will be made to place advertisements / advertorials / insertions in requested positions, no guarantees can be given. The placement of advertisements / advertorials / insertions is at the sole discretion of the editor. A guarantee of position is subject to a 10% (ten percent) surcharge being paid by the client, otherwise no guarantee will be given.
- 9 No cancellation of space can be accepted less than (1) one month before publication date. Verbal cancellation will not be valid, only a written cancellation confirmed by the publisher will serve as notice.
- 10 Series rate quoted apply only to firm orders and insertions must be taken up within a (12) twelve month period unless otherwise arranged. Where the number of insertions taken does not justify the series rate, a surcharge will be made.
- 11 All production costs will be for the account of the client as per the publisher's client service rates. This includes all photography and layout expenses.
- 12 Payment is required within 30 (thirty) days of date of invoice and the publisher reserves the right to suspend services if payment is not received within 60 (sixty) days. This action by the publisher will not constitute a breach of agreement. The insertion charge is excluding Value Added Tax, and is, unless specified to the contrary, exclusive of production costs.
- 13 Nothing herein contained shall be interpreted as obliging the publisher to afford the client any indulgence to effect payment after due date.
- 14 All overdue accounts will bear interest at the rate of 2% (two percent) per month, the interest to be capitalised monthly. All accounts which are in arrears will be handed to a professional debt collection agency and all legal cost incurred, inclusive of a debt collection commission of 20% (twenty percent), will be for the account of the client, and by placing his / her signature on the order form, the client agrees to his account being debited with such costs.
- 15 In the event of the publisher instructing its attorneys to collect any amounts, all legal fees and collection charges and tracing agents' fees as between attorney and client shall be borne by the client.
- 16 Once an account has been handed over for collection, all payments made shall firstly be allocated towards such collection/tracing fees and charges, thereafter to interest and finally to capital.
- 17 A certificate under the hand of any director, manager or accountant of the publisher whose valid appointment need not be approved by the publisher, in respect of any indebtedness of the client to the publisher or in respect of any other fact, including but without limiting the generality of the foregoing, the fact that professional publishing services were rendered, shall be prima facie evidence of the client's indebtedness to the publisher and prima facie evidence of such other fact and prima facie evidence of the services rendered, for inter alia the purpose of summary judgement.
- 18 In all cases where the client uses the postal service or any other service to effect payment, such service shall be deemed to be the agent of the client.
- 19 Where a client is a company, close corporation, partnership or other legal entity, whether or not the liabilities of the entity exceed the assets either at the time of entering the agreement or on publication, the authorising individual does hereby bind himself/herself as coprincipal debtor, in solidum, for the due and punctual payment of all amounts and sums of money which may now or at any time hereafter be or become due as a result of this contract with the publisher, irrespective of any changes which may now or in the future take place in the nexus between client and the authorising individual.
- 20 The authorising individual hereby expressly renounces the benefits of division, excussion and cession of action as well as the benefits of the legal exceptions non causa debiti, de duobus vel pluribus reis debendi, non numeratae pecunia, errore calculi, no value received and revision of accounts and declares that he/she is fully acquainted with the meaning, legal effect and consequences of these renunciations.
- 21 The client does hereby irrevocably and in rem suam cede, pledge, assign, transfer and make over unto and in favour of the publisher all of its right, title, interest, claim and demand in and to all claims/debts/book debts of whatsoever nature and description and howsoever arising which the client may now or at any time hereafter have against all and any persons, companies, corporations, firms, partnerships, associations, syndicates and other legal personae whosoever without exception as a continuing covering security for the due payment of every sum of money which may now be due or at any time hereafter be or become owing by the client to the publisher from whatsoever cause or obligation howsoever arising which the client may be or become bound to perform in favour of the publisher.
- 22 Should it transpire that the client at any time entered into prior deeds of cession or otherwise disposed of any of the right, title and interest in and to any of the debts which will from time to time be subject to this cession, then this cession shall operate as a cession of all the client's reversionary rights. Notwithstanding the terms of the foregoing cession, the client shall be entitled to institute action against any of its debtors provided that all sums of money which the client collects from its debtors shall be collected on the publisher's behalf and provided further that the publisher shall at any time be entitled to terminate the client's right to collect such monies/debts.
- 23 By placing his/her signature in the face hereof the client agrees to the terms and conditions as set out above, agrees that this order constitutes a valid contract with the publisher and certifies that the information given herein by him to the representative of the publisher is true and correct.
- 24 Ownership in all material handed to the publisher and subsequently published shall remain vested in the publisher until the full publishing price in respect thereof has been paid, in the event of a breach of contract by the client after material was handed back to him, the publisher shall be entitled, forthwith, to take possession of the material without prejudice to any further rights vested in it and is hereby irrevocably authorised to enter upon the client's premises to take delivery of such material without Court order. Where material was published and not claimed by the client within a period of 12 (twelve) months from date of publication, such material may be destroyed at the discretion of the publisher without prior notice to the client.
- 25 This agreement is governed by South African Law and is subject to the jurisdiction of the South African courts. The publisher is allowed to institute legal proceedings for the recovery of any amount owing hereunder in the Magistrate's Court of any district which by virtue of Section 28 of the Magistrate's Court Act has jurisdiction over the client, but this does not preclude the publishers at their own discretion from instituting legal proceedings in the Supreme Court of South Africa which has jurisdiction over the client.
- 26 The client chooses as his domicilium citandi et executandi the physical address contained herein for the purpose of giving or sending any notices provided for or required hereunder, or such other address as may be substituted by written notice given thereof.
- 27 All terms and conditions relating to the services are set out herein. All other terms and conditions are excluded unless agreed to in writing by the publisher and no other conditions, warranties or representations, whether oral or written, express or implied by statute or otherwise, shall apply hereto.
- 28 No concession, latitude or indulgence allowed by the publisher to the client shall be construed as a waiver or abandonment of any of its rights hereunder.
- 29 Each of the terms herein, excluding liability on the part of the publisher, shall be a separate and divisible term and if any such term becomes unenforceable for any reason whatsoever, that term shall be severable and shall not affect the validity of the other terms.