



CHOICES FOR FIFTY PLUS

is the premier bi-monthly lifestyle and resource publication serving active adults and seniors across Dubuque and the Tri-State area. Published six times a year, **CHOICES** reaches an engaged mature audience through direct mail subscriptions and high-traffic distribution across more than 60 regional locations.

EACH ISSUE

delivers vital, locally relevant content—covering healthcare, retirement living, financial planning, and vibrant community features. With every edition available in both print and digital formats, your message gains maximum exposure across platforms.

UNMATCHED IN PRODUCTION QUALITY AND EDITORIAL EXCELLENCE,

CHOICES For Fifty Plus offers advertisers a sophisticated, high-image environment designed to elevate your brand and connect you directly with the region's most affluent demographic.

ADVERTISING RATES

All rates are per issue and include color

	1 Issue	3 Issues	6 Issues	Dimensions
Two Page Spread	\$1,329	\$1,177	\$1,025	12.875" x 7.5"
Full Page	\$730	\$646	\$562	6" x 8.85"
Half Page	\$389	\$348	\$299	6" x 4.5"
Third Page	\$354	\$305	\$268	4" x 4"
Quarter Page	\$268	\$237	\$205	3" x 4.57"
Business Card	\$80	\$70	\$60	3" x 1.88"

Premium Positions

Centerfold Spread	\$1,461	\$1,292	\$1,124	12.875" x 7.5"
Inside Front Cover	\$746	\$683	\$620	7.15" x 10.35"
Inside Back Cover	\$704	\$646	\$589	7.15" x 10.35"
Back Cover	\$814	\$746	\$677	7.15" x 10.35"

CHOICES FOR FIFTY PLUS 2026 PUBLISHING SCHEDULE

Issue Date	Editorial Deadline	Advertising & Artwork Deadline
February	11-30-2026	12-14-2026
April	2-10-2027	2-24-2027
June	4-7-2027	4-21-2027
August	6-8-2027	6-22-2027
October	8-10-2027	8-24-2027
December	10-13-2027	10-26-2027

CHOICES For Fifty Plus is published by:

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CUSTOM DIGITAL ADVERTISING PROGRAMS

While you may know *CHOICES For Fifty Plus* as Dubuque's #1 Magazine for people that are 50 and older, we also build custom, hyper-local digital advertising packages specifically designed for small businesses. We can target your exact audience by specific zip codes using the precise digital channels they use every day:

- **Google Search Ads:** Get found at the exact moment customers search for your services.
- **Social Media:** Targeted ads served directly on Facebook and Instagram feeds.
- **Web & Mobile Banners:** Display ads featured on high-quality websites and mobile apps.
- **Video & Native Ads:** Engaging pre-roll videos and seamless articles that capture attention.
- **No Long-Term Contracts:** Programs start at only one month with no long term contracts.

For more information call 563.557.7571 or email Robin@JuliensJournal.com.

