

Positive Aging 2025–2026

Positive Aging 2025–2026, Directory of Programs and Services is the guide for older adults living in Nova Scotia, published by the Nova Scotia Department of Seniors. As a source of information on programs, products, and services available for older Nova Scotians and their families, *Positive Aging* makes the process of

finding information as easy as possible. The provincewide listings help older adults locate information on a broad range of subjects including starting a business, volunteer opportunities, retirement living, housing, nursing and health care, healthy and active living, advocacy, and more.



Positive Aging is distributed in communities across Nova Scotia and available at the following locations:

- Pharmacies
- Public libraries
- Access Nova Scotia centres
- Organizations, clubs, and councils serving older Nova Scotians
- Private health organizations
- Doctors' offices
- *Positive Aging* advertisers
- Financial institutions
- Recreation and fitness centres
- Copies can also be requested directly from the Department of Seniors
- Copies can be requested by calling 211

More than 1,000 people will turn 65 each month in Nova Scotia this year and by 2030, 30% of Nova Scotia's population will be over the age of 64. Today, there are approximately 201,701 Nova Scotians aged 65 and older. This diverse population includes those in the workforce, investors, community leaders and mentors, retirees, volunteers, elected officials, decision makers, and our neighbours, friends, and family. *The Positive Aging Directory* provides necessary information to support Nova Scotians as they age.

Advertising Rates

60,000 copies distributed

Outside Back Cover • 8.125" x 10.625"	\$5235
Inside Front Cover • 8.125" x 10.625"	\$4100
Inside Back Cover • 8.125" x 10.625"	\$4100
Full Page • 8.125" x 10.625"	\$3550
1/2 Page • 7" x 4.5" or 3.375" x 9.25"	\$2100
1/4 Page • 7" x 2.125" or 3.375" x 4.5"	\$1100
1/8 Page • 3.375" x 2.125"	\$690

Add 15% for guaranteed placement.
Take 20% off regular rates if you are a not-for-profit company or association.

Deadline Dates

- 2025 Directory booking deadline: February 7, 2025
- 2025 Directory ad art due: February 14, 2025
- 2025 Delivery: March 28, 2025

<p>Full pg. (no bleed) 7" x 9.75"</p> <p>Full pg. +bleed 8.125" x 10.625" (add .25" bleed on all sides)</p>	<p>1/4 pg. hor. 7" x 2.125"</p>
<p>1/2 pg. hor. 7" x 4.5"</p>	<p>1/2 pg. ver. 3.375" x 9.25"</p>
<p>1/4 pg. ver. 3.375" x 4.5"</p>	<p>1/8 pg. hor. 3.375" x 2.125"</p>

Ad Production

Metro Guide Publishing is pleased to offer ad design and production services as required at a nominal rate of \$95/hr.

Advertising Requirements

- Supplied ads should be designed at the appropriate size (see above).
- Preferred file format for supplied ads is press quality pdf (PDF/X-1A). Supplied ads may also be sent as native files. Preferred programs include InDesign, Illustrator, and Photoshop. We cannot accept MS Word files. Include all fonts and image files. If sending native files, please fax a proof for comparison.
- All colours must be CMYK—no RGB or spot colours.
- Images must be 300 dpi at 100% printed size.
- Files under 15mb can be sent by email. Larger files should be submitted via our FTP site. Contact us for more information.

