



*The Elks Magazine* is one of the largest association publications in the nation with more than 775,000 active, affluent, patriotic, and community-minded adult readers who are members of the Benevolent and Protective Order of Elks of the USA. The audience skews heavily toward mature senior men with a wide range of ethnicities, but the percentage of younger adults and women is steadily increasing. *The Elks Magazine* is published 10 times per year and features general interest, history, and travel articles in each issue as well as columns devoted to business, personal finance, and health topics. The magazine also provides Elks members with news about the organization and its charitable activities, including the Order's work with veterans, active-duty members of the US armed forces, and those in need. *The Elks Magazine* has 100-percent paid subscribers (AAM audited) who are extremely engaged with the editorial content and are highly responsive to the advertising featured in the publication.



For additional advertising information, please contact:





# AUDIENCE

ACTIVE • ENGAGED • FAMILY & COMMUNITY MINDED

MALE - 75%

AVG AGE - 69

MARRIED - 72%

VETERAN - 30%

EMPLOYED - 36%

RETIRED - 61%

ELKS ARE AFFLUENT AND INFLUENTIAL

\$138,600  
AVERAGE  
HHI

\$449,700  
AVERAGE  
HOME VALUE

\$687,700  
AVERAGE  
INVESTMENTS

27% OF EMPLOYED ELKS ARE BUSINESS OWNERS,  
PARTNERS, CEO/PRESIDENT, OR VICE PRESIDENT

SOURCE: MRI | SIMMONS MAY 2023 CUSTOM READER PROFILE STUDY



For additional advertising information, please contact:

JWK Media Group • 101 NE 3rd Avenue, Suite 1500, Fort Lauderdale, FL 33301 • Phone: (954) 406-1000 • E-mail: [sales@iwkmediagroup.com](mailto:sales@iwkmediagroup.com)

## ELKS HAVE LOTS OF HOBBIES

ACTIVITY	% ELKS	% US	INDEX
» BOATING (POWER)	28.5%	4.6%	620
» GOLFING	33.9%	8.2%	414
» JOGGING / RUNNING	22%	10.6%	208
» SOFTBALL / BASEBALL	7.2%	3.9%	185
» CAMPING (OVERNIGHT)	23.5%	13.3%	176
» BOWLING	11.6%	6.7%	172

## ELKS LOVE TO TRAVEL

ACTIVITY	% ELKS	% US	INDEX
» PLAN TO TAKE DOMESTIC TRIP	39.3%	N/A	N/A
» PLAN TO TAKE FOREIGN TRIP	17.2%	N/A	N/A
» PLAN TO TAKE CRUISE	14.9%	N/A	N/A
» TRAVELED VIA RV	14%	2.3%	610
» TOOK A BUS / CHARTER TOUR	3.6%	0.8%	453
» STAYED AT A HOTEL / MOTEL	76.6%	47.3%	162

## ELKS HAVE HEALTH CONCERNS AND WANT TO STAY HEALTHY

CONDITION	% ELKS	% US	INDEX
» HEARING LOSS	21.4%	4.1%	539
» ARTHRITIS / RHEUMATOID	19.6%	4.6%	524
» PROSTATE DISEASE	5.3%	1.2%	502

CONDITION	% ELKS	% US	INDEX
» OVERACTIVE BLADDER	6.8%	2.4%	318
» HIGH CHOLESTEROL	40.6%	15%	305
» HIGH BLOOD PRESSURE	37%	18.1%	231

**SOURCE: MRI | SIMMONS MAY 2023 CUSTOM READER PROFILE STUDY**

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## RATE CARD

### FOUR-COLOR RATES

	1x	5x	10x
FULL PAGE	\$19,800	\$18,810	\$17,820
2/3 PAGE	\$15,800	\$15,010	\$14,220
1/2 PAGE	\$11,800	\$11,210	\$10,620
1/3 PAGE	\$7,800	\$7,410	\$7,020
1/6 PAGE	\$3,800	\$3,610	\$3,420

### PREMIUM POSITIONS

COVER 4	\$22,800	\$21,660	\$20,520
COVER 3	\$21,800	\$20,710	\$19,620
COVER 2	\$21,800	\$20,710	\$19,620

### SHOPPER (PER INCH)

\$280

### DISCOUNTS & TERMS

Advertising placed through an agency is discounted 15% off the gross rate. Additional discounts are available for direct response advertisers. New advertisers require payment with order for the first three insertions unless credit is extended. Credit terms are Net 30 from the date of publication unless agreed otherwise for special circumstances.

**Maximize Sales - Plan Repeat Exposure!**

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# SCHEDULE

ISSUE	CLOSING	MATERIAL	IN-HOME
FEBRUARY	12/6/23	12/11/23	1/29/24
MARCH	1/10/24	1/16/24	3/04/24
APRIL	2/09/24	2/15/24	4/01/24
MAY	3/08/24	3/15/24	4/29/24
JUNE	4/10/24	4/15/24	5/28/24
JULY/AUGUST	5/10/24	5/15/24	7/01/24
SEPTEMBER	7/10/24	7/15/24	8/26/24
OCTOBER	8/09/24	8/15/24	9/30/24
NOVEMBER	9/10/24	9/16/24	10/28/24
DECEMBER/JANUARY	10/10/24	10/15/24	12/02/24

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# SPECIFICATIONS

AD SIZE	BLEED	NON-BLEED	TRIM SIZE
SPREAD (FULL BLEED)	16.25" x 10.75"	14.25" x 9.75"	8" x 10.5"
SPREAD (GUTTER BLEED)	14.50" x 9.75"	14.25" x 9.75"	
FULL PAGE	8.25" x 10.75"	7.125" x 9.75"	
2/3 PAGE		4.6875" x 9.75"	
1/2 PAGE		7.125" x 4.875"	
1/3 PAGE (SQUARE)		4.6875" x 4.875"	
1/3 PAGE (VERTICAL)		2.25" x 9.75"	
1/6 PAGE		2.25" x 4.875"	

**FILE FORMAT**

HIGH RESOLUTION PDF

CMYK COLOR

MIN. 300 DPI

**SEND AD FILE TO [ADS@JWKMEDIAGROUP.COM](mailto:ADS@JWKMEDIAGROUP.COM) AND REFERENCE IO NUMBER**

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