

# 50+ LIFESTYLES opportunities for 2008

- 650,766 Adult Baby Boomers 50 Plus read the Sun-Times/suntimes.com
- 262,628 adults have a household income of \$75,000 and up.
- They are physically active! Over the past 12 months, 74,148 adults enjoy running/jogging, 116,531 belong to a health club, and 84,865 play golf.
- They Travel! 201,574 adults took a foreign personal/vacation trip and 456,488 took a domestic personal/vacation trip.
- They are financially savvy! 150,314 adults used a Financial Planner or Full-Service Stockbroker.

Source: 2007 Scarborough Sun-Times Release 1 . Study weighted by units.



**SOCIAL SECURITY | PAGES 2-3**      **RETIREMENT | PAGE 7**      **WOMEN | PAGES 8-9**  
When should you take full benefits?      5 things to look for in a retirement community      Why financial pros are targeting women

## MORE JANUARY HIGHLIGHTS:

**HEALTH:** Whether they're out to dazzle a partner or opponent on the court, greens or slopes, or simply to get in shape, Boomers are joining health clubs in soaring numbers. Here's how you can train to avoid injury.

**BUSINESS:** Want to become an entrepreneur at midlife after a lifetime in Corporate America? Here's what to expect—and how you can succeed.

**MONEY:** How generous are you, really? The Boomer generation arguably is the most affluent in U.S. history, but they face mounting pressures on their financial resources from both children and aging parents.

**FEATURE COLUMN:** Terry Savage gives readers her financial sense.

**ENVIRONMENT:** Age-friendly cities. What makes a city a good place to live in as one ages?

## health & fitness

**publishes:** Mon., January 14  
**space:** Jan. 9  
**materials:** Jan. 11

**main story:** PLAY ON! Fitness regimes that help avoid injury while staying in shape  
**also:** Starting a business at age 50  
**space:** Jan. 9 | **materials:** Jan. 11

## auto & travel vacations

**publishes:** Mon., April 14  
**space:** Apr. 9  
**materials:** Apr. 11

**main story:** TRAVEL! You can convince your kids to travel with you when they are in their 20s and maybe even beyond. But you need the right enticements. Here are five trip ideas they won't be able to turn down.  
**also:** Second homes. The 10 hottest spots and why.

## financial & career change

**when:** Mon., August 11  
**space:** Aug. 6  
**materials:** Aug. 8

**main story:** CAREERS! 10 ways to learn and have fun in adult education. From cooking school to summer literature amp or how to drive a race car.  
**also:** Staying on the job past 60. How to negotiate the terms of continued employment.

## holiday gadgets/technology

**when:** Mon., November, 10  
**space:** Nov. 5  
**materials:** Nov. 7

**main story:** TECHNOLOGY! Gadgets and gizmos for Baby Boomers. Just in time for the holiday gift-giving season.  
**also:** How to fund your retirement . . . are you kidding yourself?