Farewell to 50 Plus Marketplace News!

by Bob Larson, Past Managing Editor, Photojournalist, & Webmaster

50 Plus Marketplace News quit publishing its last edition in May of this year. Our newspaper has had a great run after 35 wonderful years. Why did we cease operations?

First, our publisher, Robert Trembly contracted Parkinson's Disease over a year ago, which I had to take over his duties! Second, our printing costs increased significantly over the past 10 years, and many printers were ceasing operations in Colorado! And last, we noticed many older adults were using their smart devices (smartphones and tablets) to read their local news and read less newspapers! The newspaper industry has changed from print to online operations since COVID hit the U.S. We also moved to online operations in April of last year!

We began operations in 1971 from focus groups creating the need for a senior based publication, with sharing news, features, and columns with our readers. We added senior centers and city information offices who provided community-based news for our newspaper. Later, local columnists and writers from PAFC, veteran organizations, pet shelters, and Larimer County Office on Aging supplemented our local news!

What began in Boulder as the first location, soon found us expanding Seniors Market Place News (now known as 50 Plus MarketPlace News) to Larimer and Weld counties. We expanded from Wyoming to Castle Rock with communities in between. We learned, seniors don't like to be called seniors, hence the rewording!

With a distribution of 210,000 papers before COVID, reductions eventually occurred at our newspaper to under 90,000 papers! We stopped distributing in Wyoming, consolidated Denver-based information into one edition, all the while maintaining the Boulder, Larimer, and Weld editions. Throughout COVID, we continued our printed editions of 50 Plus, thus maintaining our commitment to the local communities.

As the landscape changed for newspaper publications, we shifted to a single online edition in April 2025 and decided to cease operation in May due to economic reasons. Regardless of the recent changes, we feel we have provided an excellent newspaper for the Northern Colorado community for the past 35 years! Our staff gives thanks to our many columnists, advertisers, and readers for their support! Farewell, 50 Plus!