

Today's Senior Magazine

ADVERTISING INFORMATION (MEDIA KIT)

Providing Local and National Exposure



The best way to effectively reach the
Local & National Senior Marketplace:
Today's Senior Magazine!

Niche Marketing + Magazine Popularity + Bull's Eye Distribution = Successful Advertising

WHY SENIORS?



Have you been wondering if you should advertise to seniors, and if so, what is the best way to advertise your business to the fastest growing segment of the United States population, people 50 and over?

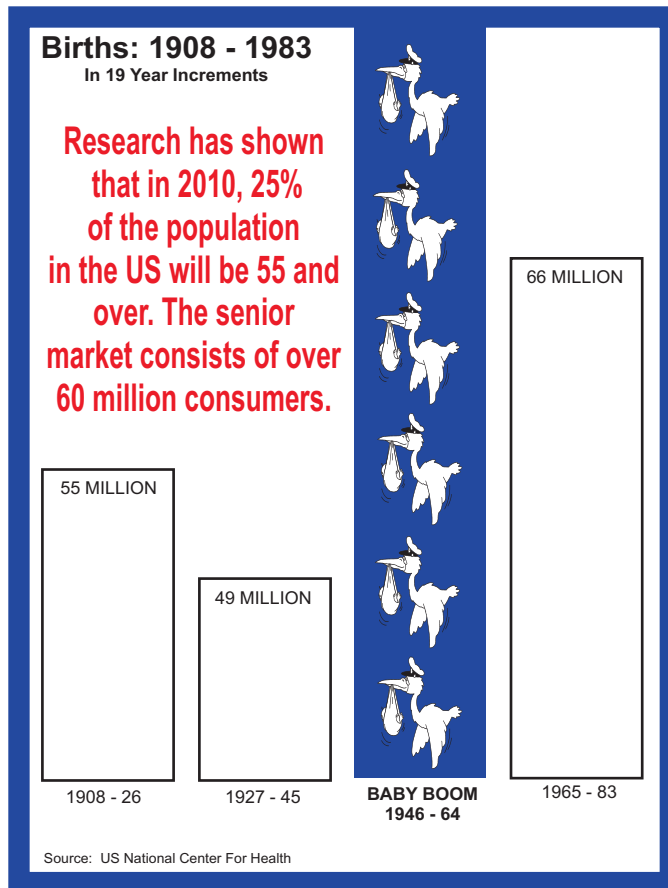
The Senior Marketplace

Facts about Americans age 50 and over

- Control 70% of all wealth in the United States
- Bring in \$2 trillion in annual income
- Have more disposable income than any other age group
- Are lost without their computers (84%)
- Spend 74% more on vacations than any other age group
- Purchase 41% of all new cars
- 16 million exercise at least three times each week
- Spend more on groceries, health products and leisure than any other age group
- Enjoy gambling and are willing to travel to play



OUR READERS



Our magazine content, our unique format, and because we are a Senior Resource Guide, offering important information, and products and services important to seniors, are just some of the reasons why seniors love Today's Senior Magazine. We are expanding into new senior communities throughout the United States so that even more seniors have access to the magazine seniors throughout the nation are asking for.

"We love your magazine, and just had to subscribe to it after reading it for the first time. Keep up the good work, it's wonderful." Dorothy in Willow, CA

"My first thoughts when I picked up your magazine was all right, now I will be able to get it right here in Lakeport. I always look for it when I'm visiting in Paradise. Always enjoy your articles, even some of the ads. So congratulations on your expansion. Nice to have you over here." G.L. in Lakeport, CA



MAGAZINE POPULARITY

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OUR DISTRIBUTION

We distribute the magazine throughout smaller communities with a higher concentration of seniors

We maintain a ½ to 1% magazine recycle rate each month

We get permission from the management of the location before placing the magazine in their location

We place the magazine on counters, tables, and other locations that give us maximum exposure. We use a minimal amount of racks.

We try to stay out of community racks and only place the magazine in our own racks if unable to place on counters and tables, away from other publications

We place magazines in both high income and low income communities. This way we are sure to hit your target demographics.



Where To Find Us

- Restaurants
- Senior Centers
- Retirement Homes
- Retirement Communities
- Casinos & Bingos
- Banks
- Retail Stores
- Hotels & Motels

See our current listing of readership throughout the nation



BULL'S EYE DISTRIBUTION

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WHY US?

Today's Senior Magazine
**INCREASED SALES
ARE ONLY AN AD AWAY**



"Thanks so much for your help. I just got back from a meeting of the International Academy of Mini Dental Implants in Orlando, where I got to show a lot of people my new version of the bridge, and they loved it. When they wanted to know how I was marketing it, many were jealous that I could get such wide circulation for such a good price. Don't raise your fees, but I really do appreciate what you are doing." Dr. Ken Clifford, DDS

See why so many of our advertisers rave about the results they are getting, and why so many continue to actively advertise with us for years.

- A Speciality Resource Guide that contains important and interesting information, and products and services for people 50 and over
- The most read senior publication in our areas of distribution
- Extensive exposure to the Senior Marketplace in the states we publish a magazine
- We utilize bull's eye distribution to reach only seniors
- We give advertisers exposure throughout the publication, and not just an ad like other publications
- Ads given better exposure because of ad placement next to an article
- Ads posted on our #1 Google & Yahoo ranked web sites, with a link to our advertiser's web site
- Ads posted in our digital online version of the magazine, with a link to our advertiser's web site
- No political or religious references allowed in the publication
- A speciality magazine that research has shown readers keep and don't throw away
- Ads designed with the senior in mind
- A monthly publication so the content is new every month
- Advertisers get results, that is why many of our advertisers have actively been advertising with us for years, and even many since we went to print November 2004
- Maximum local distribution, but also in other regional areas
- Demographics include both high and low income readers
- Quoted rates include full color ad, ad design if necessary, minor monthly ad changes, and ad placement on the internet
- Affordable rates to meet any advertising budget
- A free publication that requires no membership
- Our unique format that people 50 and over rave about

SUCCESSFUL ADVERTISING

Niche Marketing + Magazine Popularity + Bull's Eye Distribution = Successful Advertising

Make Today's Senior Magazine a part of your next Advertising Campaign and see why so many of our advertisers have been actively advertising with us for years.



Niche Marketing to people 50 and over. Seniors are the segment of today's society that still have disposable incomes and still prefer reading a good print magazine.

Magazine Popularity is because of our unique format and magazine content. Seniors throughout the area, and all over the nation, are raving about the magazine. We are a different type of Senior Resource Guide!

Bull's Eye Distribution is to businesses throughout communities that have a high concentration of seniors. With a monthly recycle rate of less than 1%, we do provide our advertisers with the exposure their business needs.

Successful Advertising is the result of placing your ad with us!

Niche Marketing + Magazine Popularity + Bull's Eye Distribution = Successful Advertising

TRACK THE RESULTS OF YOUR AD IN TODAY'S SENIOR MAGAZINE



Be sure that your ad is producing phone call inquiries about your business. We can provide you with a special phone number in your ad, that will ring seamlessly into your business number. It will track the amount of calls generated from the ad, the phone number of the caller, and other vital information. You receive:

- Web site access to view performance reports
- Telephone calls recorded so that you can evaluate performance of your employees taking the calls
- Helps improve your sales staff performance
- Helps convert callers into customers
- Receive vital information about the caller

DON'T SPEND YOUR HARD-EARNED ADVERTISING DOLLARS ON ADVERTISING THAT DOESN'T WORK!

“We know that advertising in Today's Senior Magazine produces results, and we are willing to prove it!”

Don't rely on the person answering your phone to ascertain why people called. No matter how you advertise, you should be able to track the results of your ad. Why waste your advertising dollars?

FOR JUST A FEW DOLLARS MORE EACH MONTH YOU CAN HAVE OUR AD TRACKING SERVICE!

Not Sure Of The Results Of Your Advertising Campaign?



RATE CARD

DISPLAY ADS - FULL COLOR - ALL EDITIONS

Quoted rates are for display ads and include a full color ad, ad design if necessary, minor monthly ad changes, ad placement on our web site at www.todayssr.com, with a link to advertiser's web site, and ad in our online versions of the magazine, with a link back to advertiser's web site.

Double Page: (15"x20")

One Area Edition Only:

1 time: \$1,319
3 times: **Prepay** \$3,759 (\$1,253 mo.) • **Monthly** \$1,279
6 times: **Prepay** \$7,278 (\$1,213 mo.) • **Monthly** \$1,240
12 times: **Prepay** \$13,932 (\$1,161 mo.) • **Monthly** \$1,200

Full Page: (7.5"x10")

1 time: \$698
3 times: **Prepay** \$1,989 (\$663 mo.) • **Monthly** \$677
6 times: **Prepay** \$3,852 (\$642 mo.) • **Monthly** \$656
12 times: **Prepay** \$7,368 (\$614 mo.) • **Monthly** \$635

Half Page: (7.5"x5.0" or 3.75"x10.0")

1 time: \$383
3 times: **Prepay** \$1,092 (\$364 mo.) • **Monthly** \$372
6 times: **Prepay** \$2,112 (\$352 mo.) • **Monthly** \$360
12 times: **Prepay** \$4,044 (\$337 mo.) • **Monthly** \$349

Quarter Page: (3.75"x5.0")

1 time: \$217
3 times: **Prepay** \$618 (\$206 mo.) • **Monthly** \$210
6 times: **Prepay** \$1,200 (\$200 mo.) • **Monthly** \$204
12 times: **Prepay** \$2,292 (\$191) • **Monthly** \$197

Eighth Page: (3.75"x2.5")

3 times: **Prepay** \$351 (\$117 mo.) • **Monthly** \$119
6 times: **Prepay** \$678 (\$113 mo.) • **Monthly** \$115
12 times: **Prepay** \$1,296 (\$108 mo.) • **Monthly** \$112

Premium Pages (additional):

Front inside: \$595 monthly • \$565 (two or more editions)
Back inside: \$293 monthly • \$278 (two or more editions)
Back page: \$395 monthly • \$375 (two or more editions)

Two Or More Area Editions (per Area Edition):

\$1,253
Prepay \$3,571 (\$1,190 mo.) • **Monthly** \$1,215
Prepay \$6,914 (\$1,152 mo.) • **Monthly** \$1,178
Prepay \$13,235 (\$1,102 mo.) • **Monthly** \$1,140

\$663
Prepay \$1,890 (\$630 mo.) • **Monthly** \$643
Prepay \$3,659 (\$610 mo.) • **Monthly** \$623
Prepay \$7,000 (\$583 mo.) • **Monthly** \$603

\$364
Prepay \$1,037 (\$346 mo.) • **Monthly** \$353
Prepay \$2,006 (\$334 mo.) • **Monthly** \$342
Prepay \$3,842 (\$320 mo.) • **Monthly** \$332

\$206
Prepay \$587 (\$196 mo.) • **Monthly** \$199
Prepay \$1,140 (\$190 mo.) • **Monthly** \$194
Prepay \$2,177 (\$181 mo.) • **Monthly** \$187

Prepay \$333 (\$111 mo.) • **Monthly** \$113
Prepay \$644 (\$107 mo.) • **Monthly** \$109
Prepay \$1,226 (\$102) • **Monthly** \$106

AD SPECS

Prices Subject
To Change

Acceptable Digital Formats: pdf or jpeg
 Resolution: 300 dpi or higher
 Photos & Graphics: highest quality in CMYK
 Send Material To: rick@todayssr.com
 Must Be Received By: 1st Wednesday of month



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INCREASED SALES
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Today's Senior
magazine 

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www.todayssr.com/advertise.html