

Today's Senior Magazine

California & Texas
Editions

Advertising MEDIA GUIDE

Advertising in Today's Senior Magazine is the most effective and affordable way for area businesses to advertise their goods and services to the 50 and over age group

Welcome to Today's Senior Magazine Media Guide. We would like to take a few minutes and let you know a few things about our magazine and how it can benefit your business.

As a small business, we understand the importance of making every dollar count. Finding an effective and affordable venue can be a daunting task for anyone in

Today's Senior Magazine is the most read senior publication in our areas of distribution!

business. When it comes to making advertising decisions, businesses want to know THREE things: 1) How many potential customers am I going to reach? 2) How likely is my ad in this publication going to translate into sales for my business? 3) How much is this going to cost me? The purpose of the MEDIA GUIDE is to help answer these questions. At Today's Senior Magazine, our purpose is to help you find the most effective and affordable means of advertising to active Senior Adults.



- Today's Senior Magazine reaches 150,000 local Active Seniors each month.
- Many of our advertisers advertise with us for years because of the results of advertising in Today's Senior Magazine.
- Our production and printing methods allow us to produce high-quality, eye-catching ads at a fraction of the cost of other publications.

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

Call **530-873-4659** or **877-739-1033** for more information
Visit us on the web at **www.todayssr.com**

REACH YOUR MARKET!

Today's Senior Magazine



"We love your magazine, and just had to subscribe to it after reading it for the 1st time. Keep up the good work, it's wonderful" Dorothy in Willows

"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

Today's Senior Magazine helps you reach your market in a variety of ways (included in cost of placing an ad):

- 1.) Full Color Ads.
- 2.) Ad design and changes.
- 3.) Our **exclusive five ones of advertising program** (one ad, in one magazine, throughout one state, on our #1 ranked web site, all for one rate)
- 4.) Multiple mentions of your business in each edition.
- 5.) Free placement in our top-ranked web site with a link to your site.
- 6.) Free placement in our digital online version with flipping page technology.
- 7.) Targeted distribution to seniors in your market area. **Currently 870 locations throughout California and 270 locations in Texas.**

WHY YOU SHOULD BE MARKETING TO THEM

Facts about Americans age 50 and over

1. CONTROL 70% of all wealth in the United States.
2. BRING IN \$2 TRILLION in annual income.
3. HAVE MORE DISPOSABLE income than any other age group accounting for 50% of all discretionary spending.
4. OWN MORE HOMES than any other age group.
5. LOST WITHOUT their computers (84%) and cell phones (34%).
6. "50 IS THE NEW 30" quips Oprah Winfrey.
7. PURCHASE 41% of all new cars.
8. SPEND 74% MORE ON VACATIONS than any other age group.
9. 16 MILLION EXERCISE at least three times a week.
10. ENJOY GAMBLING and are willing to travel to play.
11. SPEND MORE ON groceries, health products, travel & leisure than any other age group.



150,000 Readers And Growing
Distributed in over 1140 targeted locations

Choose To Be A Part Of *Today's Senior Magazine*

Why is Today's Senior Magazine the best way to reach the Senior Marketplace?



- **COLORFUL EYE-CATCHING ADS** Research has shown that color works better than black and white with seniors. We offer full color ads at no extra charge, unlike other publications.
- **DESIGNED WITH SENIORS IN MIND** We use larger and easier to read fonts without a lot of text works. We also print on newsprint rather than the glossy paper of other publications. Research shows that this cuts down on glare and makes our magazine easier to read.
- **PLACEMENT OF ADS AND EXPOSURE** We give premium placement of your ad so that it is near an article, or joke, and on the outside of the page, instead of the inside of the page like other publications. And, unlike other publications, that only place your ad, we also mention your business throughout each edition to give you maximum exposure.
- **USING THE POWER OF THE INTERNET** We place your ad on our #1 Google ranked web site and in our digital online magazine with flipping page technology. When one of our visitors clicks on your ad, they are taken straight to YOUR web site. Over 85% of seniors go online regularly to surf, work and shop. **www.todayssr.com**
- **MAGAZINE CONTENT** We don't allow political or religious references. We want all seniors to enjoy our publication. A **FREE** magazine that requires no club membership or paid subscriptions.
- **THE PERFECT FIT FOR A GROWING NICHE** Research has shown that advertising in speciality magazines, like Today's Senior Magazine, are the most effective means of targeting customers who have the need, desire and ability to purchase your products and services, the Baby Boomers and becoming Boomer Seniors. This group has shaped every consumer trend for the last 60 years. They are critical to your success and we know how to help you reach them!

Today's Senior
magazine LLC

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530-327-1602 fax
877-739-1022 toll free
sales@todayssr.com
www.todayssr.com



**SEE WHY BOTH OUR READERS
AND ADVERTISERS RAVE ABOUT
TODAY'S SENIOR MAGAZINE!**

**The Best Way To Reach The
Senior Marketplace**

DEMOGRAPHICS!

Today's Senior Magazine

- There are currently an estimated 7.4 million seniors in California (20%) and 4.5 million seniors in Texas (19%).
- There are currently 36.5 million people in California and 23.5 million people in Texas.
- The Median Household Income in California is \$56,645 and in Texas \$44,922. The national Median Household Income is \$48,451.
Information from US Census Bureau (2006)
- Research has shown that in the United States 21% of the population is age 55 and older, and this is expected to increase to 25% by 2010. The senior market consists of 60 million consumers.

ADVERTISER CHECKLIST

Benefits Of Advertising In Today's Senior Magazine (TSM)

- Most read local senior publication: Yes TSM Others
- Bull's eye distribution to seniors only: Yes TSM Others
- Exposure throughout publication, and not just an ad in publication: Yes TSM Others
- Ads given premium placement on outside of pages: Yes TSM Others
- Ads near an article when possible: Yes TSM Others
- Full color ad included in rates: Yes TSM Others
- Ad posted on #1 ranked web site with a link to your web site: Yes TSM Others
- Ad posted in digital online magazine and linked to your web site: Yes TMS Others
- No political or religious references allowed in publication: Yes TSM Others
- A FREE publication: Yes TSM Others
- A Senior Resource Guide: Yes TSM Others
- Ads designed for senior readers (larger fonts & eye-catching): Yes TSM Others
- A specialty publication for seniors: Yes TSM Others
- A monthly publication so that content is new each month: Yes TSM Others
- Advertisers stay with publication for years because of results: Yes TSM Others
- Maximum local distribution, but also in other areas: Yes TSM Others
- Demographics include both high and low income readers: Yes TSM Others
- Publication is saved for future reference instead of discarded: Yes TSM Others
- Affordable rates to meet any advertising budget: Yes TSM Others



AD INFORMATION

ACCEPTABLE DIGITAL FORMATS: pdf, jpeg, or gif

RESOLUTION: 300dpi or higher

PHOTOS & GRAPHICS: Highest quality in CMYK

SEND MATERIAL TO: rick@todayssr.com

MUST BE RECEIVED BY: California Edition by the 1st Wednesday
Texas Edition by the 2nd Wednesday

Demographics - Advertiser Checklist
Ad Information

Monthly Advertising Rates

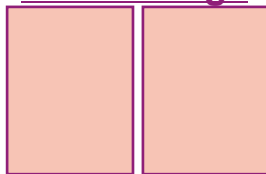
Today's Senior Magazine



Display Ads - Monthly



Double Page



15" x 20"

One Time

Monthly: \$1186

Three Times

Pre-Pay \$980 (\$2,940)

Monthly: \$1166

Six Times

Pre-Pay: \$926 (\$5,556)

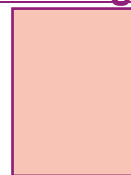
Monthly: \$1059

Twelve Times

Pre-Pay: \$904 (\$10,848)

Monthly: \$1040

Full Page



7.5"x10"

One Time

Monthly: \$626

Three Times

Pre-Pay \$523 (\$1,569)

Monthly: \$616

Six Times

Pre-Pay: \$496 (\$2,976)

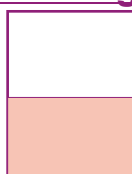
Monthly: \$585

Twelve Times

Pre-Pay: \$485 (\$5,820)

Monthly: \$545

Half Page



7.5" x 5.0"

One Time

Monthly: \$347

Three Times

Pre-Pay \$302 (\$906)

Monthly: \$337

Six Times

Pre-Pay: \$286 (\$1,716)

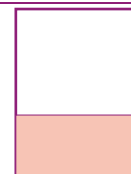
Monthly: \$320

Twelve Times

Pre-Pay: \$279 (\$3,348)

Monthly: \$303

Third Page



7.5" x 3.33"

One Time

Monthly: \$242

Three Times

Pre-Pay \$218 (\$654)

Monthly: \$232

Six Times

Pre-Pay: \$205 (\$1,230)

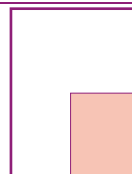
Monthly: \$220

Twelve Times

Pre-Pay: \$197 (\$2,364)

Monthly: \$208

Quarter Page



3.75" x 5.0"

One Time

Monthly: \$199

Three Times

Pre-Pay \$158 (\$474)

Monthly: \$189

Six Times

Pre-Pay: \$146 (\$876)

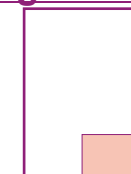
Monthly: \$173

Twelve Times

Pre-Pay: \$140 (\$1,680)

Monthly: \$164

Eighth Page



3.75" x 2.5"

Three Times

Pre-Pay \$90 (\$270)

Monthly: \$95

Six Times

Pre-Pay: \$85 (\$510)

Monthly: \$90

Twelve Times

Pre-Pay: \$81 (\$972)

Monthly: \$86

10% Two
State Editions
Discount

Premium Pages: (Additional Monthly)

Back Inside Page: \$165 **Back Page:** \$320 **Front Inside:** \$660

Classified Ads

One Time: \$45 **Three Times:** \$120 **Six Times:** \$210 **Twelve Times:** \$360

Quoted rates are for 5 lines. Additional words are \$.50 per word, per time. All Classified Ads must be pre-paid. Ad content due by 5th of month for upcoming edition.

All ads require a signed **Advertising Agreement** before being placed. **Display Ad** quoted rates are for four-color (full color) ads. **Black & White ads** - deduct 10% from quoted rates. Quoted **Display Ad** rates include graphic design of ad and ad placement on our web site at www.todayssr.com. **Classified Ads** are in black and white and the font size could vary at our discretion. Quoted rates include design of ad. **Ad content**, for all ads, subject to our approval. **Advertising Agency** rates not included.

You can also order online at:

Display Ads: www.todayssr.com/advertising_rates.html

Classified Ads: www.todayssr.com/classified_ads.html

Advertising Rates

