



## PUBLISHER'S OFFER

Rick Priolo, Publisher & Founder  
of Today's Senior Magazine

## A Special Invitation for Potential New Advertisers from the Publisher of Today's Senior Magazine

As the founder and publisher of \*Today's Senior Magazine\*, my mission has always been clear: to provide seniors with meaningful, trustworthy, and engaging content that enriches their lives. Every issue is designed to deliver valuable information, highlight helpful services, and introduce products that truly benefit our reader's. Over the years, I've noticed something troubling—many businesses offer services or products that seniors would find useful, but they don't advertise. Sometimes it's because they're unaware of how important their offerings are to this audience. Other times, they've been discouraged by high advertising costs, limited media options, or disappointing results from past campaigns. I want to change that. To help more businesses connect with seniors, I'm launching a new initiative.

Each month, one selected business will receive a **FREE** full or half-page ad, depending on space available, in the next issue of Today's Senior Magazine—no strings attached. This is my way of giving back and helping new advertiser businesses reach the senior community more effectively. How It Works:- Every month, I'll choose one business from those who email me expressing interest.- Selection is based on several factors, including: - The relevance and importance of your product or service to seniors - Your company's history and reputation - Customer ratings or testimonials - Your current marketing efforts and outreach to seniors

Even if your business isn't selected for the free ad, you'll still receive a **\*\*significant discount\*\*** off our regular advertising rates—just for reaching out. **HOW TO APPLY:** To be considered, please email me with the following details: A brief description of your business - How long you've been in operation - The local area you serve - The products or services you offer - What you're currently doing to attract senior customers

Be sure to include **\*\*“PUBLISHER SPECIAL”\*\*** in the subject line of your email so I can easily identify your submission.

Email: [todayssenior@mail.com](mailto:todayssenior@mail.com)

For more info: See [page 39](#) or visit or <http://www.todayssr.com/advertise.html>

This is a unique opportunity to showcase your business to a loyal and engaged senior audience—at no cost and with no obligation. I look forward to hearing from you and helping you make a meaningful connection with our readers. Warm regards, .

## FREE ADVERTISING

The publisher of Today's Senior Magazine is offering each month a potential new advertisers the chance to win a **FREE** full or half page ad for one month, with no obligations.