

## Testimonial From Our South Jersey Edition Licensee

September 5, 2014

The South Jersey Edition of Today's Senior Magazine has now been available for three years and has gained a devoted readership base, while constantly drawing new readers (the Puppy-of-the-Month covers are VERY effective).

The format works! Our local community loves our unique combination of interesting and helpful articles, local resource information and fun items. Many take the time to call or approach me simply to thank me for providing it to them – others want to make sure that we know they appreciate certain elements (puppies, recipes, useful information). It's a true pleasure to be involved in this popular publication.

I had the benefit of taking it over from a couple who had launched the start-up for about six months and had to step back due to health reasons. So, I inherited a distribution network and small base of advertisers and could run with it from there. That saved a good three months or so of ramping up time that is necessary to properly get distribution and advertisers in place. It is necessary to have a good part of your distribution sites in place (and listed) to secure advertising commitments. It is not hard to get sites to accept our magazine, and the only barrier is related to whether or not there is a suitable area for display (some simply ban any publications, seeking to maintain a pristine lobby, etc.). For the most part, it is very welcome – but the process does take time.

Cold calls – phone and in person – are simply the best way to begin to secure appointments with potential advertisers. Once the publication starts to be seen and attract 'fans' the referrals and inquiry calls from prospects start and this process continues to build. The magazine is the best sales tool you could wish for!

We have many long-term advertisers – as well as quite a few who return after a while or as their marketing efforts dictate the need for more exposure. These days, there is a lot of media competition for advertising dollars and, like anything else, it's important to build relationships and work them, and decision-makers come and go from positions (especially at the health care facilities). So constant communication and updates are helpful with client relations.

The quality and extent of support from Publisher, Rick Priolo, couldn't be any better. He delivers as promised, always seeking to provide the best product possible. The graphics department turns out quick, professional results consistently. Even with our bi-coastal locations, the communication is always prompt and there are continual proactive efforts to provide suggestions and help along the way.

**Diana Dubbeling**

*Exclusive Distributor of*

**SOUTH JERSEY EDITION**