

ADVERTISING THAT WORKS SINCE 2004

WHY ADVERTISE IN TODAY'S SENIOR MAGAZINE?

TRUST from both our readers and advertisers. No political, adult or religious material is permitted in our magazine.

EXPOSURE While others go only in one direction, we developed and use the **SPLASH ADVERTISING** method, which is more effective because it goes in many directions, giving our advertisers maximum exposure and results. We place ads in both our print and online editions.

AD CONTENT Easy-to-read, eye-catching messages that causes our readers to take the next step. Let us put our years of experience and expertise to work for you.

ALL IN ONE display ad rates that include a full color ad, ad design (if necessary), monthly ad changes, and ad placement online in our online edition and on our web site.

RELIABLE

Publishing a monthly edition every month since 2004, even during these Covid-19 times.



RATES that will work within any advertising budget. We have never increased advertising rates of current advertisers, and have not increase rates for new advertisers since 2006.

DISTRIBUTION Our magazines are distributed only to locations that have a high concentration of senior customers or residences, in cities that have a large senior population.

NICHE MARKETING Our readers are in the age-group that have over \$1.6 trillion in spending power and a net worth that's nearly twice the US average. Our magazine is the most popular and read Senior Resource Guide in our areas of distribution.

CLASSIFIED ads for businesses that have a short message and a limited budget.

RESULTS as proven by our high advertiser retention rates, with many advertisers continuing to run monthly ads for ten or more years.



We are the **EFFECTIVE** and **AFFORDABLE** way to advertise!

707-497-6056 • sales@todayssr.com
wwwTodaysSr.com/Advertise.html

Today's Senior magazine



Benefits Of Using SPLASH ADVERTISING:

While other media goes only in one direction, we use the SPLASH METHOD, which is more effective because it goes in many directions, giving our advertisers maximum exposure and results

- Quoted rates include a full color ad, ad design, ad changes, and ad online
- Niche marketing to the mature market, the wealthiest consumer on the planet
- Seniors still prefer print over digital
- Ads in our print magazine, digital online version & our web site
- Ads designed for our senior readers
- Ad placement next to article on outside of page
- Bull's eye distribution to only locations that have a high senior concentration
- Distribution throughout larger areas for more exposure than others offer
- The most read and talked about senior publication in our areas of distribution
- Individual area editions rather than one national edition
- Both affluent and lower income readers
- No political or religious material
- Advertisers given exposure throughout the magazine

FACTS ABOUT TODAY'S BABY BOOMERS

Baby Boomers are turning 60 every 7 seconds. Those over 50 years old:

- Half of adults ages 65 and older are online - 53% of American adults ages 65 and older use the internet or email. Once online, most seniors make internet use a regular part of their lives. For most online seniors, internet use is a daily fixture in their lives. Among internet users ages 65 and older, 70% use the internet on a typical day. (Overall, 82% of all adult internet users go online on an average day).
- Control more than \$7 trillion in wealth
- Represent 41% of all discretionary spending power (2.5 times the average of other age groups)
- Eat out an average of three times per week
- Purchase 80% of luxury travel
- Responsible for more than half of all consumer spending and spend \$500 million on vacations per year and 80% of all leisure travel
- The highest earners - median household income is 55% greater than post-Boomers and 61% more than pre-Boomers
- The best educated of any previous group - 28.5% holding a bachelor's degree or higher and 45 million boasting some college
- The largest homeowner group - 80% of Boomers vs. 69% of the general population own a home and 25% own at least one property in addition to their primary residence
- Account for 40% of consumer demand
- Are physically able to relocate anywhere they select
- Spend 90% of their expendable income close to home
- Gamble more than any other age group
- Deposit money in local banks
- Able to pay for services they require
- Have an average of \$250,000 in total assets
- Purchase homes, autos household furnishings, gardening & hobby supplies, recreation equipment, and travel close to home
- Control 80% of money in U.S. savings-and-loan institutions
- Represent \$66 of every \$100 invested in the stock market
- Own 70% of the financial assets in America
- Own 75% of the homes they live in
- Purchase 41% of all new cars (48% of all luxury cars)
- Transact more than 5 million auto loans each year
- Purchase 90% of long-term care insurance (growing 23% per year)
- Own almost half of the credit cards in the US
- Account for more than \$610 billion per year in direct healthcare spending
- Account for 51% of all over-the-counter drug purchases
- Consume 74% of all prescription drugs
- Represent 65% of all hospital bed stays
- Represent 1.5 million residents in continuing-care retirement and assisted-living residences
- Have tremendous political power (70% over 65 voted in 1996)



Statics provided by: Pew Research, Age Power, Dychtwald, Age Way, AARP, Suddenly Senior and Third Age

- **Seniors are the wealthiest consumer on the planet**
- **The mature market has over \$1.6 trillion in spending power and a net worth that's nearly twice the U.S. average**

The over-50 age group holds 75% of ALL Personal Wealth

The best testimonials are our proven results

Below are examples of past and present businesses that have advertised with us every month for at least one year or more:



All About Seniors - over 2 years
Arc Store - over 4 years
Bibles, Books & More - over 12 years
Blue Lake Casino - over 4 years
Brookdale Assist. Living - over 2 years
Bus-Man - over 4 years
Byers - over 2 years
Cher-Ae Heights Casino - over 3 years
Care Patrol - over 5 years
Cataract Surgery - over 2 years
Colusa Casino - over 3 years
Crown Real Estate - over 2 years
Dana Park Dental - over 6 years
Destiny Dental - over 4 years
Elder Law - over 8 years
Everything Medical - over 12 years
Feather River Hospital - over 14 years
Ferguson & Brewer - over 11 years
First Street - over 5 years
Freedom Of Choice - over 3 years
Gaumer's Jewelry - over 3 years
Gold Country Casino - over 6 years
Gold Exchange - over 5 years
Greenville Rancheria - over 8 years
I Buy Comics - over 2 years
InTouch America - over 10 years
Junior's Tree Service - over 7 years
Kremer Family Chiropractic - over 1 year
Law Office of Margaret McNulty - over 7 years
Lennar - over 2 years
MS Tedesco Construction - over 11 years
Olive City Care Home - over 5 years
Paradise Center For Dentures - over 11 years
Randal Elloway, Dr. - over 7 years
Ray Stone Senior Living - over 4 years
Sycamore Glen - over 16 years
Tehama Estates - over 8 years
Tehama Village - over 12 years
Yard Solutions - over 5 years
Win River Casino - over 8 years

Today's Senior magazine

WE PROVIDE PROVEN EXPOSURE - WITH THE RIGHT AD, YOU TOO COULD GET THE SAME RESULTS AS THESE ADVERTISERS