

# ADVERTISING INFORMATION

(MEDIA KIT)

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

A red jagged line graph showing an upward trend, ending with a yellow starburst.

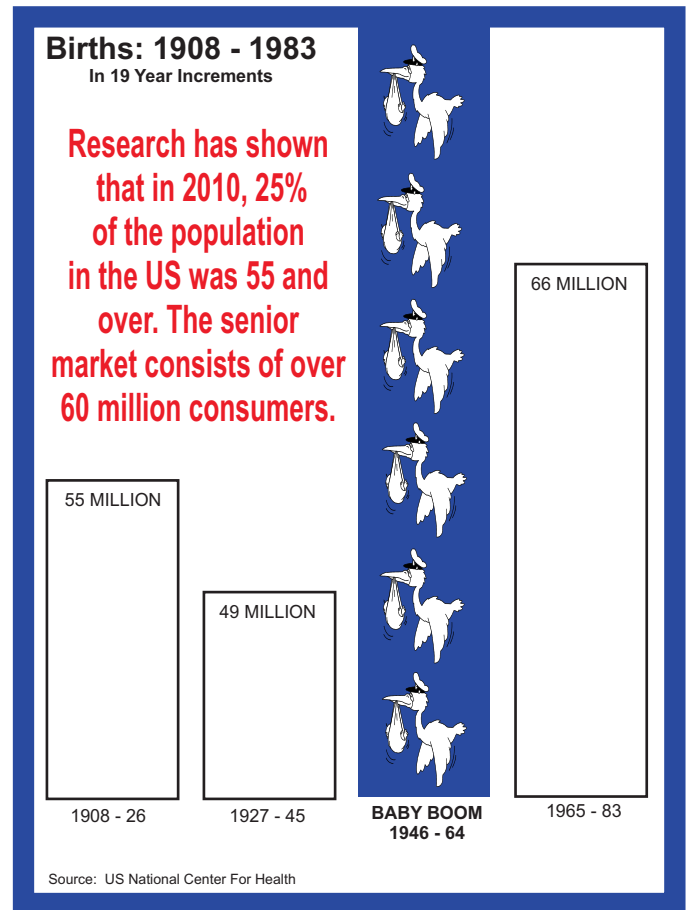
**THE effective and affordable  
way to reach the Local  
& National Senior Marketplace**

## **TODAY'S SENIOR MAGAZINE**

PO Box 391, Magalia, CA 95954  
530-873-4659 • 877-739-1022 toll free • 530-327-1602 fax  
[sales@todayssr.com](mailto:sales@todayssr.com) • [www.todayssr.com](http://www.todayssr.com)

# WHY SENIORS?

Have you been wondering whether 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



# OUR DISTRIBUTION

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

We maintain a 1%, or less, 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

See our current listing of area editions throughout the United States at: [www.todayssr.com](http://www.todayssr.com)

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



## BULL'S EYE DISTRIBUTION

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

# WHY US?

"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

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**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, plus 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 areas 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, and, if you wish, national distribution
- 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
- Each edition is printed separately, using local printers and distribution. National publications are normally printed all at once. Our program is to provide smaller local editions, with local flavor, which research has shown is what most local advertisers and readers prefer.