

ADVERTISING INFORMATION (MEDIA KIT)



The best way to effectively reach the
Senior Marketplace:

Today's Senior Magazine!

WHY SENIORS?



Have you been wondering if 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

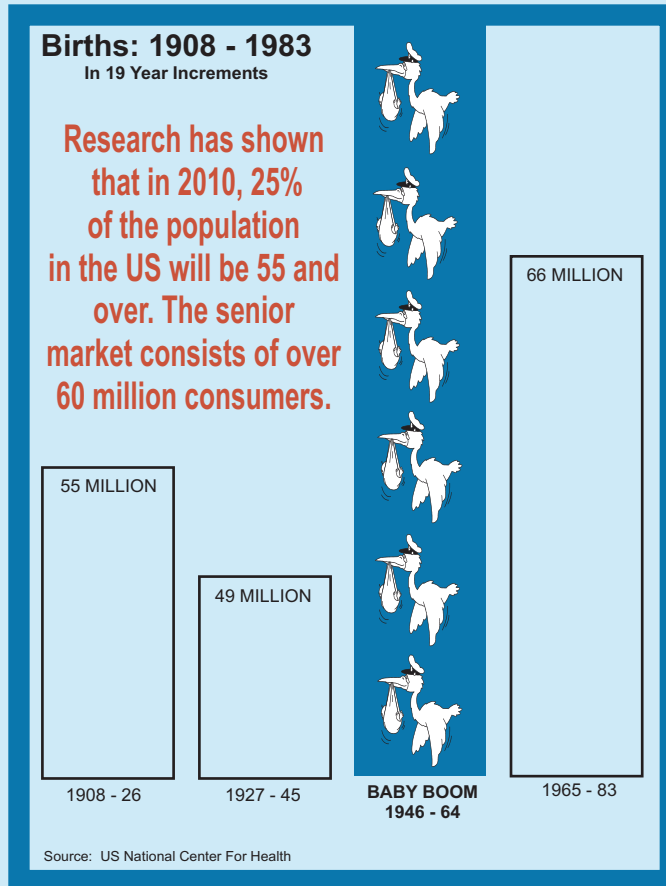
Facts about Americans age 50 and over

- 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
- Enjoy gambling and are willing to travel to play



Magazine Popularity + Bull's Eye Distribution = Successful Advertising

OUR READERS



Our magazine content, our unique format, and because we are a Senior Resource Guide, are just some of the reasons why seniors love Today's Senior Magazine. We are the most popular and read senior publication in our areas of distribution.

"We love your magazine, and just had to subscribe to it after reading it for the first 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



MAGAZINE POPULARITY

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OUR DISTRIBUTION

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

We maintain a 1-2% 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 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



Where To Find Us

See our
current listing
of distribution
locations in
your area

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

BULL'S EYE DISTRIBUTION

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

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, and 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 states we publish a magazine**
- **We utilize bull's eye distribution to reach seniors only**
- **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, but also in other regional areas**
- **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**

SUCCESSFUL ADVERTISING

Magazine Popularity + Bull's Eye Distribution = Successful Advertising

Today's Senior Magazine

Magazine Popularity + Bull's Eye Distribution = SUCCESSFUL ADVERTISING



If you place a quarter page ad in Today's Senior Magazine, for one year, your ad could be viewed up to an estimated **1.98 MILLION*** times for as little as **\$.001 per ad view** *CA Edition only

Magazine Popularity + Bull's Eye Distribution = Successful Advertising

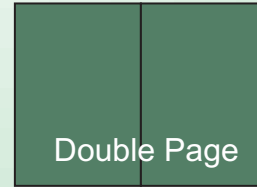
OUR RATES

DISPLAY ADS - FULL COLOR - EACH EDITION

Quoted rates include a full color ad, ad design if necessary, minor monthly ad changes, ad placement on our web site at www.todayssr.com, with a link to advertiser's web site, and ad in our online version of the magazine, with a link back to advertiser's web site.

Double Page: (15"x20")

1 time: \$1,319
3 times: Prepay \$3,759 (\$1,253 mo.) - Monthly \$1,279
6 times: Prepay \$7,278 (\$1,213 mo.) - Monthly \$1,240
12 times: Prepay \$13,932 (\$1,161 mo.) - Monthly \$1,200



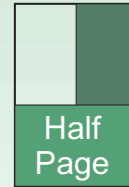
Full Page: (7.5"x10")

1 time: \$698
3 times: Prepay \$1,989 (\$663 mo.) - Monthly \$677
6 times: Prepay \$3,852 (\$642 mo.) - Monthly \$656
12 times: Prepay \$7,368 (\$614 mo.) - Monthly \$635



Half Page: (7.5"x5.0" or 3.75"x10.0")

1 time: \$383
3 times: Prepay \$1,092 (\$364 mo.) - Monthly \$372
6 times: Prepay \$2,112 (\$352 mo.) - Monthly \$360
12 times: Prepay \$4,044 (\$337 mo.) - Monthly \$349



Quarter Page: (3.75"x5.0")

1 time: \$217
3 times: Prepay \$618 (\$206 mo.) - Monthly \$210
6 times: Prepay \$1,200 (\$200 mo.) - Monthly \$204
12 times: Prepay \$2,292 (\$191) - Monthly \$197



Your Organization's Name _____ 1001
BY _____ DATE: _____
TO THE ORDER OF _____ \$ _____ DOLLARS

PD 4004P 044477333K 54555P

Eighth Page: (3.75"x2.5")

3 times: Prepay \$351 (\$117 mo.) - Monthly \$119
6 times: Prepay \$678 (\$113 mo.) - Monthly \$115
12 times: Prepay \$1,296 (\$108 mo.) - Monthly \$112



Black & White Ads minus 5%

Premium Pages (additional):

Front inside: \$595 monthly
Back inside: \$293 monthly
Back page: \$395 monthly

AD SPECS

Acceptable Digital Formats: pdf or jpeg
Resolution: 300 dpi or higher
Photos & Graphics: highest quality in CMYK
Send Material To: rick@todayssr.com
Must Be Received By: 1st Wednesday of month

Prices Subject To Change



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



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

www.todayssr.com/advertise.html