

WHAT IS SPLASH ADVERTISING?



While other media goes in one direction, we use the **SPLASH** method, like the splash of water or paint, which is more effective because it goes in many directions, giving our advertiser's maximum exposure and results.

ADVERTISING THAT WORKS SINCE 2004



Today's Senior 
magazine

877-739-1022 • sales@todayssr.com • TodaysSeniorMagazine.Info

Ad In Print Magazine

**Ad In Online Edition
(with link to your site)**

**Ad On Web Site
(with link to your site)**

**Ad Placement
In Magazine
(outside of page next to article)**

**Niche
Publication**

**Bull's Eye
Distribution**

WHY US?

**Our unique format and
SPLASH ADVERTISING
produce results!**

**Ads
Designed
For Our
Senior
Readers**

**Individual Area
Editions
(rather than one
national edition)**

**Seniors Still Prefer
Print Over Digital**

**Low Income
Readers**

**Exposure
Throughout
Magazine**

**Affluent
Readers**

**No Political or
Religious Material**

**Rates Include
Everything**

**(Color ad, ad design, ad changes, ad
on web site and in digital online version)**

OUR DISTRIBUTION

Although most seniors reside where they shop, they also are willing to travel to other areas to get a better product or service, or to save money when making a purchase

We are the only local print media that provides this exposure in just one publication

Where To Find Us:
Restaurants
Senior Centers
Retirement Homes
Retirement Communities
Casinos & Bingos
Banks
Retail Stores
Hotels & Motels

We are the most read senior publication in our areas of distribution!



WE GET RESULTS

On average up to 75% of our advertisers have been running their ad every month for one year or more.

Go to:

TodaysSeniorMagazine.Info
for a listing of all current advertisers



FACTS ABOUT SENIORS TODAY



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

- 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

- 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
- 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 and are willing to travel to play



ARE YOU TARGETING YOUR MARKETING DOLLARS TO THE RIGHT AUDIENCE?

Niche Marketing plus **Magazine Popularity** plus
Bull's Eye Distribution equals **SUCCESSFUL ADVERTISING**
SPLASH ADVERTISING