

THANK YOU FOR YOUR INTEREST IN TODAY'S SENIOR MAGAZINE



Featured on the National Television Show
“Moving America Forward” hosted by
William Shatner & Doug Llewelyn
www.todayssr.com/tv_show.html



THE effective and affordable way
to advertise your business

Today's Senior 
magazine
Publishing • Design • Consulting LLC

We Have Been Helping To Bring New Customers To Businesses Since 2004



With a retention rate of up to 70% of our current advertisers actively advertising with us for 3 or more years

WE DO GET RESULTS!

OUR MAGAZINE IS:



Printed on newsprint
because:

Seniors love newsprint

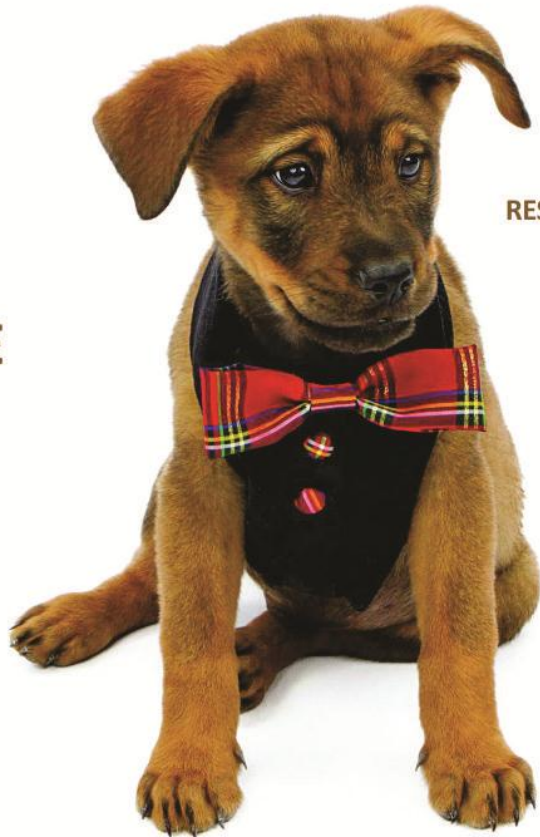
*Seniors have problems
reading when pages are on
glossy paper*

Cost to print

*Easier to pick up and take
home*

A Senior Resource Guide

TODAY'S SENIORTM
www.TodaysSeniorMagazine.com • December 2012 • (877) 739-1022 **MAGAZINE**



A SENIOR
RESOURCE GUIDE

FREE

*Seniors keep magazine
because of magazine
content*

*Provides important and
interesting information
for seniors*

*Provides information
about products and
services*

For Today's And Tomorrow's Senior Who Has A Fondness For The Past, But Looks Forward To The Future!

For The Active Senior



*The theme of the magazine is:
“To have a fondness of the
past, but to look forward to the
future”*

*Sports
Games
Travel
Gardening
Humor
Senior Living
Leisure
Relationships
Fitness
Pets
Entertainment
Camping
Computers & The Internet
...and much more*

Gives Maximum Exposure To Your Business



Your ad in the magazine

*Your business listed by
business category, name &
page # in the Table of Contents*

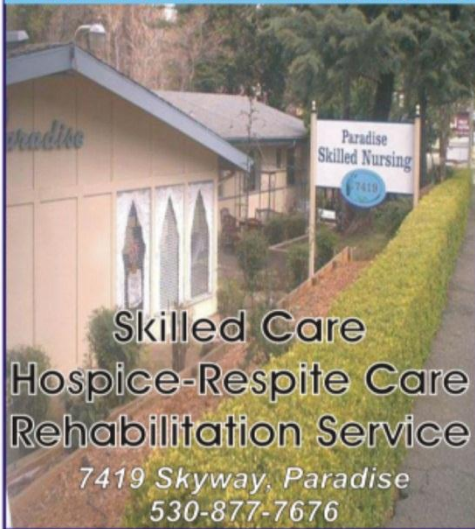
*Your ad posted on our #1
ranked web site, with a link to
your side*

*Your ad is placed next to an
article*

*Your ad is in our digital online version
www.todayssr.com/onlineedition.html*

Ad Placement That Provides Maximum Exposure

PARADISE SKILLED NURSING



Skilled Care
Hospice-Respite Care
Rehabilitation Service

7419 Skyway, Paradise
530-877-7676

Easy Monthly Payments

AUTO INSURANCE

Lic#0C31631

NEW LOWER AUTO RATES

****Discounts for over age 50**

Affordable Health Insurance Choices - Home - Auto - Renter
Medicare Supplements - Boat - Mobile Homes - Business

Jesse L. McDonald
6529 Skyway, Paradise, CA
530-877-8682
www.cahealthinsurancechoices.com

MOBILE HOMES

We buy, sell, and
help seniors finance
mobile homes

 Redeemer Solutions

(530) 864-4255 or 872-4659
www.redeemersolutions.com

Marci's Medicare Answers

Dear Marci,
I like Original Medicare because it allows me to see nearly every doctor in the country. Since I don't have retiree coverage, how can I supplement Medicare?

—Anne

Dear Anne,
You can buy a Medigap plan. Unlike private health plans, that may offer additional services but require that you follow the plan's rules, Medigap plans simply supplement Original Medicare. There are 12 Medigap plans (A-L) that each cover health costs that Medicare does not cover, like the hospital inpatient deductible, coinsurance for doctors' visits and coinsurance for a Medicare-certified skilled nursing facility. Insurance companies can charge different premiums for the same Medigap plans, so shop around to find the least expensive plan. You can call 800-MEDICARE to learn more about Medigap plans.

—Marci

Dear Marci,
My Mom has pancreatic cancer and her doctor said she will not live much longer. Can Medicare help?

—Eren

Dear Eren,
Your mother may qualify for hospice, or "end-of-life," care. The hospice benefit covers services to help people live as comfortably as possible (palliative care), but does not cover treatment. These benefits range from home health care and skilled nursing care, to pain medications and counseling for your mother and family. To qualify for hospice care, your mother must have Medicare Part A, her doctor must certify that she will live less than six months, and she must agree that she wants Medicare to pay for palliative care rather than treatments to try to cure her illness (she can receive treatment for other conditions). Medicare will only cover care that a Medicare-certified hospice agency provides. To learn more about hospice care, call 800-MEDICARE or the Eldercare Locator at 800-677-1116.

—Marci

Dear Marci,
I just qualified for a Medicare Savings Program, which will pay my Part B premium. Is it true that I can sign up for the Medicare drug benefit before November 15th?

—Jeff

Dear Jeff,
Yes. Most people with Medicare can only sign up for or change Medicare private drug plans (Part D) between November 15th and December 31st each year. If you qualify for a Medicare Savings Program (MSP) that helps pay for your out-of-pocket Medicare costs, you will get a Special Enrollment Period (SEP) to join, disenroll from or switch Part D plans the month you become eligible. Everyone who has an MSP automatically qualifies for Extra Help, a federal program that lowers Medicare prescription drug costs. If you have Extra Help, you are allowed to change Part D plans once a month. Call 800-MEDICARE, or Social Security at 800-772-1213, for more information.

—Marci

Marci's Medicare Answers is a service of the Medicare Rights Center (www.medicarights.org), the nation's largest independent source of information and assistance for people with Medicare. To subscribe to "Dear Marci," MRC's free educational e-newsletter, simply e-mail dearmarci@medicarights.org.

On the outside of the page, when possible

Next to an article so that the reader sees your ad as they read the article

OUR READERS



Our readers are part of the fastest growing segment of society today, the Baby Boomers

This is the age group that has more disposable income than any other age group

Spend more on travel, leisure, groceries, and health products than any other age group

Are lost without their computers and the internet (84%)

ONLINE EXPOSURE



We place your ad on our web site

- #1 ranked on Google, Bing & Yahoo
- Link your ad to your web site
- Gets 15,000 plus hits each month

Online version of the print magazine

- *Digital with turning page technology*
- *Includes your ad with a link to your web site*

Bull's Eye Distribution



We distribute to communities with the highest concentration of seniors

We get permission from businesses

We mostly place inside the businesses on counters and tables

We place magazines in both high and low income areas to hit your target demographics

We pick up and recycle a minimum amount of magazines each month



INCLUDED IN THE COST OF AN AD



Your ad in Today's Senior Magazine (both print & online versions)

Ad design (if requested)

A full color ad

Ad placement online on our web site and online version

TODAY'S SENIOR MAGAZINE



We are a national publication that provides both local and national exposure

Each edition is printed separately, using local printers and distribution

Our magazines are smaller local editions, with local flavor, which research has shown is what most local readers and businesses prefer

(877) 739-1022

TodaysSeniorMagazine.com

