

SENIOR

A Magazine serving the interests of those 50 and older.

NEW MAGAZINE COMING TO LOUISIANA

For Immediate Release

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A new magazine, with a very special focus, is coming to the communities on the shores of Lake Pontchartrain. Its name says it all: *Northshore SENIOR Magazine*. The introductory Summer 2010 issue debuts in July. *Northshore SENIOR Magazine* will be filled with information and articles that are useful and interesting to seniors and their families. Best of all, all issues—not just the introductory issue—are complimentary to subscribers and readers.

Northshore SENIOR Magazine can be picked up in the lobby or reception areas of many local hospitals, medical buildings, physician's offices, senior centers, as well as some financial planning and legal service offices, and other convenient locations throughout Tangipahoa, Washington, and St Tammany parishes. The magazines will be easy to find in their own special table-top or free-standing-floor racks. Complimentary home-delivery by-mail subscriptions are also available.

SENIOR Magazine, Inc, the parent publishing company, is in its fifth year of successfully publishing five versions of *SENIOR Magazine*—each with articles exclusive to the individual area. They are: *Colorado Springs SENIOR Magazine* serving 26,330 readers in Colorado; *Denton County SENIOR Magazine* and *Collin County SENIOR Magazine* serving 50,300 readers in Texas, *Scottsdale SENIOR Magazine* serving 21,000 readers, and *Texoma Area SENIOR Magazine* serving 18,900 in North Texas and Oklahoma.

Each advertiser-supported regional *SENIOR Magazine* is printed in full-color on glossy paper. As with its sister publications, the articles and stories in *Northshore SENIOR Magazine* are written by local professionals, targeted to the concerns and interests of local readers who are 50 and older. Emphasis is on providing information relevant to quality health and wellness issues, along with legal and financial topics, and lifestyle information.

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With the addition of *Northshore SENIOR Magazine*, **Greg Peace** joins SENIOR Magazine, Inc as associate publisher of *Northshore SENIOR Magazine*. Greg's roots are firmly planted in Louisiana soil. Both he and his wife Keri, as well as their 13 year-old son Caleb and 10 year-old daughter Victoria, are native Louisianans. Greg earned his marketing degree from Southeastern Louisiana University in 1982 and shortly thereafter joined his father's company publishing the monthly trade journal *Work Boat Magazine*. In 1989 he transitioned, establishing his own real estate and homebuilding businesses.

And now, well Greg says it best: "It's time to return to my first love—publishing. But it is publishing with a purpose. Just as my dad's company and magazine served a real need so too does *Northshore SENIOR Magazine*. It's just a different market, a different group of people. We know, and statistics support, the importance of this country's senior population. It is gratifying to me to know that through the articles—and yes, even the advertisements—in *Northshore SENIOR Magazine*, I will be doing my part to make their lives better by bringing information and resources to their attention, I can't think of a better way to say "thanks" to my mom and dad's generation."

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