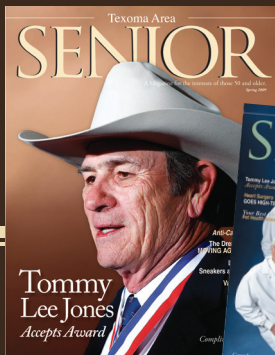




Complimentary Issue

MEDIA KIT





Distribution

SENIOR Magazine has one of the most sought after demographics in all of publishing: Affluent, Health Conscious, Active, Educated Professionals and Retirees over 50 with combined household incomes of \$100,000 and higher.

14,163

COPIES DIRECT MAILED TO 50 AND OLDER HOUSEHOLDS WITH A COMBINED INCOME OF \$100,000 AND HIGHER



6,160

COPIES DISTRIBUTED TO HOSPITALS, MEDICAL CAMPUSES, RETIREMENT COMMUNITIES, SENIOR CENTERS AND ADVERTISERS.



PLUS
677

ADDITIONAL COPIES MAILED DIRECTLY TO LOCAL PHYSICIANS AND SPECIALISTS.



DISTRIBUTION SUBJECT TO CHANGE BASED ON READER AND MARKET NEEDS.

BATON ROUGE'S TRUSTED PUBLICATION FOR ADULTS 50 & OLDER

SENIOR Magazine, Inc. is an **award winning** national parent company that publishes locally-owned and operated magazines **3-times per year in 14 markets** in 7 states: Arizona, Colorado, Louisiana, Ohio, Oklahoma, Texas and Utah for a total production of over 850,000 magazines annually.

SENIOR Magazine brings its readers something new: A **local educational resource showcasing informative, timely articles written by top professionals in specialized fields**, direct mailed to affluent, mature households, with a total distribution of over 21,000 per issue. Our distribution guarantees mailbox delivery and drop offs to targeted locations throughout the community.

WHAT MAKES SENIOR MAGAZINE DIFFERENT? YOU, THE ADVERTISER!

Baton Rouge SENIOR Magazine provides your company with a **highly visible** platform to educate potential customers. Unlike other magazines, Baton Rouge SENIOR Magazine's editorial content is provided by you, the advertiser; to **communicate and demonstrate your expertise in your chosen specialty**. Your educational article offers readers beneficial information that establishes your company as an industry leader; and is concrete evidence of your professional abilities.

PROVEN, COST EFFECTIVE RESULTS

SENIOR Magazine provides **unparalleled access to the affluent 50 and older** demographic at a very low cost. For a fraction of what other magazines charge for an ad, SENIOR Magazine offers you more for your advertising dollar. With every full-color ad space purchased, you receive coveted editorial space to write about what you know best – your business. The result: Higher ROI and more customers.



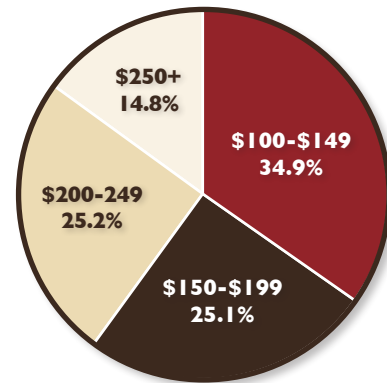
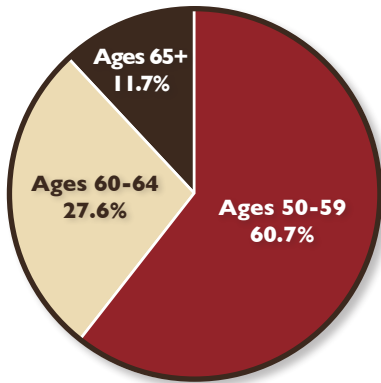
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SENIOR MAGAZINE

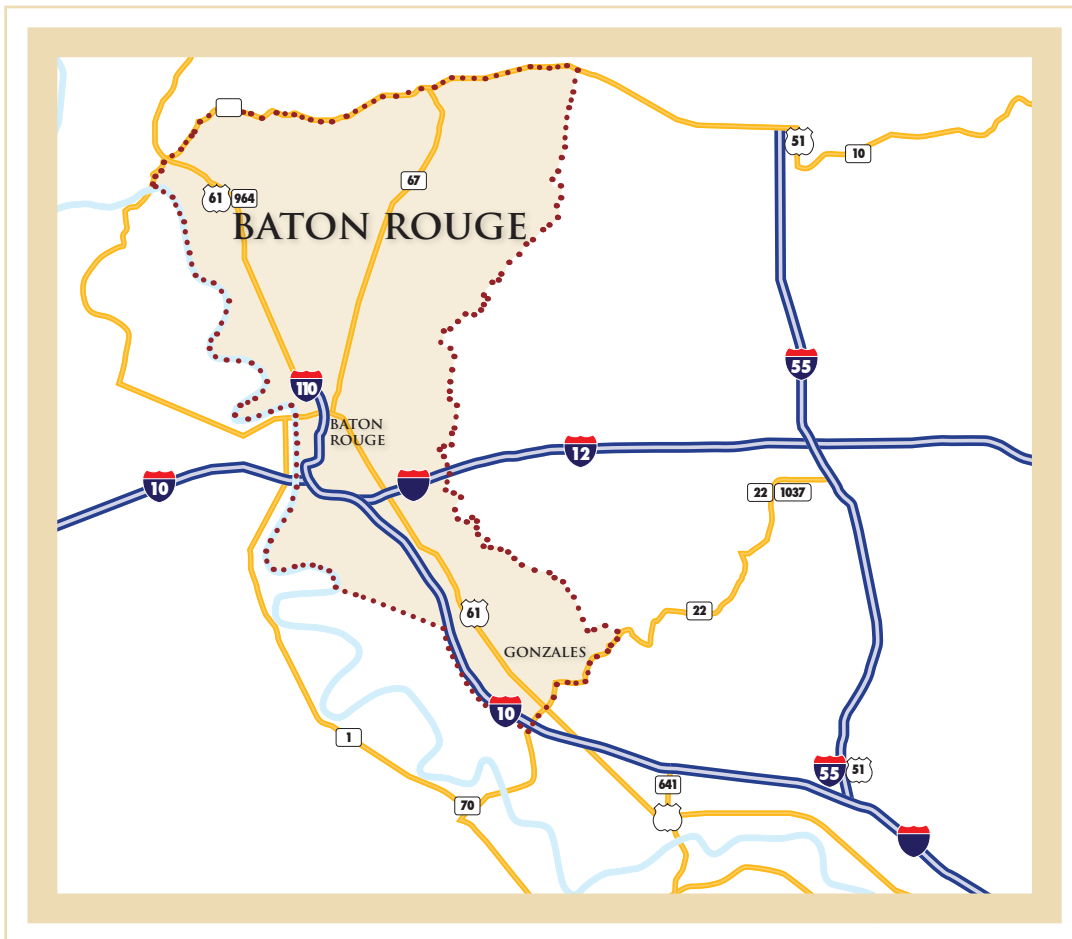
Demographics

AGE OF HOMEOWNER

HOUSEHOLD INCOME



IN THOUSANDS



ADVERTISING *Rates & Sizes*

RATES (PER ISSUE)

BATON ROUGE SENIOR
PUBLISHES 3 ISSUES ANNUALLY

HALF PAGE + HALF PAGE EDUCATIONAL ARTICLE	\$895
FULL PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,475

PREMIUM PLACEMENT (PER ISSUE)

INSIDE FRONT COVER + FULL PAGE EDUCATIONAL ARTICLE	\$1,650
FIRST PAGE + FULL PAGE EDUCATIONAL ARTICLE	\$1,650
INSIDE BACK COVER + EDUCATIONAL ARTICLE	\$1,550
BACK COVER + EDUCATIONAL ARTICLE	\$2,500

SPECIALS (PER ISSUE)

TWO PAGE SPREAD	\$1,800
INSIDE LOCAL FEATURE STORY	INQUIRE FOR INFORMATION

FULL PAGE AD
8.625 in. x 11.0625 in.

FULL PAGE
ARTICLE
750 WORD LIMIT

1/2 PAGE
ARTICLE
350 WORD LIMIT

1/2 PAGE
HORIZONTAL AD
7.375 in. x 4.75 in.

1/2 PAGE
VERTICAL
AD
4.25 in. x 11.0625 in.

1/2 PAGE
ARTICLE
350 WORD LIMIT

- **YOUR ADVERTISING DOLLAR BUYS MORE THAN JUST AN AD.** With the purchase of your ad, you have the opportunity to write an educational article of equal size — a different article for each issue. Your bylined educational and informative article is professionally edited and published adjacent to your ad.
- **ADDITIONAL MAGAZINES AND A TABLE DISPLAY** are provided and delivered by our staff for your office reception area or foyer, with our compliments.
- **NEED HELP DESIGNING AND CREATING YOUR AD? NO PROBLEM.** At no additional cost, your publisher will coordinate SENIOR Magazine's art department to create your ad for the magazine.

CONTACT INFORMATION

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