

# *Seniors* **TODAY**

**Entertaining, Informing, & Supporting  
Seniors For Over 33 Years!**



[seniorstodaynewspaper.com](http://seniorstodaynewspaper.com)



# Welcome To *Seniors Today* Newspaper

In today's market it is imperative that you get the most for your advertising dollars and *Seniors Today* can help you do just that.

In contrast to a traditional focus on the younger generations, the marketplace is scrambling to address the needs and concerns of the aging population. *Seniors Today* is the door to senior markets.



## Market Facts



"More than 70 million Baby Boomers are edging into retirement... The market for seniors services, in other words, promises to be big for a long time."  
—Jack Gordon  
*Sky Delta, Start Me Up*

- Seniors now controls over 77 percent of all financial assets in the United States. \*
- Seniors own almost 50 percent of all credit cards and account for more than 50 percent of discretionary spending power. \*
- This larger population of older Americans are more racially diverse and better educated than previous generations. \*\*

\**Selling To Seniors*

\*\**Administration On Aging*

\*\*\**US Census*

## Paper Facts

*Seniors Today* is written for the 50 plus age group and has celebrated its 33<sup>rd</sup> successful year meeting the needs of the fastest growing segment of the population.



- *Seniors Today* is published every other Friday.
- Delivered to locations most often frequented by seniors.
- *Seniors Today* is offered free of charge.
- Offers updates and information to help seniors live a fun, free-spirited lifestyle.

## Advertising Facts

Today's seniors live longer, work longer, are active longer—and are consumers longer than ever before. With seniors spending the second highest amount of their leisure time reading, \*\**Seniors Today* is sure to be read cover to cover make this your most valuable advertising investment.



- People over the age of 50 account for 43 percent of all American households. \*\*\*
- 483 Million—Current senior population age 65 and older in the world.\*\*\*
- 86.7 Million—Projected number of people who will be 65 or older in year 2050.\*\*\*
- By 2050, 40 percent of the population will be older than 50. \*\*\*
- By 2050, seniors will outnumber children 14 and under for the first time in history. \*\*\*



# Deadline/Publication Schedule

## 2024

Deadline	Issue Date	Deadline	Issue Date
December 29 .....	January 5	June 28 .....	July 8
January 12 .....	January 19	July 12 .....	July 19
January 26 .....	February 2	July 26 .....	August 2
February 9 .....	February 16	August 9 .....	August 16
February 23 .....	March 1	August 23 .....	August 30
March 8 .....	March 15	September 6 .....	September 13
March 22 .....	April 1	September 20 .....	September 27
April 5 .....	April 12	October 4 .....	October 11
April 19 .....	April 26	October 18 .....	October 25
May 3 .....	May 10	November 1 .....	November 8
May 17 .....	May 24	November 15 .....	November 22
May 31 .....	June 7	November 29 .....	December 6
June 14 .....	June 21	December 13 .....	December 20

## Ad Specs/Graphics

Our graphics department will be happy to assist you in design and layout of your ad at no additional charge. We can also accept your advertisements in pdf, jpeg, tif, or eps format. Pre-set ads and logos can be e-mailed to us at:

[seniorst@bellsouth.net](mailto:seniorst@bellsouth.net)

Thank you for considering marketing your business with **Seniors Today**, a publication designed and written for the 50 plus age group and celebrating over 33 successful years meeting the needs of Florida’s fastest growing segment of the population.

**Seniors Today** covers all of Volusia and Flagler Counties with a circulation of over 25,000. Each issue is published every other Friday and hand delivered to locations most often frequented by seniors, such as the senior centers, senior living communities, medical facilities, banks, condominiums, as well as hospitals, restaurants, grocery and convenience stores, county and city libraries, etc. **Seniors Today** can now be picked up at all **Walgreens** and at freestanding, weatherproof, newspaper boxes throughout the two counties. **Seniors Today** is offered completely free of charge to our readers.

**Seniors Today** is an advertising medium any business who serves seniors cannot afford to pass up. We’ll help your business stand above the rest. Please call us with questions about your advertising needs or visit our website at [seniorstodaynewspaper.com](http://seniorstodaynewspaper.com)





# Seniors TODAY

## The Most Effective Senior Marketing Tool In Volusia & Flagler Counties

### Advertising Rates Per Issue

Ad Size	Dimensions W x H	Rates per Issue		
		Single Issue	6 Issue Contract	13 Issue Contract
Back Page	9 <sup>3</sup> / <sub>4</sub> " x 12 <sup>1</sup> / <sub>8</sub> "	\$690 full color	\$630 full color	\$580 full color
Full Page	9 <sup>3</sup> / <sub>4</sub> " x 12 <sup>1</sup> / <sub>8</sub> "	\$490 blk/white	\$440 blk/white	\$400 blk/white
		\$550 one color	\$515 one color	\$445 one color
		\$600 full color	\$570 full color	\$515 full color
1/2 Page	4 <sup>13</sup> / <sub>16</sub> " x 12 <sup>1</sup> / <sub>8</sub> " (V)	\$280 blk/white	\$250 blk/white	\$215 blk/white
1/2 Page	9 <sup>3</sup> / <sub>4</sub> " x 6" (H)	\$325 one color	\$295 one color	\$265 one color
		\$425 full color	\$395 full color	\$365 full color
1/4 Page	4 <sup>13</sup> / <sub>16</sub> " x 6"	\$160 blk/white	\$140 blk/white	\$120 blk/white
		\$195 one color	\$175 one color	\$160 one color
		\$305 full color	\$285 full color	\$265 full color
1/8 Page	2 <sup>1</sup> / <sub>3</sub> " x 6" (V)	\$100 blk/white	\$ 90 blk/white	\$ 80 blk/white
		\$115 one color	\$105 one color	\$ 95 one color
		\$225 full color	\$215 full color	\$205 full color
1/6 Page	2 <sup>1</sup> / <sub>3</sub> " x 3" (V)	*\$60 blk/white	—	—
		\$75 one color	—	—

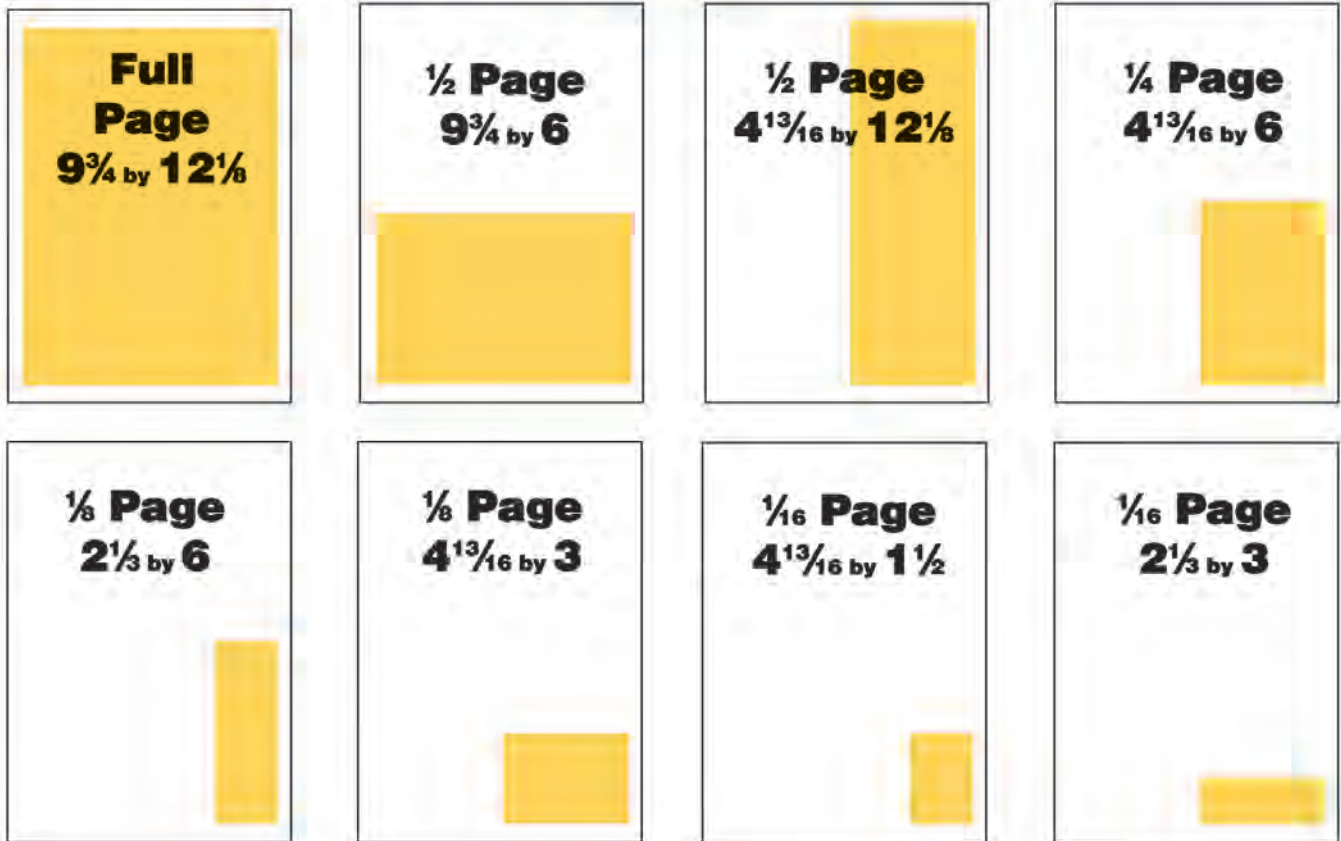
Advertising inserts (customer supplied)—Call 386-677-7060 for more information

\*Text only ad—No graphics

### Special Positions – add 20%

- All rates are prepaid. Billing terms are available for 13-issue contracts.
- *Seniors Today* publishes every other Friday. Your advertisement benefits from being in front of your customers for two full weeks.
- Deadline for ads is 5 P.M. on the Friday before publication.
- Paper is also published on our website at [seniorstodaynewspaper.com](http://seniorstodaynewspaper.com)

## Ad Sizes



## Ad Specs / Graphics

There is no need to worry if you do not have an ad to begin with, our Graphics Department will be happy to assist you in the design and layout of your ad. Just give us your message and we will help you present it!

Pre-set ads and logos can be e-mailed and print-ready ads can be submitted in one of the following formats: (If you need help or do not recognize the following, give us a call and we will help.)

- Acceptable formats are: TIFF, EPS, JPG, or PDF file.
- Files should be 300 dpi.

### Photos and Graphics

Be sure to include any photos or graphics in one of the following formats as an e-mail attachment.

- Digital photos are preferred.
- Professionally printed photos scanned at 300 dpi.  
(TIFF, EPS, PDF, or JPG)
- Printed photos to be scanned.

### Text Files

- Please e-mail text files if possible.

# Testimonials

## Here's what our long time clients have to say about advertising in *Seniors Today*:

Pyle, Dellinger & Duz, PLLC, focuses on estate planning, probate/trust administration and elder law which made *Seniors Today* the right fit when we started advertising with them over 20 years ago. We have been successful with the advertorial in their paper which allowed the readers to get to know us.

*Michael A. Pyle, Attorney*  
Pyle, Dellinger & Duz, PLLC



Advertising with *Seniors Today* has helped us reach more of the senior community. It's the perfect vehicle for my clients and the cost is the most reasonable in town. I highly recommend *Seniors Today* for your advertising needs.

*Bernie Fitzgerald, Owner*  
Veteran United States Army  
Senior Helpers of The Villages, Volusia County, Palm Coast and St. Augustine



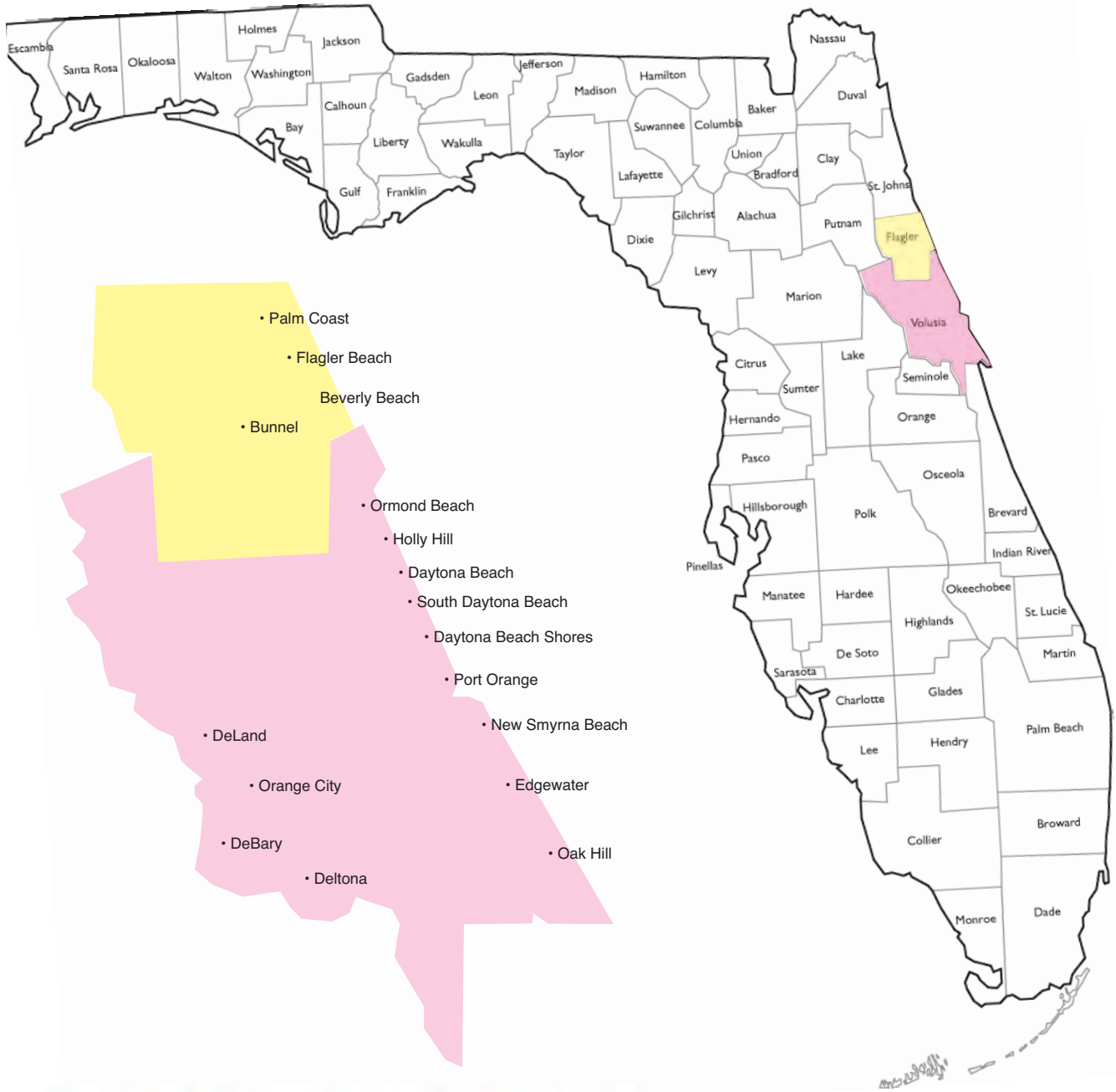
For over 20 years I have found advertising with *Seniors Today* for the Assisted Livings I have managed to be the best source for telling our seniors what is available to them. It is the paper they go to when they need to make a change in their living arrangements. I have enjoyed a great rapport with *Seniors Today* and appreciate the help they have given offering great ideas for my advertising campaigns.

*Paul Mitchell, Executive Director*  
Indigo Palms



*Seniors Today* has such a wide scope of readers that it is the perfect means for me to advertise my business, LaRoche's Fruit Shipping & Used Furniture. We have been shipping fresh fruit and selling fruit trees and furniture for over 60 years and have been advertising with *Seniors Today* for 30 of those years. My customers tell me they see my ad every where!

*Lew Stremovihgt, Owner*  
LaRoche Fruits, Furniture, & Fruit Trees



# Seniors **TODAY** Coverage Map





## *Seniors Today's Website & E-mail Blast*

### *Two More Ways Advertising Reaches Your Demographics*

More and more seniors are turning to the internet and with this trend in mind, we're excited to offer *Seniors Today* on the world wide web. Our website has new opportunities to reach qualified consumers in the senior market looking for your products and services. The website is designed to support your advertising message, at no **extra cost to you**, as readers browse its entertaining and informative pages.

Our bi-weekly publication features events, calendars, and interesting articles—and the entire publication can be found online. We've created specific pages to attract your targeted demographic.

Seniors need not worry about missing an issue —back issues can be found on the *Seniors Today* website as well.

*Seniors Today* has also compiled a list of those interested in getting each issue of *Seniors Today* as it is published. We send out an e-mail blast to everyone when the new issue is on the streets! The paper comes right to their inbox and they can simply click the link to access the current issue. This gives you, the advertiser another audience in addition to those who actually pick up the paper in person or read it online.

**Learn more by visiting: [seniorstodaynewspaper.com](http://seniorstodaynewspaper.com)**