



# Senior Lifestyle Advantage Magazine

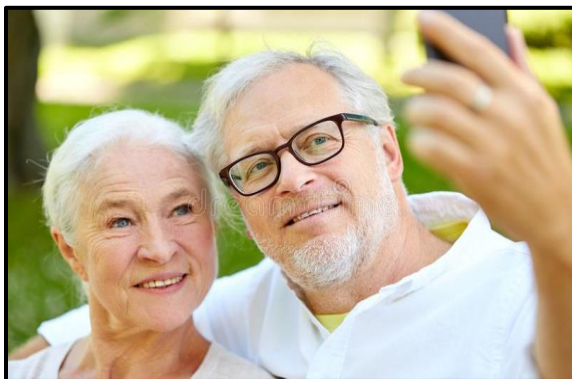
Changing The Way We Think About Aging.

## Advertise Today!

The publication Senior Lifestyle Advantage Magazine, is a beautiful 64-page magazine. We are helping individuals 50+ live the next years of their life with expectation, satisfaction, and a healthier life by giving expert insight to all kinds of topics. Including travel, recipes, fashion, financial, business, health & wellness, and many more resources. Each issue is available in print and on our website [www.seniorlifestyleadvantage.com](http://www.seniorlifestyleadvantage.com) for our customers.



Travel - Business - Financial



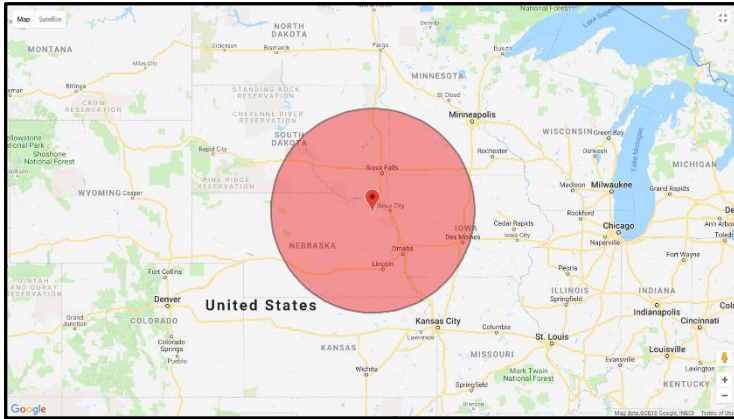
### Visible locations to pick up a free copy:

- local grocery stores
- hospitals, clinics
- libraries
- senior centers
- financial planners
- small groups
- attorney
- home care
- health care, spa's, salons
- restaurants



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## Audience Profile:

Female 52%  
Male 48%  
Median Age 50  
200-mile radius in distribution

## Sharing and Connecting

Senior Lifestyle Advantage Magazine is “Changing The Way We Think About Aging”. Everyone ages, and so we highlight the culture and local businesses throughout Iowa, Nebraska, and South Dakota to inform and entertain the aging generations. We welcome advertisers to join us in reaching seniors and their families through our publication. We celebrate small businesses, artists, events, food, nature, health & wellness, outdoor fun, shopping, humor, expert insight, style, technology, and individuals who help us be our best every day as we age. Senior Lifestyle Advantage Magazine was recently voted “Most Engaging Magazine” of 2016-2017. Our advertising deadlines are 6 months earlier because space is limited. We build relationships with our customers and members. Every person is important to the success of Senior Lifestyle Advantage Magazine. Prices are discounted for repeat advertisers. To learn more about featuring your business contact our advertising department

[sales@seniorlifestyleadvantage.com](mailto:sales@seniorlifestyleadvantage.com) or call 402-200-9334.



Many experiences have encouraged my life. It is with extraordinary joy to share these special moments with you. We are excited to share your story also. I am proud to be the Founder/CEO of Senior Lifestyle Advantage Magazine. Our journey continues as we look forward to publishing each issue with you.

Joyously, Judith Stanton



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## Rate Card 2018-2019

### Advertising Discounts per issue

Sizes	1x	2x	3x	4x
1/6 page	\$505	\$495	\$485	\$475
1/3 page	\$705	\$695	\$685	\$675
1/2 page	\$1405	\$1205	\$1105	\$1045
2/3 page	\$1645	\$1445	\$1245	\$1145
Full page	\$2045	\$1995	\$1895	\$1850
Inside Cover/Front	\$2345	\$2245	\$2245	\$2145
Inside/Back Cover	\$2745	\$2645	\$2545	\$2345
Block on Front Cover	\$800	\$700	\$675	\$650
Local Variety	\$225	\$200	\$185	\$175
Calendar of Events	\$225	\$180	\$175	\$165

1/6 page (4.625 w x 2.125 l) 1/6 page Vertical (2.25 w x 4.5 l)

1/3 page (4.5 w x 4.5 l) 1/3 page Vertical (2.25 w x 9.25 l)

1/2 page (7 w x 4.5 l) 1/2 page Vertical 2/3 page (4.5 w x 9.25 l)

Full page (8 w x 10.5 l) Inside Cover (8 w x 10.5 l)

Back Cover (8 w x 10.5 l)



Share SLA Magazine with your customers, subscribe for \$24/yr. 3 issues in 2018 4 issues in 2019. Order today! 402-200-9334.



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## Reach your customers in Our Next Issues!

Fall/Winter 2018—Summer 2019

Advertise Today! Call 402-200-9334

Deadline for Spring 2019 Oct. 1, 2018

Deadline for Summer 2019 February 1, 2019

Deadline: Date to have ad reservations in, and advertising materials submitted.

Release: Date to have balance of ad cost paid. Magazine Distribution begins.

Senior Lifestyle Advantage Magazine is free to the community. Subscriptions are available for \$24/yr. Our demographics include reaching people throughout Nebraska, Iowa and South Dakota with your support. Print & Digital available for all issues.

### Specifications:

- Your ad needs to be: CMYK color . 300 dpi . PDF, JPG, or EPS
- Full Page Ads: Trim: 8" x 10.5"; Live area: .25" inside trim - 7.5" x 10": Bleed .125"
- All Other Ad Sizes: Bleed .125", Margin: .25"
- Proofs will only be provided upon request.

### Policies:

- Senior Lifestyle Advantage reserves the right to refuse any ad.
- Cancellations: Ads are charged 50% of the ad rate for cancellations received less than 15 days before the deadline. No cancellations after the deadline.

