

# magazine feature calendar 2014

## JANUARY health & fitness

January is the month when many Senior Living readers are looking ahead at the new year and thinking about lifestyle changes to improve their health and overall fitness. Because of this interest, our January issue features articles on how our readers can improve their health through fitness and staying active. If you are a part of the fitness or leisure industry, this issue is a perfect month for your advertising to make sure that it is absorbed enthusiastically.

Booking Deadline: Dec 10 | Ad Ready Dec 14

## FEBRUARY housing

Senior Living's February and August housing editions provide related businesses the opportunity to advertise their residences, products or services directly to consumers who want to maintain their independence. This issue, as well as the August issue, are highly anticipated as seniors look to Senior Living for guidance on the many obstacles that arise around the topic of senior housing.

Booking Deadline: Jan 15 | Ad Ready Jan 20

## MARCH caregiving guide

Did you know that there are over 1 million caregivers in BC (and growing)? While seniors are predominantly more healthy than past generations, responsibilities shift onto the shoulders of adult children as their parents age. We feature a unique guide for caregivers and seniors who want to age in place with the support of their families and appropriate products and services.

Booking Deadline: Feb 15 | Ad Ready Feb 20

## APRIL canadian travel / health & wellness

If you are a travel business that offers tours or tourism services, regardless whether it is in Canada or elsewhere, this is the issue that seniors will be reading as they plan their future travel. In our Health and Wellness section, we inspire our audience to live positively and in better health, exploring facets of wellness, fitness, nutrition, and health products and services that can benefit an aging body and improve quality of life.

Booking Deadline: Mar 15 | Ad Ready Mar 20

## MAY estate and planned giving

Seniors are more likely to give to charities than any other demographic. 80% of the wealth in Canada is held by people aged 50 years and older. This is a great issue to shine the spotlight on your non-profit organization and to gain awareness with this caring and supportive demographic. This is also a perfect advertising venue if you are in the legal or financial planning industry.

Booking Deadline: Apr 15 | Ad Ready Apr 20

## JUNE travel

Mature travellers account for 80% of all luxury travel, they travel more frequently than any other age group and stay longer. 42% travel for relaxation and 32% travel for adventure. Our travel issue is just as exciting as it sounds. We showcase seniors that are living life to its fullest by exploring the world around them - both abroad and in BC. Booking Deadline: May 15 | Ad Ready May 20

## JULY health & aging / grandparents

July's issue focuses on health and aging, profiling a wide range of health related products, services, activities and practices that slow the effects of aging and allow seniors to enjoy life at optimum levels of health and wellness. With over 60% of the adult population being grandparents, we offer ways to stay young at heart as you engage in the benefits and joys of being a grandparent.

Booking Deadline: June 15 | Ad Ready June 20

## AUGUST housing

Senior Living's February and August housing editions provide related businesses the opportunity to advertise their residences, products or services directly to consumers who want to maintain their independence. This issue, as well as the February issue, are highly anticipated as seniors look to Senior Living for guidance on the many obstacles that arise around the topic of senior housing.

Booking Deadline: July 15 | Ad Ready July 20

## SEPTEMBER aging in place / caregiving guide

September's issue focuses on aging in place issues and features our unique guide for caregivers, providing resources for seniors and families of seniors who are dealing with the complex decisions around the aging in place process.

Booking Deadline: Aug 15 | Ad Ready Aug 20

## OCTOBER healthy lifestyle / cruise travel

This issue profiles seniors who inspire us with their healthy lifestyle. It covers topics on optimum health, lifestyle, fitness and wellness, exploring a wide range of health products and services that combat the aging process. This is a perfect medium for any advertiser in the health or fitness and leisure industries to really target their strongest buyer demographic, the 50+ consumer group. Healthy lifestyles include the rest and relaxation provided through travel... an ocean or river cruise, for example. Seniors love to travel and taking a cruise is a definite favorite. This issue is perfect for travel companies launching their next season of cruise options.

Booking Deadline: Sep 15 | Ad Ready Sep 20

## NOVEMBER estate and planned giving

Twice a year we shine the spotlight on charities and non-profit organizations that contribute so much to our communities. We know that seniors are more likely to give to charities than any other demographic. This is a great issue, as we approach the holiday season, to remind our readers that they can give in a meaningful way to your particular cause. This also a perfect advertising venue if you are in the legal or financial planning industry.

Booking Deadline: Oct 15 | Ad Ready Oct 20

## DECEMBER holiday issue / winter travel

Seniors look to us to help them decide and plan for those perfect gifts to give their loved ones. Here is an opportunity to offer your best, most unique, and/or most gift appropriate products and services. This issue also features travel to warmer climates - "snowbirding." We offer snowbird experiences and tips for seniors wanting to make the trek south for the winter. Booking Deadline: Nov 15 | Ad Ready Nov 20

**REGULAR DEPARTMENTS:** Travel | Entertainment | Health | Fashion & Beauty

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