

# Senior Living

50+ Active Lifestyle Magazine  
Vancouver • Vancouver Island

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## THE MOST LOVED 50+ MAGAZINE IN BC

Senior Living magazine projects a positive message, making it a favorite of everyone who reads it. We are told, over and over, "I just love your magazine!" You can't help but be inspired by the people you meet within its pages.

## YOUR CUSTOMERS ARE OUR READERS

We are the only 50+ focused monthly magazine in BC. Advertising in Senior Living ensures you reach this targeted audience every month with your message. Our readers include seniors, families and friends of seniors, people planning for retirement and professional service providers. But don't be surprised to find it in the hands of people a lot younger!

## INSPIRING AND INFORMATIVE EDITORIAL

Our editorial team writes about people over the age of 50 whose lifestyle or achievements serve as an inspiration to readers of any age. Our magazine also includes relevant articles on topics like health, finance, travel, leisure, recreation, education, gardening, cooking, arts and entertainment.

## OUR DISTRIBUTION COVERAGE HAS EXTENSIVE REACH

We currently serve a readership of over 60,000 throughout the Greater Vancouver area. We serve another 60,000 readers with our Vancouver Island edition, making us one of the widest distributed regional magazines around. Senior Living is distributed free at over 1200 locations including activity centres, libraries, community residences, and high traffic locations like shopping centres, pharmacies, restaurants, health care centres, banks and businesses.

## EXPOSURE THAT LASTS AND LASTS

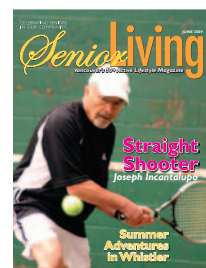
People keep our magazine long after its cover date. In fact, a recent survey indicated Senior Living has an average shelf life of over 3 months. This means your advertising message is in the hands of potential customers for a significant amount of time. In addition, our magazines are all archived on our website for easy future reference.

## ADVERTISING CAMPAIGNS THAT GET RESULTS

Senior Living serves as an on-going resource for valuable information, and promotes products and services targeted to the 50+ consumer. There's no other monthly magazine that targets this demographic better. An effective advertising campaign can increase your brand awareness – and your sales!

## COMMITMENT TO YOUR SUCCESS

Our marketing team is committed to your success. Effective advertising doesn't just happen...it's planned. Get the most out of your advertising dollar with Senior Living magazine. We have a variety of marketing options to fit any budget. Contact us to find out more.



See NEXT PAGE  
for a list of  
advertising options  
available through  
Senior Living  
magazine.



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**The 50+ consumer market is *vital* to your business. We can help you reach it. *absolutely***

#### Vancouver Island & Lower Mainland

- The densest 50+ region in BC
- Among the Top 5 densest 50+ regions in Canada

#### PRINT DISPLAY ADS

1/6 Page Ads to Full Page Ads

#### CLASSIFIED ADS

\$45 for 20 words or less  
Boxed Ads

#### SPECIAL EDITORIAL EDITIONS

January	Health & Fitness
February	Senior Housing
March	Caregiving
April	Canadian Travel
May	Estate & Planned Giving
June	Travel
July	Successful Retirement / Grandparenting
August	Senior Housing
September	Aging in Place / Caregiving
October	Health & Wellness / Cruise Travel
November	Estate & Planned Giving
December	Holiday Issue / Winter Travel

#### WEBSITE ADVERTISING

[www.seniorlivingmag.com](http://www.seniorlivingmag.com)

Banner Ads

- Home Page
- Article Categories
- Housing Directory Area
- Ask A Pro Article Submission
- Business Directory
- Housing Directory Enhanced Listings
- Online Events Listings (No charge)

#### NEWSLETTER ADVERTISING - Monthly

Monthly Business Newsletter  
Monthly Readers Newsletter

#### ANNUAL SENIORS EXPO - March

Exhibitor Booths  
Program Guide Ads  
Sponsorship

Contact us to find out more.

**Toll free 1-877-479-4705**

email [sales@seniorlivingmag.com](mailto:sales@seniorlivingmag.com)

**We have an advertising option to suit every marketing budget.**

#### Adult Population over age 50

- Greater Vancouver - 39%
- White Rock - 58%
- Victoria - 47%
- Nanaimo - 54%
- Qualicum - 72%
- Courtenay - 59%

BC Stats 2013

#### Aging Statistics of Note

- In 2020, 1 in 4 Canadians will be over age 50.  
By 2035, 1 in 4 will be over 65.
- Today, 60% of Canadians over 50 have a surviving parent.
- By 2016, Canada will have far more seniors than children age 14 and under.
- In the next 10 years, BC's 65+ population will increase 30%.