



SERVING SENIORS AND THEIR FAMILIES

Mississippi's Premier Resource Guide for
Seniors, Caregivers, Family & Friends

2021 MEDIA KIT

Advertise in Mississippi's Authoritative Guide for Seniors.

Serving Seniors and Their Families is one of Mississippi's most valuable media platforms with a large, sought-after target audience—seniors, and their older children. Packed with useful information, reference material, note pages, and much more, the magazine offers a powerful, low-cost, and extremely focused media footprint to showcase your brand. With a wide distribution and a shelf life far longer than other publications, *Serving Seniors and Their Families* is a great value.



SERVING SENIORS AND THEIR FAMILIES 2021 ANNUAL RATE CARD

Markets	Distribution	Pub Dates	1/2 Page	Full Page	2-Page Spread	Section Pages
North MS	25,000	Sept	\$2,500	\$3,700	\$6,900	\$7,700
Central MS	35,000	Sept	\$2,700	\$3,900	\$7,100	\$7,900

Serving Seniors & Their Families shall not be bound to honor any incorrect advertising rate published herein. Distribution estimates are subject to advertising sales and distribution location changes.

SERVING SENIORS AND THEIR FAMILIES

FOR AD SUBMISSION INFORMATION, VISIT

ServingSeniors.com

REACH & FREQUENCY

ENGAGE GREAT CUSTOMERS

Our highly engaged audience has leisure time and a passion for life—and *Serving Seniors and Their Families* is the perfect vehicle for information they need.

WIDE READERSHIP & EXTENDED LIFE

The guide is often kept and shared among seniors, families, and professionals, expanding its readership.

THE PROFESSIONAL'S GUIDE OF CHOICE

It's distributed & recommended by senior care and healthcare professionals throughout Mississippi, and often utilized for referrals many times over.

USEFUL COMPARISON CHARTS

Easy-to-use housing, home health, hospice, and skilled nursing comparison charts are included.

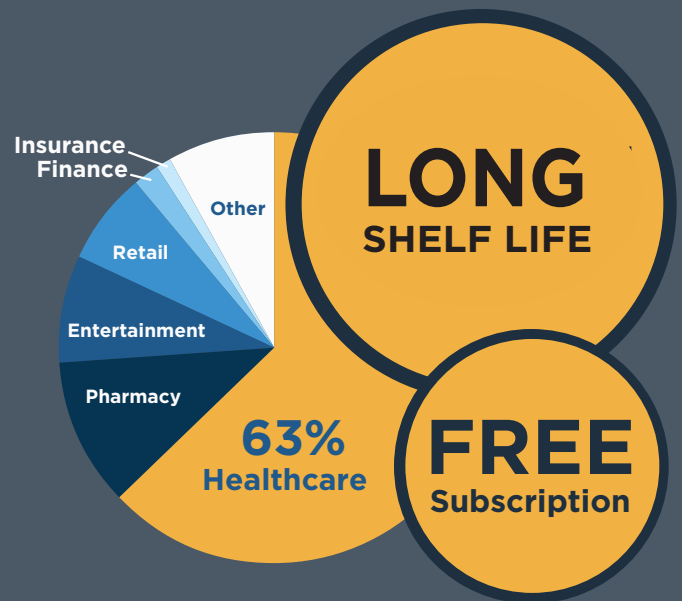
ADDITIONAL FEATURES

Educational articles, "How To's", and "Where To Go" features give seniors information they have a hard time finding elsewhere.

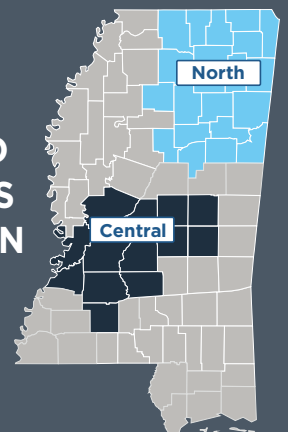
SHOWCASE YOUR BUSINESS

There is no better media to target Seniors in Mississippi.

DISTRIBUTION



IN YOUR NEIGHBORHOOD WITH HUNDREDS OF DISTRIBUTION POINTS



Restaurants / Doctor's Offices / Hospitals
Clinics / Senior Centers / Home Care Providers
Libraries / Pharmacies / Financial & Law Advisors
Social Workers / Nurses / Case Managers
Discharge Planners / Churches & Synagogues
Health Care Professionals / Senior Housing
Senior Expos & Fairs / Health Fairs / Seminars
Symposiums / Support Groups