

# Senior Lifestyles

Space Deadline  
July 30, 2010



The fastest growing demographic group is living longer than ever before. Their retirement years now offer almost unlimited opportunities for personal growth, recreation, traveling, and service to others and their communities. Healthier than previous generations, senior citizens are no longer content to idly rock away their twilight years, but are as concerned about lifestyle issues as those in younger age groups.

*Bucks County Town & Country Living* is addressing this need for seniors to live their lives to the fullest in our new special section, *Senior Lifestyles*. This guide will offer an important informational editorial that will help seniors and their families plan for the future while doing what they can to live well today. This spring, for example, we will investigate the issue of retirement planning for our aging parents and ourselves.

Senior Lifestyles is being published in the spring and fall and will be inserted into the *Bucks County Town & Country Living* magazine. An additional 10,000 copies will be inserted into selected Montgomery Newspapers in high income zip areas, making our total circulation 30,000 and our readership 90,000.

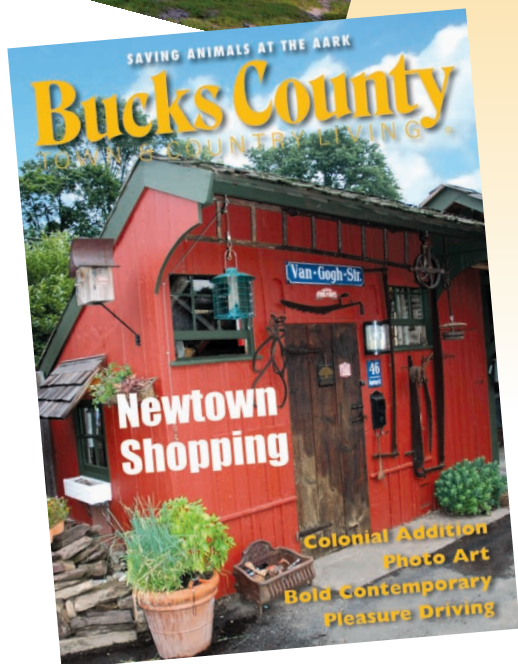
*Advertisers to Date: Harvest Group Financial, Twining Village and Wood River Village*



## RATES & SCHEDULE

*PUBLISHING DATE:* September 3, 2010

<u>Sizes</u>	<u>1X BW</u>	<u>1X Color</u>	<u>2X Color</u>
Full Page (7" W x 10" H)	\$1995	\$2295	\$2075
2/3 Page (4.5" W x 10" H)	\$1625	\$1925	\$1725
1/2 Pg (7" W x 4.625" H)	\$1195	\$1450	\$1295
1/3 Pg (4.625" W x 4.625" H)	\$995	\$1195	\$1075
1/4 Pg (3.375" W x 4.625" H)	\$695	\$795	\$695
1/6 Pg (4.625" W x 2.25" H)	\$450	\$595	\$495
Cover 2		\$2595	\$2395
Cover 3		\$2425	\$2295
Cover 4		\$2850	\$2585



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