

A photograph of four diverse senior citizens (two women and two men) of various ethnicities, all smiling and performing a side-body stretch in a park setting with trees and sunlight in the background. They are wearing casual athletic wear like t-shirts, leggings, and jackets.

CALIFORNIA
Senior Guide

Your Trusted Resource

Media Kit

For more information,
Call: (951) 276-2211
E-mail: advertising@californiaseniorguide.com
www.CaliforniaSeniorGuide.com

REACH THE EVER-GROWING SENIOR POPULATION!



You now have the opportunity to reach more

ACTIVE AGING ADULTS WHERE THEY WORK, PLAY, AND LIVE.

Based on U.S. Census Bureau information, "the elderly population will more than double between now and the year 2050, to 80 million. By that year, one in five Americans could qualify as elderly.

The potential value of the aging population is tremendous—and not just in terms of money: they are gaining market share. Older consumers do shop differently, from both a product-purchase and social perspective. They want to contribute to society and want to be relevant to the community. The aging population also represents an underused and experienced potential for the workforce. As consumers, shoppers, employees and citizens, there is a significant demand for advertising and reaching this ever-growing population.

WHAT'S INSIDE

Each quarterly edition of the California Senior Guide will provide comprehensive information and valuable resource listings to keep readers knowledgeable about the latest happenings in their communities. Contents include: Medical, Legal & Financial, Home Health & Hospice, Leisure & Lifestyle and Veterans. Highlighting each issue is a famous senior celebrity cover story featuring the best in senior lifestyles. The California Senior Guide digital version is available on our website.



... THE ELDERLY POPULATION WILL
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TESTIMONIALS

"I really appreciate the placement of my ad in the magazine and I'm already getting a great response! I am really happy with it, thanks!"

Arce R.-Office Manager

"My family and I just moved here and I picked up a copy at Ralphs. I LOVE IT! This magazine helped me find a care giver for my 88 year old mom. I'm working with an agency to interview several people. CSG made it easier for us and gave us a starting point. Also, thanks to all the businesses who advertised – doctors, senior care centers, hearing aid companies – several of you will be seeing me soon."

Christy M.

"Our commission has been supporting CSG as a valuable senior resource for our senior communities. It has supplied our 350,000 plus seniors locate senior care centers, establish home health care and provide access to information, news and inspiration. Keep up the great work on a great publication!"

Sandy T.

"The Mayor's Commission on Aging in Riverside was created to help the City enhance the quality of life for its senior citizens through planning, coordinating and monitoring the needs of and delivery of services to our seniors in an effective manner. The Commission works to promote the active involvement of seniors in the

life and health of their neighborhoods. As previous Mayor, I recognize the importance of getting important information into the hands of both our oldest senior and their kids, our baby boomer seniors, and along with the Commission, I'd like to acknowledge the value of the California Senior Guide, which provides information regarding elder and disability organizations designed to equip senior Riversiders with news, lifestyle tips, healthcare information and valuable resources in a compact, free publication available at many locations through the City. Keep up the good job on this magazine!"

Rusty Bailey

REGIONS



**Northern
California**



**Southern
California**

Aging adults are forming a worldwide market segment who spent \$11.1 trillion in 2020 and will be spending \$15 trillion annually by the end of this decade.

- A.T. Kearney's Global Maturing Consumer Study

READERSHIP

CSG is read in five regions with over:
750,000 EST. READERSHIP & GROWING

DISTRIBUTION

150,000 copies and growing

CSG is distributed at pharmacies, hospitals, assisted living facilities, senior centers, selected grocery stores, selected doctor's offices, financial and legal institutions, and more.



DEMOGRAPHICS

Aging adults 55+
Caregivers
Baby Boomers
Professionals
Educators
Businesses
Healthcare Facilities,
Providers & Producers
Pharmaceutical Industry
Financial Planners

OUR CALIFORNIA SENIOR GUIDE AUDIENCE

Our California Senior Guide audience are your customers. Not only are there many seniors to whom your business can advertise, but aging adults 55+ have the purchasing power and income to purchase what you offer.

Aging adults are growing in number: By 2030, nearly one-fourth (22%) of Americans will be over age 60.

BY 2050, ONE-THIRD OF THE ADULT POPULATION WILL BE OLDER THAN 60.

They have become the fastest-growing consumer group.

People are living longer and staying healthier. They're growing wealthier and working longer. If you are not reaching the actively aging adult senior then it's time you start with the California Senior Guide!

ONLINE AUDIENCE

Our online audience has reached a digital era like no other. Once people are connected, they stay connected. Those 65 years and older are changing:

THEY ARE MORE ACTIVE & BECOMING INCREASINGLY LITERATE ONLINE.

Our digital audience is even bigger than our print audience. New data from A.T. Kearney's Global Maturing Consumer study confirms that more and more aging adults are using the internet. Since aging adults have more time to research before making a purchase, they have become savvy Internet users. 69% of aging adults have both fixed and mobile phones. 20% take advantage of the Internet for shopping, research and communication.



AGE DEMOGRAPHIC 55+

Top areas: Los Angeles County, San Diego County, Orange County, Palm Springs, Inland Empire and Northern California

Most searched by aging adults: Healthcare, Financial, Religion, Shopping, Communication, Games and Booking Travel



HEALTHCARE



FINANCIAL



RELIGION



SHOPPING



COMMUNICATION

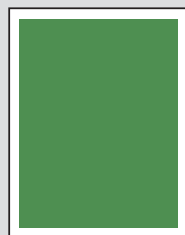


GAMES



BOOKING TRAVEL

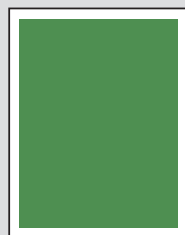
MECHANICAL SPECS



FULL PAGE

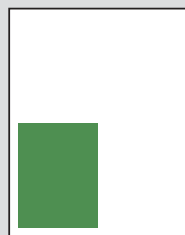
PAGES 2, 3, OR 4 (IF AVAILABLE)

Trim: 5.375" x 8.375"
Bleed: 5.625" x 8.625"
Live: 4.625" x 7.625"



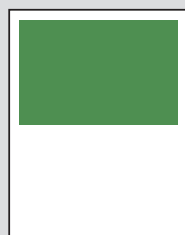
INSIDE FRONT/BACK COVER (IF AVAILABLE)

Trim: 5.375" x 8.375"
Bleed: 5.625" x 8.625"
Live: 4.625" x 7.625"



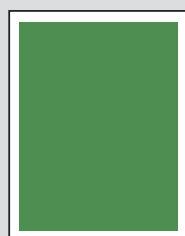
QUARTER PAGE

Size: 2.25" x 3.75"



HALF PAGE

Size: 4.625" x 3.75"



BACK COVER (IF AVAILABLE)

Size: 5.375" x 8.375"
Bleed: 5.625" x 8.625"
Live: 4.625" x 7.625"

ADVERTISING RATES*

	1X	2X	4X
FULL PAGE	\$3,000	\$4,800	\$8,000
HALF PAGE	\$1,950	\$3,120	\$5,460
QUARTER PAGE	\$1,200	\$1,920	\$3,360

*Advertising rates per area

COVERS	1X	2X	4X
BACK COVER	\$4,000	\$6,600	\$10,560
INSIDE FRONT COVER	\$3,500	\$5,600	\$9,240
INSIDE BACK COVER	\$3,500	\$5,600	\$9,240

*Advertising rates per area

ADDITIONAL VALUE...

ADVERTORIAL

250 word with **full** page advertisement
125 word with **half** page advertisement
60 word with **quarter** page advertisement

LOGO WITH LINK

Your logo on our website linked to your web site

SOCIAL MEDIA MARKETING

Connect with services and customers via Facebook, Instagram, digital advertising, e-marketing and more.

EDITORIAL SUBMISSION

Provide up to a 500 word submission about your business on our web site

RADIO INTERVIEW

You will be interviewed by our host, Frank Helring, on Voice America. The program airs on Wednesday morning at 10 am.

GUEST SPEAKING

We bring audiences of approximately 10-400 (plus) Seniors at events and allow you to communicate and educate them on your services or product.

EMAIL AND TEXT MEDIA CAMPAIGN

Data Pricing

- Standard record price includes name, street address, phone number, and e-mail address: .02-.50 - per record
- Additional data fields range from: .05 - .75 per record
- Minimum order: 2000 record
- Data Analytics (based on target requirements) TBD

Data Targeting Services

- Data Analytics to target your audience: TBD
- Data Response Mapping: TBD
- Special Hygiene Requirements: TBD
- E-mail (per record): .04
- Social Media Outreach: .22
- CPM Targeting: TBD
- Contact Center (per completed call): 3.00
- Direct Mail (per page): 1.25
- Postage: AT COST
- Graphics (per hour): \$75
- Event Promotional outreach: TBD



DEADLINES

	All Regions	
	Space / Materials Deadline	Published
SPRING	MID-DECEMBER	January
SUMMER	MID-MARCH	April
FALL	MID-JUNE	July
WINTER	MID-SEPTEMBER	October

ART SPECIFICATIONS

PRINT READY

Due to our paper type, print-ready ads will print darker than they appear on screen. Lighten any heavy, dark areas in photos and backgrounds. Avoid dark-color text on dark-colored backgrounds. Print-ready spreads and full-page ads must have a .25" bleed on all sides and all text should be a minimum of .375" from trim edges. All non-bleed ads require a 0.5 pt. black border. PDF preferred, 300 ppi, CMYK only. Please convert spot colors to process.

CONTENT

Copy should be brief and to the point. This will help keep your ad organized and easy to look at.

COMPANY LOGO

Logos must be one of the following file formats: PDF or a high-resolution image file.

PHOTOGRAPHY

Digital images must be 300 DPI at 100% scale and must be one of the following file formats: TIFF, PDF, or JPEG.