

Senior News 50 and Better!

THE premier publication for active adults

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2024 Media Kit



Get MORE both in print and online.

Senior News 50 and Better!

THE premier publication for active adults
Get more both in print and online.



**Reach the lucrative 50+ market
with SN50 and Better.**

Nine editions published monthly, distributed via paid subscriptions and controlled circulation to active adult communities, seniors centers and rec centers, grocery stores, restaurants, park district facilities, public libraries, and health and service centers.

Senior News 50 and Better reaches over 95,000 city and suburban seniors and their caregivers.

Life is good.
Live it to the
fullest, at *every* age.



Denbar Publishing's Senior News 50 and Better!

Readership and Distribution



Northern Illinois is home to the fastest growing senior population in the state. *SN50 and Better* reaches that market directly - no wasted circulation!

Zones	Readership
Rockford	10,000
Kane	6,000
Lake	5,000
North Shore	6,000
Cook North	15,000
Cook West	15,000
Cook South	15,000
DuPage	18,000
Will	5,000

Senior News 50 and Better!

Demographics and Key Facts

Senior News 50 and Better readers represent a highly targeted niche for local advertisers. While the major daily newspapers and local neighborhood publications may offer impressive numbers, *SN50 and Better* delivers directly into the hands of your target audience. Active and older seniors make up 75% of our readers, with the balance comprised of adults age 45 to 54.

What makes Senior News your most powerful print advertising vehicle? Surveys show that:

- 86% read Senior News cover to cover
- 89% read the ads on a regular basis
- 84% keep and refer to each issue for one month or more
- 71% frequently purchase products and services advertised in Chicagoland's Senior News

SN50 and Better is the largest, most widely read publication for active adults in Chicagoland and northern Illinois

Established in 1989

Loyal, long-standing readers

Diverse ethnic and religious reader base

Distribution in the fastest growing market in the state

Timely, relevant, well-written editorial has established CSN as a respected expert among mature adults -- thus giving advertisers more credibility

Statistics on Northern Illinois Readers

- One-third of the 7.3 million residents of Chicago and its surrounding counties are over 55
- 43% have household income of \$73,000 per year
- 33% own a home valued at \$250k or more
- Households headed by adults over 55 have a median net worth of more than \$112,000
- A Del Webb survey showed that at least half of all Boomers intend to buy a new home when they retire
- People age 50 and better spend nearly half their household income on non-essentials
- Adults over 50 own 65% of the country's net worth.

Maximize Your Ad Dollars

*Reach your target market without wasted circulation!
Our controlled distribution guarantees each issue reaches people who need and want your products.*



Senior News 50 and Better!

ADVERTISING SIZE SPECIFICATIONS

AD SIZE	HORIZONTAL	VERTICAL
Full Page		10" x 14"
Half Page	10" x 7"	5" x 14"
Quarter Page	10" x 3-1/2"	5" x 7"
Eighth Page	5" x 3-1/2"	2-3/8" x 7"
Sixteenth	5" x 1-3/4"	2-3/8" x 3-1/2"

PRODUCTION SPECIFICATIONS

Camera-ready art must be submitted in PDF, JPG, TIF or EPS format with a resolution of at least 300 dpi.

All fonts must be embedded in PDF files.

Ads must be composed in CMYK color. Do NOT use rich black.

We CANNOT accept ads created in any Microsoft product, including Word, Publisher and Powerpoint.

Ads created in these programs will be rebuilt by the Senior News staff. Contact Dawn Williams at SN50andBetter@yahoo.com for clarification.

CLOSING DATES AND POLICIES

Camera-ready art: Generally, 20th of the month before the next issue. this deadline varies based on print schedules, holidays, and staffing availability. Contact us to confirm the deadline for a specific issue.

Copy changes (if Senior News composes the ad): 15th of the month before the next issue. No space or copy changes can be allowed after the 20th without approval of Publisher or Associate Publisher. Advertiser will be provided with ad proofs and must submit any necessary revisions within 24 hours. Advertisers accept responsibility for errors after that time. Ads canceled after the 20th of the month will be charged at 50% of cost of space reserved, unless the paper is already printed, in which case the full cost of the ad will be due.

COMMISSIONS AND TERMS

Fifteen percent gross billings (excluding production and/or color charges) to recognized agencies. Billing statement issued at time of publication. Payment due upon receipt. Accounts not paid within 30 days of receipt of invoice will be charged 1-1/2 percent per month from due date. Accounts not paid within 90 days will be referred for collection and attorney fees.

The Denbar Publishing Family (Nine Regions Covered In Five Editions Monthly)

Tap the growing senior market in Northern Illinois.

Metropolitan Rockfords rank as the third largest urban center in the state, following Chicago and Aurora. With seniors representing more than 30% of the 500,000 residents in the area, the northern edge of the state combined with Chicago and the collar counties offers a thriving, lucrative market. *We now reach Cook, DuPage, Lake, Kane, Will, Rockford, Winnebago, Boone, Ogle, Stephenson, and Jo Daviess counties.*

With *Senior News 50 and Better*, you can reach seniors in all three of the largest metropolitan areas in the state!



Senior News 50 and Better!

Frequency Is Everything!

70% of SN50 and Better advertisers run every single month (12x advertisers)
85% of 12x advertisers receive such a significant ROI that they
renew their ad agreements each year
60% of 6x advertisers renew their ads
20% of 3x advertisers renew their ads

*12x advertisers enjoy a higher ROI than shorter-term advertisers
because they know the most important element in advertising success
is frequency!*

Why Is Frequency Important?

It takes time for readers to notice a message. By advertising infrequently, you miss many people who may be interested in their message. If an advertiser wants to reach the entire market, it is imperative to advertise all year. Otherwise, you miss most of your prospects, because many are looking to buy when you are not advertising.

Create Top Of Mind Awareness

*Creating "top of mind" awareness through consistent advertising helps
you break through the advertising clutter in the marketplace.*

The average consumer is exposed to as many as 5,000 advertising messages every day. All these messages compete for the consumer's attention. Infrequent advertising is easily forgotten, but consistent advertising makes your name familiar in the consumer's mind. He or she may not be in the market for your product or service today, but when they are, the top of mind awareness you've created will assure that they recall your message.

You breed familiarity by keeping your name and message in front of the consumer all year long. *Familiarity creates top of mind awareness.*

**Frequency is more than a word on a newspaper's rate card.
It's a solid advertising strategy to generate more customers.**

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DISPLAY ADVERTISING RATES

One Edition Rates

	Back Pg A	Back Pg B	Inside Full	1/2	1/4	1/8	1/16
Open	1350	1020	1020	635	385	255	150
3 months	915	680	680	425	255	170	115
6 months	790	595	595	375	225	150	90
12 months	620	460	460	295	175	120	70

Two Edition Rates

	Back Pg A	Back Pg B	Inside Full	1/2	1/4	1/8	1/16
Open	1540	1160	1160	725	435	290	170
3 months	1040	775	775	485	290	195	130
6 months	900	675	675	425	255	170	100
12 months	705	575	525	335	200	135	80

Three Edition Rates

	Back Pg A	Back Pg B	Inside Full	1/2	1/4	1/8	1/16
Open	1745	1310	1310	820	490	325	195
3 months	1165	870	870	545	325	220	140
6 months	1015	760	760	480	280	195	110
12 months	790	590	590	375	225	150	85

Four Edition Rates

	Back Pg A	Back Pg B	Inside Full	1/2	1/4	1/8	1/16
Open	1935	1450	1450	905	545	365	215
3 months	1295	965	965	605	365	245	155
6 months	1125	845	845	530	315	215	120
12 months	880	660	660	415	250	165	95

Five Edition Rates

	Back Pg A	Back Pg B	Inside Full	1/2	1/4	1/8	1/16
Open	3025	2270	2270	1425	845	580	330
3 months	2030	1480	1480	960	575	385	225
6 months	1755	1320	1320	825	495	330	195
12 months	1375	1030	1030	650	385	265	155

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DISPLAY ADVERTISING (continued)

- Rates on previous page are quoted per month
 - Based on B/W camera-ready art
- \$100 surcharge per insertion for non-standard ad sizes
- \$15/bw and \$45/color plate change charge per zone when ads are different in each edition
- All space and art changes must be received by Senior News no later than the 20th of the month preceding publication

INSERT RATES

\$45 per thousand

FULL COLOR RATES

Full page ad \$200; Half page \$100; Qtr/Eighth \$50

SPOT COLOR RATES

\$50 per color

Color charges are noncommissionable.

ZONED AD CHARGES

Zoned ads will be charged \$15 per ad change for b/w, \$45 per ad for color

FREQUENCY DISCOUNT

Advertising must be placed within a year from first insertion to earn the multiple insertion discount.

PRODUCTION CHARGES

\$25 per hour for composition

\$50 per hour for extensive creative design

FRONT COVER BANNER AD

\$1500 per insertion, Full Color included at no additional charge.

Dimensions: 7.5" x 1"

Choose your preferred options ala carte, or contact us to discuss your specific marketing goals. We can design a unique, multifaceted package to meet your needs and maximize your advertising dollars!

Senior News 50 and Better! *Winner of 22 national media awards since 2011*

Editorial and Advertorial Policy

Maintaining the highest calibre editorial available has earned *SN50 and Better* the respect and trust of our loyal readers, and numerous awards in recent years. This brings tremendous value to you, our advertising partners. For this reason, our editorial policy was developed to protect both our integrity in the eyes of readers and our value to you as a credible marketing vehicle.

- The majority of editorial in SN50 is written by our award-winning staff, and hand-picked by our staff from only a few trusted sources. We are not currently accepting submissions from freelance writers.
- Advertisers who wish to have their own articles published are invited to participate in our Advertorial Program. Advertorial space is made available at 25% off display advertising rates. Advertorials are clearly labeled as advertisements.
- Non-profit and community groups such as senior centers, park districts, and libraries are invited to send us information on programs that are open to the public. Deadlines are the 15th of each month for the following month's edition.
- Because editorial space is limited, we cannot consider story pitches from public relations firms. However, you are welcome to contact us about our advertorial program.



**ALL SUBMISSIONS ARE DUE BY THE
7th OF THE MONTH PRIOR TO THE
MONTH OF PUBLICATION!**

For more information, contact:
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