

Senior Living Editorial Calendar / Advertising Features 2012

Senior Living – Vancouver Island

Senior Living – Vancouver & Lower Mainland

Issue	Editorial / Advertising Feature	Booking Deadline	Design Deadline	Distribution
Jan	Fitness & Leisure / Ad & Article Section	Dec 9	Dec 15	Dec 30
Feb	Housing (features Residential Options)	Jan 16	Jan 20	Feb 1
Mar	Travel Outside BC	Feb 14	Feb 17	Mar 1
Apr	Entrepreneurs / Ad & Article Section for Businesses	Mar 15	Mar 20	Mar 31
May	Planned Giving	Apr 16	Apr 19	May 1
June	Travel in BC	May 15	May 22	June 2
July	Technology - Ad & Article Section	June 15	June 19	June 30
Aug	Housing (features Aging in Place Options)	Jul 16	Jul 20	Aug 1
Sept	Health & Wellness / Ad & Article Section	Aug 15	Aug 21	Sept 1
Oct	Fashion & Beauty	Sept 14	Sept 19	Oct 1
Nov	Planned Giving	Oct 15	Oct 19	Nov 1
Dec	Holiday Gift Guide	Nov 15	Nov 23	Dec 1

ASK ABOUT:

- Senior Living's 7th Annual **Senior Expo** - March 6, 2012 - Pearkes Recreation Centre, Victoria BC
- **“Senior Living On Location”** - Senior Living magazine comes to life through a **television series** that redefines seniors. Be entertained and inspired by people who are experiencing life to its fullest. (Coming in 2012.)
- **“Senior Living Radio”** - The best songs of the '50s, '60 and '70s plus audio interviews on topics of relevance to seniors of today - Tune in January 2012.



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