

# Reach New Customers through Senior Living's **Special Housing Editions**

August 2011 & February 2012

These two popular issues provide housing options and helpful information for seniors who are in the process of deciding whether to move or stay in their own home.

The content includes detailed listings of senior residences for those seeking alternate housing solutions, and information about services that can assist seniors to age in place.

Readers often keep these magazines for future reference, extending the shelf life of these issues up to six months or more.

If you have a business that offers any type of housing service for seniors or their families, don't miss advertising in these important issues.

AD BOOKING DEADLINE: Jul15      AD COPY DEADLINE: Jul 21

Call (250) 479-4705 or 1-877-479-4705 for marketing options and rates.



Senior Living Magazine - Vancouver Island

Senior Living Magazine - BC Mainland

Advertise in both, same month for a 5% discount

[www.seniorlivingmag.com](http://www.seniorlivingmag.com)

Enhance your print advertising with a web ad.

Up to 70,000 unique visitors monthly

**Referred to by Government  
Agencies, Health Professionals  
and Realtors in assisting clients  
with their housing needs.**

*“When we receive questions about housing options we now consistently refer clients to the Senior Living Special Housing edition as a source of information about their housing options.” - Seniors Serving Seniors*

## Industries that should consider advertising in these Special Editions include:

• Senior Residences • Senior Housing Programs • Realtors • Financial Planners • Meal Providers • Home Support Professionals • Movers • Relocation Specialists • Medical Equipment Suppliers • Accountants • Lawyers • Renovation Companies • Notaries • Gardeners & Landscapers • House Cleaners

### To Move or Not to Move? A Helpful Guide for Seniors Considering Their Residential Options



144 pages  
4.5" x 7.5" Softcover  
Published Jan 2009

Do you have clients who are considering a move, but don't know what their options are? "To Move or Not to Move?" is the ideal resource. **Retail cost: \$9.95.**

#### **Special Offer for Businesses**

Businesses can buy bulk orders (25 books or more) to resell or give complimentary to clients. Cost only **\$5 per book**. Call (250)479-4705 or visit our website bookstore for more information.

**Over 3000 copies sold already!**

### Senior Living's online **Senior Housing Directory** [www.seniorlivingmag.com/housingdirectory](http://www.seniorlivingmag.com/housingdirectory)

As a complement to our other senior housing resources, this directory provides details about housing options throughout BC, including Independent, Assisted Living, Complex Care, apartments, condominiums, co-op housing and other senior-oriented housing communities. Over 500 residential listings.

**Extend your Marketing Reach by combining your print ad campaign with a WEB AD in our Senior Housing Directory.**

**Over 30 regions to choose from.**

