

CHOICES

in *Senior* Living & Care
MEDIA KIT

10

REASONS TO
ADVERTISE

*In a direct mailed
print publication*

Marketing During a Pandemic

Let us show you how we can
help you reach consumers
at home during this crisis.



PLUS

Rate Sheet,
Marketing
Information and
more inside.



Editor's Note

We are creating a publication that safely provides information to those who need it most. In these uncertain times, we need to reach consumers with a new and effective form of advertising and marketing.



Wikipedia* says that **Target Marketing is...**A group of customers within a business's serviceable available market area at which a business aims its marketing efforts and resources.

We know that reaching consumers when they need your service is the most ideal advertising concept, however our current Pandemic has definitely worked against traditional marketing endeavors.

As we launch Choices in Senior Living and Care, a high-quality full size print publication, we are looking for effective ways to increase your visibility to consumers with direct marketing to subdivisions and locations that the consumer is most apt to be in need of your services either now or in the foreseeable future.

Is your ideal client a family that has a loved one who needs extended home care or possible assisted living? Do you cater to those looking for a very active retirement community or do you offer a specialty services aimed at seniors? Whatever your niche, we strive to reach the consumer that needs you most.

We welcome you to our Choices in Senior Care family, we look forward to working with you to expand your business and reach!

Ryan Autin
RYAN AUTIN
Publisher



Inside this media kit we want to provide you with the information you need to understand how your marketing should be working for you and how you can broaden your exposure to people in your community. There are many different ways to effectively communicate your information, but to do that you need a team that knows how to both market your and why you should utilize print, that's a giant leap forward in the advertising arena.

**Wikipedia is a multilingual, web-based, free-content encyclopedia project. | [wikipedia.com](https://www.wikipedia.com)*

10 Reasons Why

You should be marketing with a company that provides a direct mail campaign.

- 1. It's Timely**
Direct mail offers the ability to be printed and mailed in a matter of days to reach consumers quickly and efficiently.
- 2. It's Proactive**
Unlike online marketing, direct mail educates & entices the consumer about services they may not have considered.
- 3. It's Targeted**
Targeting a particular customer can maximize your marketing dollars.
- 4. It's Creative**
Each magazine will be built with the consumer in mind to find your company quickly and easily based on their needs.
- 5. It's Affordable**
How much do you spend on advertising that reaps no value or ROI? We offer competitive pricing and packages.
- 6. It's Visible**
You can be confident that interested prospects will see your message because they have to pull it from their mailbox
- 7. It's Tactile**
When someone holds print media in their hands, it grabs a consumers interest & can persuade them to take action.
- 8. It's Effective**
A recent Pitney Bowes study found that close to 40% of consumers surveyed have tried a new business for the first time because of information received via direct mail.
- 9. It Can Be Measured**
We can implement your unique tracking numbers or QR codes directly into your advertisement to track ROI.
- 10. It's Uniquely Ours**
We are the area's only printed magazine directly targeting Senior Living and offering a DIRECT MAIL package.

WE REACH YOUR TARGETED CONSUMER DIRECTLY

What to expect

No surprise charges or expenses here. Your base advertising fee covers both print and direct mail.

	Annual Agreement Rate Per Quarter	Quarterly Agreement Rate Per Quarter
Full Page Package Regular Placement	\$1530	\$1700
Half Page Package Regular Placement	\$810	\$900
Quarter Page Package Regular Placement	\$405	\$450
Premium Placements		
Inside Front Cover	\$1710	\$1900
Page 3	\$1710	\$1900
Inside Back Cover	\$1710	\$1900
Back Cover	\$1800	\$2000

BE SEEN FIRST ON THE FRONT COVER

Front Cover: \$2,600

INCLUDES: Your business on the front cover of **20,000 magazines direct mailed** to targeted consumers who will see you first when they receive the magazine in their mailbox! Your front cover ad points the reader to your interior ad.

EXPAND YOUR DIGITAL EXPOSURE

Ask about opportunities to upgrade your community ad on our website.

Are you looking for more information?

Do you need design assistance or recommendations?



We can help! Drop a quick note to

Ads@choicesinseniorliving.com

and we will get back with you
as quickly as possible.

CHOICES

in *Senior* Living & Care

Covering the Grandstrand
from Georgetown to Little River and also Calabash, Sunset Beach, NC



ChoicesInSeniorLiving.com

WHY CHOOSE US?

- **80,000** Printed Annually
- **60,000** Targeted Direct Mailed Annually
- **20,000** Local Distribution Annually
- **Your front cover on 20,000** Choices in Senior Living & Care Magazines per Quarter
- **Digital Ad**
ChoicesInSeniorLiving.com
- **Social Media Exposure on:** Facebook, Instagram, Google
- Publisher
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