

**Package Media, Inc.**

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**SENIOR CONNECTION (Catholic) Southern California Edition  
Blow-In**

**Description:**

Controlled circulation Catholic newspaper established 2002. Geared toward the 50-plus age group. Distributed at church services to attendees and subscribers.

**Profile:**

Female: 50% Male: 50%

82% property owners.

Average Age 62.

Gardening, wine, and travel affinity

Computer users

**Distribution:**

Delivered throughout 6 counties covering 7 Dioceses in Southern California.

Frequency: Monthly

Circulation: 60,000

Controlled Circulation: 54,000

Percent Subscription: 10%

Insertion Method: Blow-in

Delivery Method: Mail

**Special Issues:**

Easter and Christmas: 8 - 15% print overrun for extra circulation

**Specifications:**

Publication Size: 11" x 17" full tabloid

Maximum Size: 8.5" x 11"

Coated Paper: Yes Uncoated Paper: Yes

Special Ink Requirement: No

Folded Insert: Yes

Material Delivery Date: 25th or each month

**Tests and Selects:**

Minimum Test: 60,000

Gross CPM: \$45

**Media Sales Management**

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