

Package Media, Inc.

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**SENIOR CONNECTION and MATURE LIFESTYLES Magazine Florida
Blow-In**

Description:

Group of four award-winning Senior papers designed to inspire, motivate and educate. Focus is on the exciting new lifestyle after 50. Includes engaging stories, news, health trends, with advice about finance, travel, lifestyles and more. Includes special monthly sections - inquire for specifics. This is Florida's largest network of local senior publications.

Audited.

Profile:

Female: 65% Male: 35%

HHI \$30 - \$55K.

Age 50+.

Over 80% Florida-based homeowners.

Interest in travel, finance, health/wellness

Computer users

Distribution:

Distributed in 9 southwest Florida counties in the St. Petersburg, Tampa, Ocala and Ft. Myers areas.

Frequency: Monthly

Circulation: 120,000

Audited: Yes

Percent Subscription: 15%

Percent Newsstand: 85%

Insertion Method: Blow-in

Delivery Method: Other

Special Issues:

Sections include:

"Around Town"

"Travel Destinations"

"Retirement Living"

"Money Matters"

"Health/Wellness"

Monthly Senior fun fest events.

Specifications:

Publication Size: 10.25" x 12.5" - Magazine Tabloid

Format: Saddle Stitched

Coated Paper: Yes Uncoated Paper: Yes

Folded Insert: Yes

Material Delivery Date: 15th of previous month

Tests and Selects:

Minimum Test: 50

Gross CPM: \$35

Media Sales Management

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