

Senior Monthly

2024 RATE CARD

he 50+ demo accounts for half of all consumer expenditures — yet a shockingly small 10 percent of marketing dollars are targeted toward 50+. Clearly, the numbers don't add up, and overlooking the 50+ demographic is a major marketing mistake. Targeting the 50+ demo, marketers will see serious payoff when it comes to benefitting their bottom line."*

Advertising in *Kaw Valley Senior Monthly* allows businesses and organizations to reach the Lawrence-Topeka area's rapidly growing senior population with highly targeted messages at very affordable rates.

ADVERTISING RATES

DISPLAY RATES (\$ PER AD)		12x	6х	3x	1x
	FULL PAGE	279.00	328.00	385.00	454.00
	3/4 PAGE	200.00	235.00	276.00	325.00
	ISLAND	169.00	199.00	233.00	275.00
	1/2 PAGE	144.00	169.00	199.00	234.00
	3/8 PAGE	104.00	122.00	144.00	169.00
	1/4 PAGE	73.80	87.00	102.00	120.00
	¹ /6 PAGE	46.80	55.00	65.00	76.00
	1/8 PAGE	37.80	44.00	52.00	62.00
	1/12 PAGE	24.30	29.00	34.00	40.00
	1/16 PAGE	19.80	23.00	27.00	32.00

Ad sizes do not have to be the same for each insertion during a contract period. For example, an advertiser with a 12x contract may run one full-page ad, five 1/4-page ads, and six 1/8-page ads and receive the appropriate 12x discount for each ad.

COLOR CHARGE

Process 4-color: Call for rates

PREPRINTED INSERT RATES

(10" x 11" max.)

2-24 sides: \$55.00 per thousand. We can also have inserts printed for you.

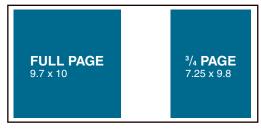
AD NOTE PRINTING AND APPLICATION ON FRONT PAGE

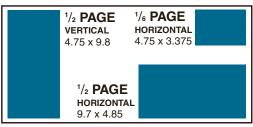
Call or email for quote.

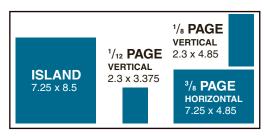
All rates and charges are non-commissionable

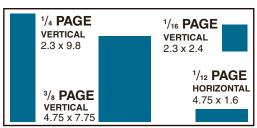
ADVERTISING DEADLINES

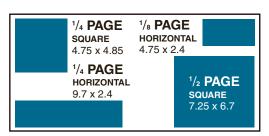
Twentieth of the month for following month's issue.











DISTRIBUTION

5,000 copies of *Kaw Valley Senior Monthly* are distributed for free every month, including 2,500 copies distributed throughout Lawrence, Baldwin City, Basehor, Bonner Springs, De Soto, Eudora, Gardner, Lecompton, McLouth, Meriden, Ottawa, Perry, Tonganoxie, and Wellsville. Another 2,500 copies are distributed in Topeka.

Our more than 160 distribution locations include retirement communities, senior centers, public libraries, clinics, supermarkets, restaurants, and outdoor racks placed in high traffic areas.

Kaw Valley Senior Monthly is also available online at www.seniormonthly.net.

Subscriptions are available at \$12.00 per year.

Serving the Lawrence-Topeka area's "50 and better" population since 2001!



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 $^{* \} Huffington\ Post, huffingtonpost.com/mark-bradbury/the-7-incredible-facts-about-boomers-spending_b_6815876.html$