

# Kaw Valley Senior Monthly

## 2026 RATE CARD

"The 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.

\* Huffington Post, [huffingtonpost.com/mark-bradbury/the-7-incredible-facts-about-boomers-spending\\_b\\_6815876.html](http://huffingtonpost.com/mark-bradbury/the-7-incredible-facts-about-boomers-spending_b_6815876.html)

## ADVERTISING RATES

| DISPLAY RATES<br>(\$ PER AD) | 12x    | 6x     | 3x     | 1x     |
|------------------------------|--------|--------|--------|--------|
| FULL PAGE                    | 310.00 | 364.00 | 429.00 | 504.00 |
| 3/4 PAGE                     | 222.00 | 261.00 | 308.00 | 362.00 |
| ISLAND                       | 188.00 | 222.00 | 261.00 | 307.00 |
| 1/2 PAGE                     | 160.00 | 188.00 | 221.00 | 260.00 |
| 3/8 PAGE                     | 116.00 | 136.00 | 160.00 | 188.00 |
| 1/4 PAGE                     | 82.00  | 97.00  | 114.00 | 134.00 |
| 1/6 PAGE                     | 52.00  | 62.00  | 72.00  | 85.00  |
| 1/8 PAGE                     | 42.00  | 49.00  | 57.00  | 68.00  |
| 1/12 PAGE                    | 27.00  | 32.00  | 37.00  | 44.00  |
| 1/16 PAGE                    | 22.00  | 26.00  | 30.00  | 35.00  |

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 or email for rates

## PREPRINTED INSERT RATES

(10" x 11" max.)

2-24 sides: \$55.00 per thousand.

Ten percent discount for full press run of 5,000 (i.e., \$247.50). We can also have inserts printed for you.

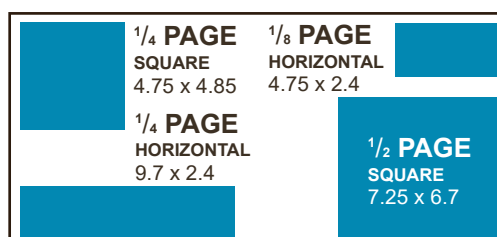
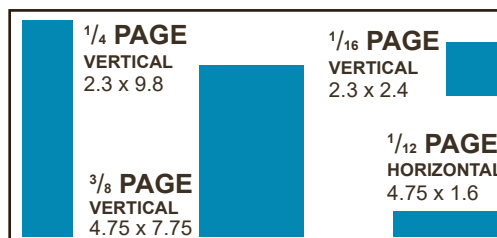
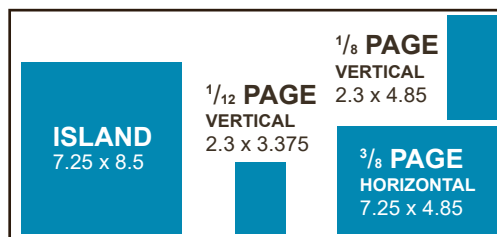
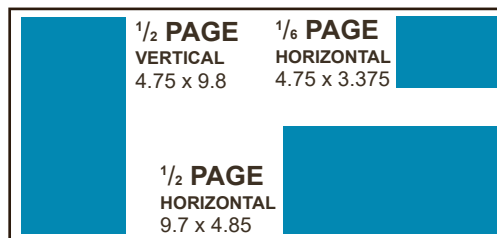
## AD NOTE PRINTING AND APPLICATION ON FRONT PAGE

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 150 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](http://www.seniormonthly.net).

Subscriptions are available at \$21.00 per year.

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

**GROENHAGEN  
ADVERTISING**

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