



KAW VALLEY SENIOR MONTHLY



“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 benefiting 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.

2026 RATE CARD

- 9703 Hayes Street
Overland Park, KS 66212-5034
- Phone/Text: 785-841-9417
- E-mail: kevin@seniormonthly.net
- Web Site: www.seniormonthly.net
- Facebook: facebook.com/seniormonthly

DISTRIBUTION

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

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.

Subscriptions are available at \$21.00 per year.

Serving Northeast Kansas’ “50 and better” population since 2001!

ADVERTISING RATES (\$ PER AD)	12x contract	6x contract	3x contract	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

All rates and charges are non-commissionable



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 3/4-page ads, and six 1/8-page ads and receive the appropriate 12x contract rate 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.
Ten percent discount for full press run of 5,000 (i.e., \$247.50). We can also have inserts printed for you.



ADVERTISING DEADLINES
Twentieth of the month for following month's issue.

DISPLAY AD SIZES

FULL PAGE 9.7 x 10	3/4 PAGE 7.25 x 9.8	ISLAND 7.25 x 8.5	1/2 PAGE VERTICAL 4.75 x 9.8	1/2 PAGE HORIZONTAL 9.7 x 4.85	3/8 PAGE VERTICAL 4.75 x 7.75	3/8 PAGE HORIZONTAL 7.25 x 4.85	1/4 PAGE VERTICAL 2.3 x 9.8	1/4 PAGE SQUARE 4.75 x 4.85
1/4 PAGE HORIZONTAL 9.7 x 2.4	1/6 PAGE HORIZONTAL 4.75 x 3.375	1/8 PAGE VERTICAL 2.3 x 4.85	1/8 PAGE HORIZONTAL 4.75 x 2.4	1/12 PAGE VERTICAL 2.3 x 3.375	1/12 PAGE HORIZONTAL 4.75 x 1.6	1/12 PAGE VERTICAL 2.3 x 2.4		

* *Huffington Post*, huffingtonpost.com/mark-bradbury/the-7-incredible-facts-about-boomers-spending_b_6815876.html