

Prime Life Media

SENIORS

Prime Life Media offers advertisers and national marketers the opportunity to reach the growing senior community with the most effective targeted mediums building grassroots relationships and increasing sales based on trust.

Why Target the Senior Market?

- 58.8 million seniors 55+ years old
- \$1.12 billion in buying power
- Seniors are an expanding, more active consumer community in need of products and services.
- Targeting seniors at the community level guarantees ads are "shopped" due to less ad clutter and demographic precision.
- Targeted marketing in senior communities builds brand awareness and impacts senior consumers at point of purchase.

Services

- Research
- Integrated promotional planning
- Strategic recommendations
- Media placement
- In-house graphics production
- Publicity
- Events and Promotions
- One order/ One bill
- Online Media Analysis Tool at www.marketmedia.com

Products

- **Senior Newspapers**
285 publications, 12.7 million circulation
- **Radio and Spot TV**
With promotional tie-ins and high-impact value added
- **Internet**
Banners, sponsorships, opt-in email on senior newspaper and consumer websites
- **Events and Promotions**
Tabling, sampling, distribution, custom and turnkey events in senior communities
- **Out of Home**
Billboards, bus stops, wild posting, hand-outs

The Media and Promotions Solution for Reaching Specialized Markets



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