

DID YOU KNOW that 80% of the wealth in Canada is held by people **over the age of 50?**

Combine this with these findings from Statistics Canada...

*“Those who give the most are **more likely to be older.**”*

*“The likelihood of being a top donor **increases with age.**”*

**Does your business offer products or services related to Estate Planning or Planned Giving?  
OUR READERS are YOUR TARGET CLIENTS**



**Upcoming Senior Living Features**

May 2011 - **“Estate Planning”**

November 2011 - **“Planned Giving”**

Senior Living Magazine takes Estate Planning and Planned Giving very seriously. Our readers want to know about you. Through us you will be introduced to over 100,000 loyal readers.

You will not find a venue that can more effectively communicate your message to potential donors. We have the right audience, a strong distribution across Vancouver Island, the BC Lower Mainland, and through Pharmasave stores across BC.

Senior Living’s website features a Planned Giving page that includes relevant articles, resources, and hyperlinks to May and November advertisers offering planned giving or estate planning products or services.

**Buy Ads in BOTH Feature Editions to get these Benefits**

- **FREE LISTING** on our website in our *Planned Giving section*, with a hyperlink to your website
- **FREE LISTING** for a year in our senior-focused online *Business Directory* (\$150 value)
- Opportunity to **submit an article** for our website’s **Planned Giving page**

**BOOKING DEADLINE  
APRIL 15, 2011**

**Other purchaseable advertising options:**

**Senior Living Website**

Banner ad - \$100/mo      Header/Footer ads - \$750/\$500 per mo

**Senior Living Readers Newsletter** (emailed monthly to subscribers)

Large Banner ad - \$100/mo      Small Banner ad - \$50 per mo



**DO YOU KNOW?**

- The donation rate for those 55 and over is 88%.
- 31% of those over 65 were in the top donor category.
- The 65 and older top donor group contribute 20% of the total value of ALL donations.

Senior Living publishes **FOUR** magazines per year focused on either estate planning or planned giving.

- BC Mainland - May 2011 & November 2011
- Vancouver Island - May 2011 & November 2011

**WE SUGGEST:**

- **For local reach**, advertise in either the BC Mainland or the Vancouver Island magazine
- **For regional reach**, advertise in both the BC Mainland and the Vancouver Island magazines

**SINGLE AD PURCHASE**

1/12	\$325	1/3	\$790
1/6	\$430	1/2	\$1060
1/4	\$585	FP	\$1,945

**ASK ABOUT OUR BUSINESS PROFILES**

1/2, 2/3, or FULL PG EDITORIAL