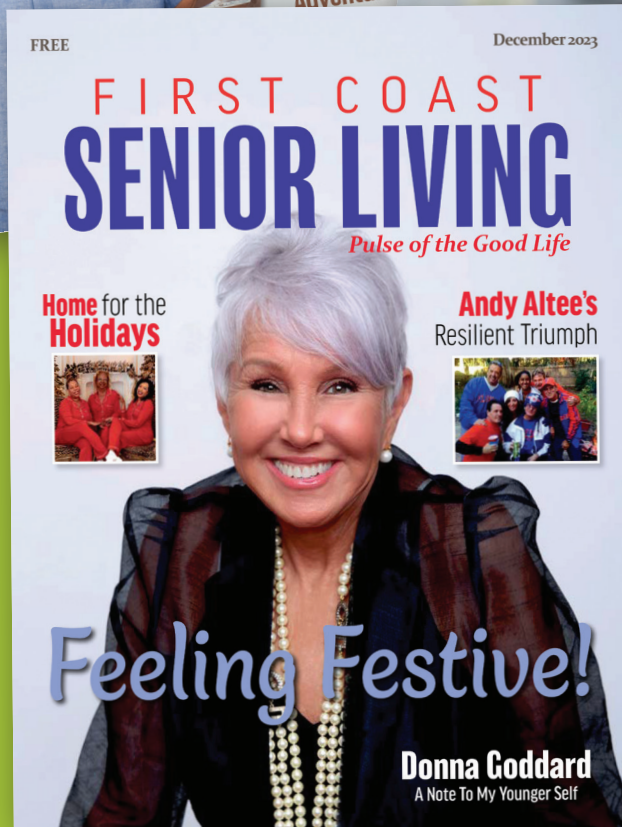


FIRST COAST SENIOR LIVING



MEDIA KIT
2024

Pulse of the Good Life!

FIRST COAST SENIOR LIVING

Welcome to *First Coast Senior Living*, the only monthly news source dedicated exclusively to coverage for adults 55 plus in Jacksonville and surrounding areas. Embracing the fastest growing demographic of the United States population, *First Coast Senior Living* is the engine that powers its audience through the sea of what's next.

Today's seniors are smart, focused, and the most active of any generation. They may be natives, or newcomers relocating for work, family, or to take advantage of world-class healthcare options in the local area.

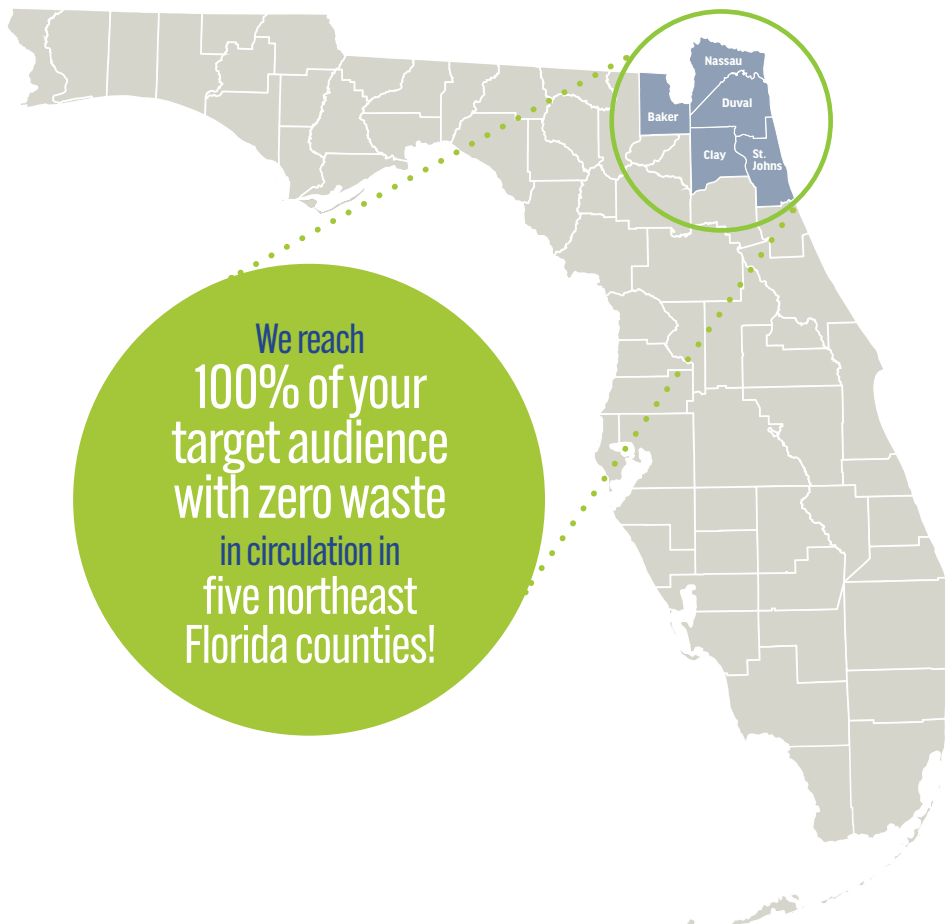
First Coast Senior Living is a thought-provoking platform to be trusted as a solid asset to sound amplified voices about aging, healthcare, finance, housing, travel and more. We uncover critical concerns and point readers in the right direction to get the information they need.

This is the second half of life reimaged, in real time with real talk.

As our media partner, we guarantee to showcase your business in a valuable resource that encourages readers to fulfill and live their best lives.

FirstCoastSeniorLiving.com

OUR COVERAGE AREA



We reach
100% of your
target audience
with zero waste
in circulation in
five northeast
Florida counties!

CUSTOM SOLUTIONS & PRODUCTS

We have a portfolio of platforms to offer customized advertising packages to get you in front of the right consumer!

- Print
- Digital
- Social
- Email
- Custom-Branded Content
- Video
- Events

OUR AUDIENCE

TOP 5 REASONS TO ADVERTISE IN FIRST COAST SENIOR LIVING!

- #1 We are the only monthly publication for seniors in our area.
- #2 Reach 100% of your target audience with no waste in circulation.
- #3 More than 22% of local residents are age 60 or older.
- #4 Partner with a direct community resource.
- #5 Our content is presented in an easy to read, graphically appealing format on high quality newsprint and online.



54% FEMALE

46% MALE

49% MARRIED

27% WIDOWED

42% OWN 27% RENT
HOMEOWNERSHIP

87% HEALTH INSURED

73%
SOCIAL SECURITY
BENEFICIARIES

100,000+ VETERANS

Boost Revenue and Sales!

Use a smart platform and strategy to reach the fastest growing segment in the U.S.!



PLANNING CALENDAR 2024

Publication Date	Ads Due	Distribution Date
January 2024	December 28	January 5
February 2024	January 25	February 2
March 2024	February 22	March 1
April 2024	March 28	April 5
May 2024	April 25	May 3
June 2024	May 30	June 7
July 2024	June 27	July 5
August 2024	July 25	August 2
September 2024	August 29	September 6
October 2024	September 26	October 4
November 2024	October 24	November 1
December 2024	November 28	December 6

First Coast Senior Living is published on the first Friday of every month.
Ad Materials are due on Thursdays by 5 pm, one week prior to the publication date.

FIRST COAST SENIOR LIVING EVENTS

We believe in creating live, interactive experiences that enlarge our audience's vision with authority and influence. From Master Class discussions, Expo's and Culinary events to Fitness Fests and Financial seminars, we educate locals with activity and entertainment!

"First Coast Senior Living speaks to its audience in a bold language they can understand."

Editorial content includes key topics regarding housing, travel, wellness, finance, retirement, life changes, entertainment and more!

AD RATES & SPECS

SIZE	1X	6X	12X
Full Page	\$2,500	\$2,250	\$2,125
1/2 Page	\$1,750	\$1,575	\$1,485
1/4 Page	\$1,100	\$990	\$935
1/8 Page	\$675	\$605	\$540
1/16 Page	\$400	\$360	\$340

Guaranteed Positions (Back Cover, Inside Front Cover, Inside Back Cover): Add 15% to frequency rate.

Special Advertising Sections rates may vary.

Inserts: Rates Upon Request

AD MATERIALS

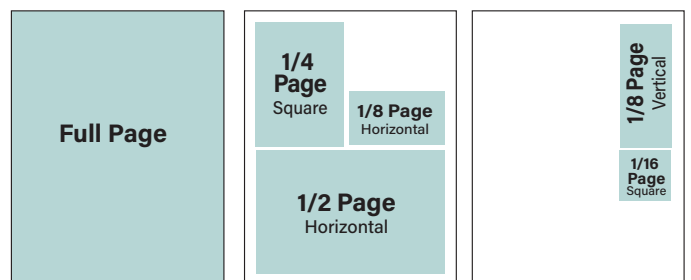
Ads should be sent as print ready PDF or JPG. Grayscale or CMYK and a minimum 300 dpi.

Line screen is 85 lpi. Ad design services available.

Full page bleed ads require .25" bleed on all sides.

AD SIZES

Full Page Bleed	10" wide x 12.75" tall (add .25" bleed)
Full Page (no bleed)	9.5" wide x 12.25" tall
1/2 Page Horizontal	9.125" wide x 5.5" tall
1/4 Page Square	4.5" wide x 5.5" tall
1/8 Page Vertical	2.875" wide x 5.5" tall
1/8 Page Horizontal	4.5" wide x 2.625" tall
1/16 Page Square	2.875" wide x 2.625" tall



To Advertise, email Partners@FirstCoastSeniorLiving.com or call/text (678) 548-3722 today!

