

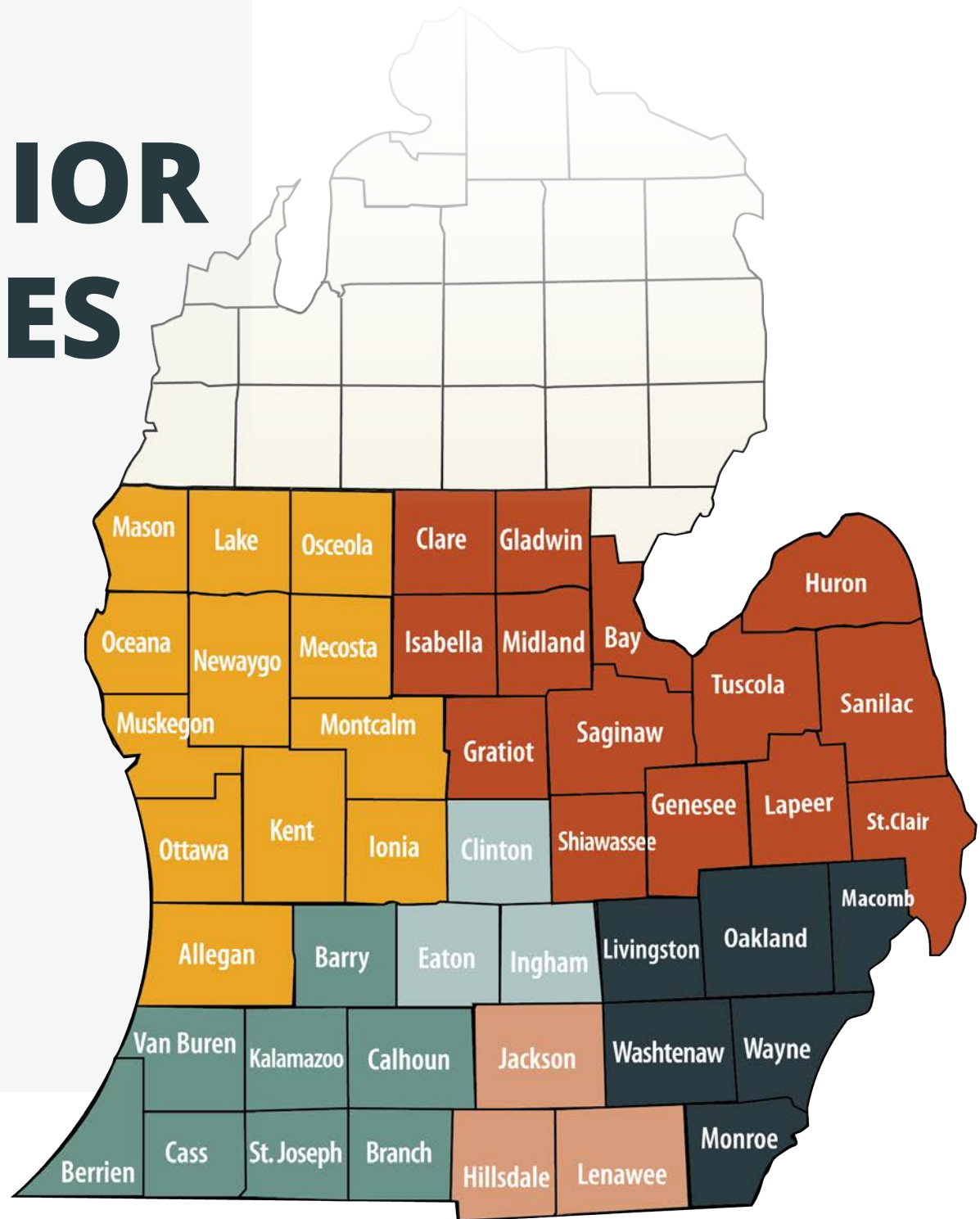


2025 **SENIOR
PREFERENCES
MEDIA KIT**

ABOUT SENIOR PREFERENCES

Senior Preferences is a comprehensive resource guide, produced by Jackson Publishing Co., that compiles a list of community organizations and local businesses which cater to the needs of seniors in Lower Michigan. *Senior Preferences* includes a wide range of categories, including residential and healthcare, to services such as utility assistance, placement services, transportation, and more!

As the only publication of its kind, *Senior Preferences* is an invaluable resource for seniors and their caregivers. Primarily distributed by professionals who influence senior decisions daily, our six regional editions cover 46 counties in Lower Michigan.



SERVING MICHIGAN'S SENIORS SINCE 2003

With 6 Regional Editions Covering 46 Counties

Developed from the need to fill a massive gap in the market to serve our aging population in a hassle-free print and digital manner, *Senior Preferences* came to life in 2003. Since then, our publication has become the authority when selecting quality services and community resources.

ANNUAL PUBLICATIONS

TRI-CITY/FLINT/CENTRAL MICHIGAN

Bay, Clare, Genesee, Gladwin, Gratiot, Huron, Isabella, Lapeer, Midland, Saginaw, Sanilac, Shiawassee, St. Clair, and Tuscola Counties

SOUTH CENTRAL MICHIGAN

Hillsdale, Jackson and Lenawee Counties

LANSING AREA

Clinton, Eaton and Ingham Counties

SOUTHWEST MICHIGAN

Barry, Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren Counties

SOUTHEAST MICHIGAN

Livingston, Macomb, Monroe, Oakland, Washtenaw, and Wayne Counties

GRAND RAPIDS/WEST MICHIGAN AREA

Allegan, Ionia, Kent, Lake, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, and Ottawa Counties



EXPANSIVE DISTRIBUTION NETWORK THROUGHOUT LOWER MICHIGAN

One reason *Senior Preferences* is so successful is because of our large distribution network. Simply put, we make it easy for seniors, caregivers, and discharge planners to access the guide. Anyone can pick up a free copy at one of over 700 locations throughout Lower Michigan. In addition, the guide is available 24/7 online at SeniorPreferences.com.

GET YOUR SENIOR PREFERENCES

- Area Agency on Aging Offices
- Hospitals
- Senior Centers
- Nursing & Rehabilitation Facilities
- Independent & Assisted Living Communities

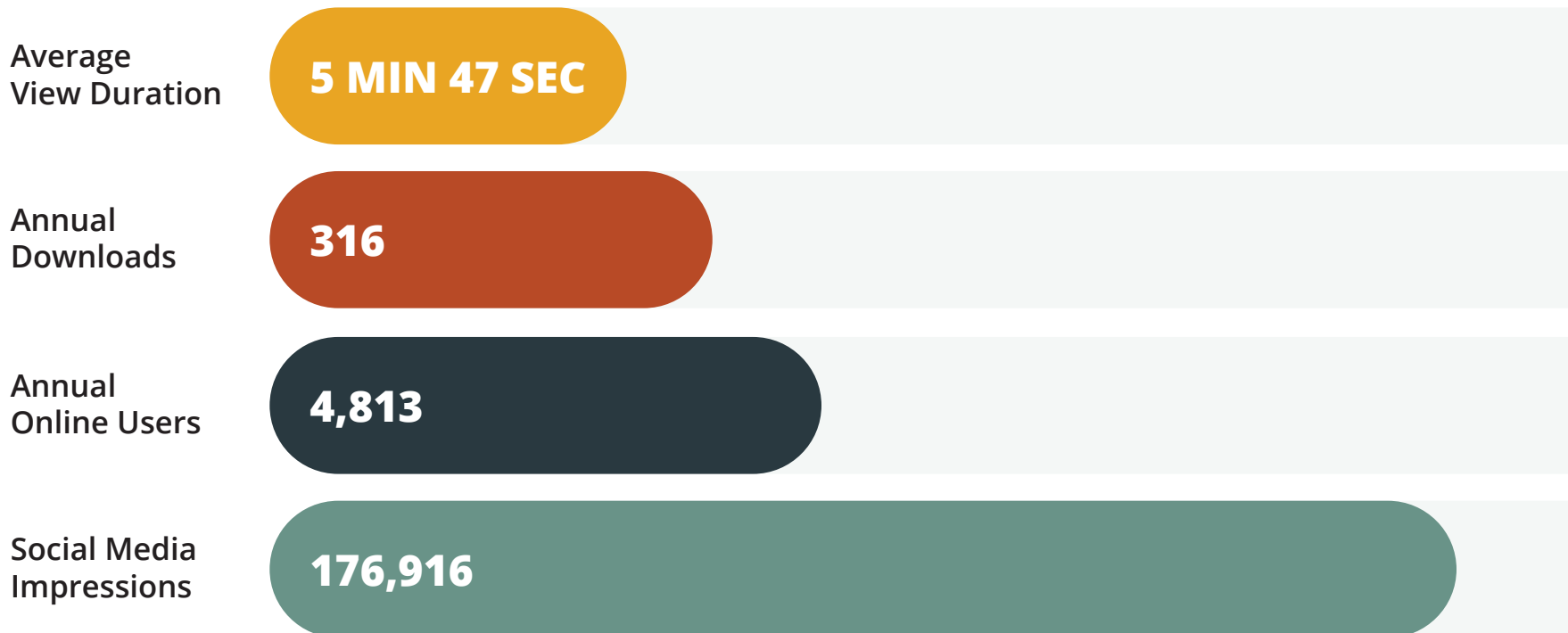
FOR A COMPLETE LIST OF OUR OFFICIAL DISTRIBUTORS,
VISIT SENIORPREFERENCES.COM/DISTRIBUTION.

ANNUAL CIRCULATION

Each of the six *Senior Preferences* editions is an annual publication, meaning they are printed once per year. This provides your ad or listing with longevity that's nearly unrivaled! Plus, with six editions, your message can reach an even broader audience when you advertise.

Every year, more than 80,000 guides are distributed throughout Lower Michigan to our curated list of distribution partners. Of those guides, they receive over 100,000 impressions annually.

READING SENIOR PREFERENCES ONLINE



NICHE PUBLICATIONS MAKE REAL IMPACTS

In a media-driven world, high quality niche publications are king. Readers find value in publications that offer them information they cannot find anywhere else. Print is highly engaging and deeply experiential for the reader.

Knowing the habits of older adults and their caregivers, *Senior Preferences* provides a unique experience that allows readers to access senior specific resources in their area. Beyond this, our readers consistently communicate the helpfulness of the paper we select for the guide so it can be written on and highlighted, enhancing the practicality of the guide.

BENEFITS OF PAPER-BASED READING

- Absorb more information
- Less likely to get distracted – more likely to remember ads than with other sources of media
- Stronger emotional impact



LISTING CATEGORIES

Senior Preferences understands better than anyone that the needs of seniors are ever-changing and unique to each individual. With seniors in mind, we created 50 listing categories to encompass all senior needs, regardless of their stage of life.

HEALTHCARE

Adult Day Services
Advance Care Planning
Counseling Services
Dental Resources
Diagnosis and Evaluation
Emergency Services
Food and Nutrition Programs
Hearing Resources
Home Care (non-medical)
Home Healthcare
Hospice Care
Hospitals
Information and Referral
Medical Clinics
Medical Equipment
Medical Equipment Loan Closets
Medication Assistance
Palliative Care

Personal Emergency Response Systems
Rehabilitation Resources
Respite Resources
Specialty Medical Care
Support Groups
Vision Resources

RESIDENTIAL

Adult Foster Care
Independent Living
Housing Guide
Assisted Living
Memory Care
Skilled Nursing
Continuing Care Retirement Community

SERVICES

Care or Case Management Services
Driver Safety and Rehabilitation Programs

Educational Resources
Employment and Training
Energy and Utility Assistance
Financial Services
Funeral Pre-Planning
Home Repairs/Safety Modifications
Insurance Information
Legal and Consumer Resources
Ramps
Real Estate
Senior Move Manager/Placement Services
Social and Recreational Resources
Technology Support
Transportation
Veteran Affairs
Volunteer Opportunities
Wellness Programs



GET YOUR FREE LISTING

List your business in *Senior Preferences* at no cost! Care providers and service agencies are invited to list their business in the primary category they serve. Additional listings and ad space are available for purchase to maximize exposure and provide consumers with a clearer image of what your organization does.

NON-ADVERTISER BENEFITS

- Gain valuable exposure at no cost
- Listing is published in both the print and digital versions
- Listing opportunities are available in the Housing Guide, Healthcare, Residential, and Services sections
- Each listing includes the company name, phone number, address, website and up to a 10-word service description

Increase your exposure by adding optional 10-word listings in the categories of your choice for just \$35.00 each.

GET YOUR FREE LISTING NOW AT
[SENIORPREFERENCES.COM/ADD-YOUR-BUSINESS!](https://seniorpreferences.com/add-your-business)

ADVERTISER BENEFITS

Maximize the exposure of your business when you advertise with enhanced listings!

ENHANCED LISTING

- Published in both our digital and print editions
- Listings are highlighted in color with a different color font
- 30-word service descriptions for multiple category listing(s) included
- Advertiser Index listing with a link to the ad
- Reference line at end of each listing directing potential clients to your ad
- “Hot link” feature on our digital version connecting clients to your ad and website

All advertisers have the option to produce their own ad or have our graphic team produce an ad at no charge.

SET YOUR COMPANY APART AND ADVERTISE WITH US TODAY!
CALL US AT **517-783-2637** OR EMAIL US AT
INFO@SENIORPREFERENCES.COM FOR MORE INFORMATION.

ADVERTISER LISTING

Ascension Living PACE Michigan

810-236-7500

412 E. First St., Flint, MI 48502
ascensionliving.org/pacemi

Service: All-inclusive care for those 55 or better struggling physically, with memory or unstable health conditions. PACE offers needs-based medical/supportive services to keep you safe at home, like recreational therapy.
See our ad on page 12.

NON-ADVERTISER LISTING

CrossRoads Counseling Ministries

989-652-0764

163 Churchgrove Rd., P.O. Box 88
Frankenmuth, MI 48734

Service: Christ-centered counseling by licensed professional counselors.

ADVERTISE WITH SENIOR PREFERENCES

Feature Your Business with Discharge Planners, Healthcare Professionals and Patient Advocates

In addition to our free and enhanced listings, *Senior Preferences* offers strategic ad placements throughout the guide. This ranges from sponsored content to a business card ad to our statewide package - the possibilities are endless! Give us a call at 517-783-2637 or email us at Info@SeniorPreferences.com. Let's work together to continue to make a lasting impact on seniors' lives, one day at a time!

PRINT EDITION ADVERTISING	PRICE	SIZE
Back cover	\$2,950	8.625" x 11.125" (with bleed)
Inside cover	\$2,725	8.625" x 11.125" (with bleed)
Page 3	\$2,615	8.625" x 11.125" (with bleed)
Full page	\$2,375	8.625" x 11.125" (with bleed)
Sponsored Content	\$2,100	Designed by <i>Senior Preferences</i>
2/3 page	\$1,780	4.875" x 9.75"
1/2 island	\$1,565	4.875" x 7.25"
1/2 horizontal	\$1,425	7.375" x 4.8125"
1/3 page	\$1,150	2.375" x 9.75" (vertical) 4.875" x 4.8125" (square) 7.375" x 3.25" (horizontal)
1/6 page	\$715	2.375" x 4.8125" (vertical) 4.875" x 2.375" (horizontal)
Business Card	\$525	2" x 3.5"



DISCOUNTED STATEWIDE CONTRACTS

Reach a broad audience at a great price with a statewide contract! Specifically designed for companies who serve all six regions across Lower Michigan, this opportunity allows you to advertise in each *Senior Preferences* edition at a discounted rate!

With a statewide contract, your business will receive 15% off of your total upon purchasing a statewide advertising package with us. If your company services all six areas in Michigan, inquire today about this advertising package to maximize exposure at a reasonable cost!



LEARN IF A STATEWIDE CONTACT IS RIGHT FOR YOU BY CONTACTING SENIOR PREFERENCES TODAY BY EMAILING [INFO@SENIORPREFERENCES.COM!](mailto:INFO@SENIORPREFERENCES.COM)

SPONSORED CONTENT

RATES & INFORMATION

Sponsored content is a unique opportunity to reach older adults, caregivers, and discharge planners by promoting your business in an article format. The topic and content of your sponsored content piece is determined by you; and each spread is laid out in a way that blends with the content of the guide to provide a reading experience that is uninterrupted.

SPONSORED CONTENT FEATURES

- Minimum of one full page
- Up to 400 words of text per full page
- Up to two full-color photos per full page
- Company logo and contact information
- Included in the digital edition

BENEFITS OF SPONSORED CONTENT

Raise Awareness

Whether you are a new or established business, there is great value in launching a new product or service, rejuvenating an existing one, or simply being top of mind during your target market's time of need.

Educate

The longer format allows you to provide more explanation about an existing product or service, or inform readers about your company.

Evoke Positive Thought

Provide readers with the positive thought and goodwill about your company that will make them want to do business with you in the future. Consumers normally need several interactions with a business before making a purchase decision.

Speak to the Decision Makers

Convey necessary information to decision makers in a more compelling manner. Those who utilize *Senior Preferences* are actively looking for services to provide for their needs. Sponsored Content gives your company the spotlight to stand out among other companies who provide similar services.

Differentiate Your Strategy

Sponsored content is a tactic to differentiate your marketing strategy, which is key to success.

Sell Softly

Sometimes it is better to take a soft sales approach by informing customers of their options or of the market environment rather than being too pushy. Sponsored content provides the opportunity to get desired information into the hands of readers.

2025 PUBLISHING CALENDAR & SALES SCHEDULE

TRI-CITY/FLINT AREA

Sales Open: 8/1/2024

Sales Close: 9/30/2024

Ads Due By: 10/15/2024

Confirm Free Listing By: 8/23/2024

Magazine Distribution: Mid-December

SOUTH CENTRAL MICHIGAN

Sales Open: 10/1/2024

Sales Close: 11/30/2024

Ads Due By: 12/15/2024

Confirm Free Listing By: 10/23/2024

Magazine Distribution: Mid-February

LANSING AREA

Sales Open: 12/1/2024

Sales Close: 1/31/2025

Ads Due By: 2/15/2025

Confirm Free Listing By: 12/30/2024

Magazine Distribution: Early-April

SOUTHWEST MICHIGAN

Sales Open: 3/8/2025

Sales Close: 4/18/2024

Ads Due By: 4/22/2025

Confirm Free Listing By: 3/21/2025

Magazine Distribution: Mid-June

SOUTHEAST MICHIGAN

Sales Open: 4/21/2025

Sales Close: 6/13/2025

Ads Due By: 6/17/2025

Confirm Free Listing By: 6/1/2025

Magazine Distribution: Mid-Aug

GRAND RAPIDS/WEST MICHIGAN AREA

Sales Open: 6/16/2025

Sales Close: 8/8/2025

Ads Due By: 8/12/2025

Confirm Free Listing By: 6/30/2025

Magazine Distribution: Mid-September



WHAT EVERYONE IS SAYING ABOUT SENIOR PREFERENCES

“ I was so glad to see *Senior Preferences* at Senior Day. I love the publication! More people need to learn about it! ”

- JUDITH, SENIOR AT SENIOR DAY 2024



Senior Preferences is the premier resource guide for our area. Our staff at WellWise Services Area Agency on Aging use *Senior Preferences* as a regular addition to our information packets, at health fairs and expos, and as a resource to help connect older adults, adults with disabilities, families, and caregivers to so many agencies and companies in our area. Having the information handy is vital to the work we do, as we strive to help people navigate the options for services that will help them live their best life.

- JULIE WETHERBY, CEO, WELLWISE SERVICES AREA AGENCY ON AGING



I LOVE THIS MAGAZINE. I USE IT A LOT.

- SHARON, SENIOR FROM MUSKEGON

Senior Preferences is an amazing resource for our seniors. We are in the community daily at health fairs, business expos, senior apartments, BINGO, pantries, Savvy Seniors events, and so much more. Our seniors that stop by love this book to have an all-encompassing resource book for the year. The staff is great and is always trying to improve and add to the book. Thank you for the amazing resource for our seniors!

- LAURA KELSO, REALTOR-OWNER, KELSO HOMES – GRAND RAPIDS SAVVY SENIORS