



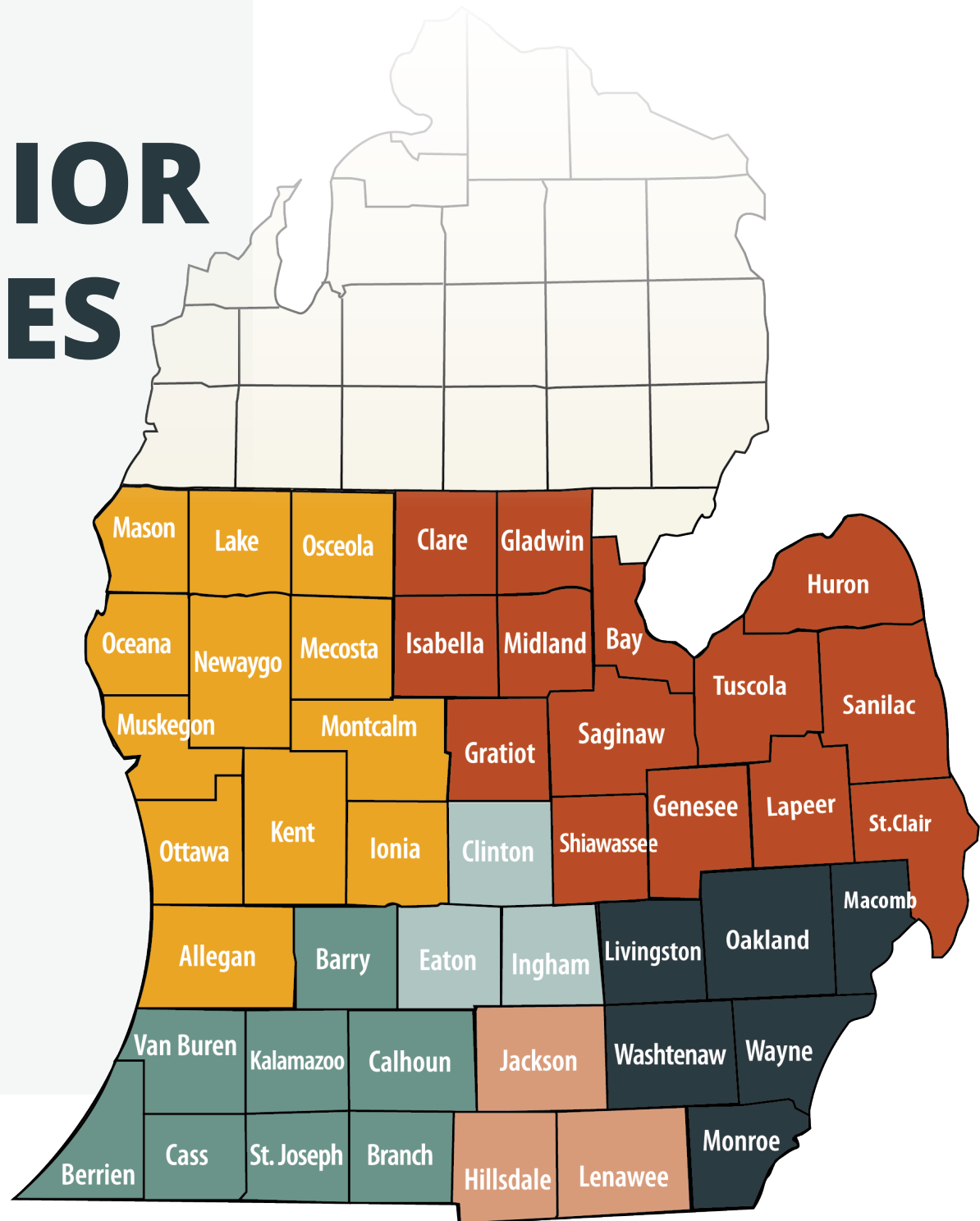
Senior  
PREFERENCES

*2026-27* **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](https://SeniorPreferences.com).

### GET YOUR SENIOR PREFERENCES

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

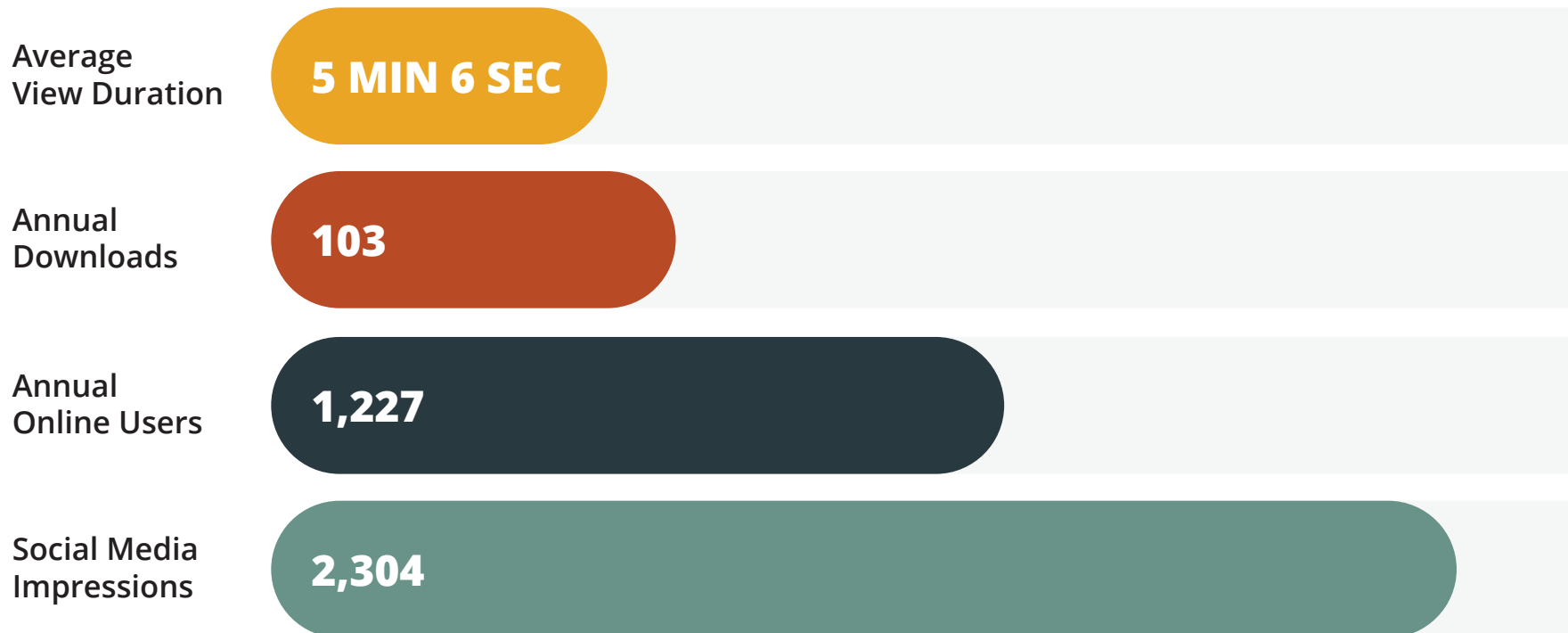
FOR A COMPLETE LIST OF OUR OFFICIAL DISTRIBUTORS,  
VISIT [SENIORPREFERENCES.COM/DISTRIBUTION](https://SeniorPreferences.com/distribution).

# 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](mailto: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 .125" bleed)   |
| Inside cover              | \$2,725 | 8.625" x 11.125" (with .125" bleed)   |
| Page 3                    | \$2,615 | 8.625" x 11.125" (with .125" bleed)   |
| Full page                 | \$2,375 | 8.625" x 11.125" (with .125" 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)<br>4.875" x 4.8125" (square)<br>7.375" x 3.25" (horizontal) |
| 1/6 page                  | \$715   | 2.375" x 4.8125" (vertical)<br>4.875" x 2.375" (horizontal)                           |



# 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.

# 2026-27 PUBLISHING CALENDAR & SALES SCHEDULE

## TRI-CITY/FLINT AREA

Sales Open: 8/18/2025

Sales Close: 9/30/2025

Ads Due By: 10/15/2025

Confirm Free Listing By: 9/12/2025

Magazine Distribution: Mid-November

## SOUTH CENTRAL MICHIGAN

Sales Open: 10/1/2025

Sales Close: 11/25/2025

Ads Due By: 1/15/2026

Confirm Free Listing By: 10/15/2025

Magazine Distribution: February

## LANSING AREA

Sales Open: 12/1/2026

Sales Close: 1/30/2026

Ads Due By: 2/16/2026

Confirm Free Listing By: 12/17/2025

Magazine Distribution: Mid-March

## SOUTHWEST MICHIGAN

Sales Open: 2/2/2026

Sales Close: 3/31/2026

Ads Due By: 4/15/2026

Confirm Free Listing By: 2/18/2026

Magazine Distribution: Mid-May

## SOUTHEAST MICHIGAN

Sales Open: 4/27/2026

Sales Close: 6/19/2026

Ads Due By: 7/6/2026

Confirm Free Listing By: 5/20/2026

Magazine Distribution: August

## GRAND RAPIDS/WEST MICHIGAN AREA

Sales Open: 6/22/2026

Sales Close: 8/14/2026

Ads Due By: 8/28/2026

Confirm Free Listing By: 7/10/2026

Magazine Distribution: October



# 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 a regular addition to our information packets our outreach materials, and we take it with us to health fairs, expos, and everywhere we go. Chock full of resources and information for older adults, adults with disabilities, families, caregivers, and those reaching retirement, *Senior Preferences* is our go-to resource guide. Having *Senior Preferences* available allows us to easily assist those navigating their options for living safely and independently in the community.

- TRACY JAMES, LBSW. MARKETING COORDINATOR  
WELLWISE SERVICES AREA AGENCY ON AGING

*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



I LOVE THIS  
MAGAZINE. I  
USE IT A LOT.

- SHARON, SENIOR  
FROM MUSKEGON