



SENIOR PLANNING GUIDE

NOVEMBER/DECEMBER 2023

This special section will be part of our November/December issue. Related advertisers that reserve space prior to Sept. 22, 2023 will be eligible to be included as expert references in articles covering these topics:

UNDERSTANDING SENIOR LIVING OPTIONS

(Active Living Communities, Independent, Assisted, Memory Care, etc.)

PROMOTING MEMORY HEALTH

(Tips for Boosting your Brain Health as you Age)

AGING GRACEFULLY

(Posture, Skincare and Haircare Tips)

Our Senior Planning Guide is designed to assist seniors and loved ones in making the most of this important phase of life as they set a course for enjoying the "next chapter." As a part of our commitment to service journalism and the Lynchburg community, *Lynchburg Living* will be there to help readers navigate the many retirement and senior living options, covering key issues and offering expert insight on such topics as housing, healthcare, wills, trusts and financial planning along with fun and exciting healthy lifestyle tips and resources.

ALL NEW:

Expand your campaign's message with a dedicated email to 50,000 seniors and their families. You can work with your Account Executive to pinpoint your audience.

Note: Email is one of the most trackable, shareable and reliable marketing communications available.



RATES

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| Full Page (w: 8.375" x h: 10.875") | \$2,250 | \$1,900 | \$2,850 |
| 1/2 Page (w: 7.75" x h: 4.625") | \$1,240 | \$1,050 | \$2,000 |
| 1/4 Page (w: 3.75" x h: 4.625") | \$775 | \$660 | \$1,610 |

IMPORTANT DATES

Editorial Inclusion Deadline:
9/22/23

Ad Space Deadline:
10/2/23

Ad Approval Deadline:
10/9/23

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