



SENIOR PLANNING GUIDE

NOVEMBER/DECEMBER 2025

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.” This special section will be part of our November/December issue.

Related advertisers that reserve space prior to Sept. 26, 2025 will be eligible to be included as expert references in articles covering senior related topics.

2025 EDITORIAL TOPICS:

PROTECTING AGAINST SCAMS AND FINANCIAL EXPLOITATION

Recognizing scams
targeting seniors and
practical protections.

TRAVEL MADE EASY

Senior-friendly getaways
and planning tips
focusing on how seniors
can still enjoy travel—
group tours, insurance,
accessibility planning.

HEALTHY JOINTS, STRONG BONES: PREVENTING FALLS AND INJURIES

Highlighting balance exercises,
home safety tips, and
nutrition for bone strength.

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

	Normal Rate	Discounted Rate	Add Email Campaign
Full Page	\$2,460	\$2,080	\$3,120
1/2 Page	\$1,360	\$1,125	\$2,180
1/4 Page	\$850	\$720	\$1,760

Billing is upon publication. Invoices are emailed with net 15 terms.

IMPORTANT DATES

Editorial Inclusion Deadline:

9/26/25

Ad Space Deadline:

10/2/25

Ad Approval Deadline:

10/11/25

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