

# PIKES PEAK SENIOR NEWS

*Lifestyle Magazine for the Modern Senior*



## Tap into the Senior Marketplace

Seniors are currently the fastest growing segment of the US population and a primary marketing demographic. There are currently 77 million seniors in the US. Each day 10,000 baby boomers are turning 65.

This trend is expected to continue into the 2030s. (AARP). In Colorado Springs alone, Seniors account for 17% of the total population and 74% of those over the age of 60 live with a spouse or alone in a single family home. (US Census). Seniors are the most powerful consumer in today's marketplace and control over 75% of all the wealth in the country. They spend more on housing, travel, health care and personal wellness products than any other age group. Don't miss this opportunity to get your message to this important and influential group.

## Pikes Peak Senior News published six times per year.

**The following is the 2021 schedule. Publications are delivered the first week of each month.**

**The print version can also be viewed at [Pikespeakseniornews.com](http://Pikespeakseniornews.com)**

February Edition

April Edition

June Edition

August Edition

October Edition

December Edition

Ad copy and graphics must be submitted on or before January 12th

Ad copy and graphics must be submitted on or before March 12th

Ad copy and graphics must be submitted on or before May 12th

Ad copy and graphics must be submitted on or before July 12th

Ad copy and graphics must be submitted on or before September 12th

Ad copy and graphics must be submitted on or before November 12th

\* Graphic Design services are included at no additional cost

\* Invoices are sent out at time of publication distribution



## From the Publisher

**For the past 7 years I've been honored to publish Pikes Peak SENIOR NEWS** in Colorado Springs and each year we've experienced tremendous growth. For 2021 we have exciting plans to expand our distribution into greater Pueblo and Canon City to better serve our readers and advertisers. I hope you'll consider partnering with us to share your services and message.



## About Our Publication

**Pikes Peak SENIOR NEWS** is a free publication that is printed 6 times annually and delivered to over 500 locations in El Paso & Teller County. Each issue is filled with enjoyable reading content and informative articles on topics of interest to our readers. Our lifestyle publication provides local seniors and baby-boomers with valuable information on housing, health, finance, travel, culture, educational workshops, local activities, and so much more. We are dedicated to delivering content that will improve the health and well-being of citizens in the Pikes Peak Region.

### Areas of El Paso and Teller County distribution include:

Tri-Lakes and Monument, Northgate, Gleneagle, Black Forest, Marksheffel, Falcon, Powers Corridor (Cordera, Stetson Hills, Springs Ranch, and Cimarron Hills), West Side, Rockrimmon and Mountain Shadows, Colorado Springs South (Security / Widefield and Fountain Valley), Southwest and Broadmoor, Manitou Springs, Cascade, Green Mountain Falls, Woodland Park, Cripple Creek and Canon City.

**Readership is over 40,000 per issue.**

View a copy online at [pikespeakseniornews.com](http://pikespeakseniornews.com)

### TARGETED DISTRIBUTION LOCATIONS

Senior Resource Agencies ♦ Libraries, Banks ♦ Medical Offices ♦ Retirement Housing  
YMCA's ♦ Local Senior Centers ♦ Restaurants ♦ Coffee Shops

## Advertising Rates

Ad Size	1X Rate	3X Rate	6X Rate
Full Page	\$1075	\$975	\$875
1/2 Page	\$750	\$700	\$625
1/3 Page	\$525	\$475	\$425
1/4 Page	\$475	\$425	\$375
1/8 Page	\$325	\$275	\$225

Business Directory Annual rate \$550 for six issues.

## Advertising Specs

Ad Size	Specification
Full Page	8.5" W x 10" H
1/2 Page (horizontal)	8.5" W x 4.8125" H
1/2 Page (vertical)	4.125" W x 9.75" H
1/3 Page (horizontal)	8.5" W x 3.3" H
1/3 Page (vertical)	2.6667" W x 9.75" H
1/4 Page	4.125" W x 4.8125" H
1/8 Page	4.125" W x 2.25" H
Business Directory	2.75" W x 2.3" H

### RESERVE YOUR SPACE TODAY

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