



ST. LOUIS TIMES®

Timely News for Mature Minds, Bodies & Spirits



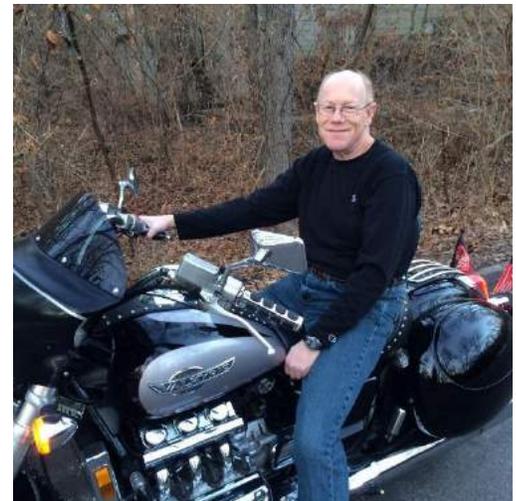
2019 MEDIA KIT





The **St. Louis Times** has been publishing with purpose since our debut in 1994. As a professional media organization we are grounded in a heart-felt mission to “do some good for our areas aging population.” We started as a monthly newsmagazine determined to address the informational needs of older adults and the professionals who work with them. Along the way we’ve published numerous products, hosted over 100 events, and participated or sponsored various endeavors consistent with our mission. We are grateful to have been honored with over 25 local and National Mature Media Awards and have been recognized as a valuable, community-wide media source.

We are not your traditional media company, nor are the demographic readers who we serve. They are eclectic and almost impossible to profile in the depth and range of their interests, tastes and lifestyle choices. Collectively, they encompass a wide range of underserved needs that inspire us to do as much good for them as we possibly can. Bottom line – we are very good at what we do and our purpose fits us well. We have created our own path as we’ve listened and responded to the tens of thousands who have joined us along the way.



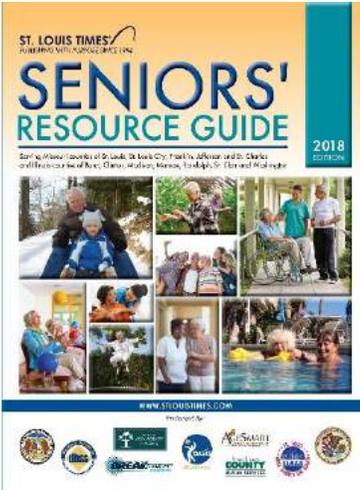
At best, marketing is difficult in a society bombarded and cluttered with so many messages, and at worst it can be overwhelming, frustrating, and unproductive. We would not still be doing what we’ve done from the beginning if we hadn’t been told time and time again that we make a difference. A significant difference, to a specific person in need, at a time when it’s most needed. Isn’t that what it’s all about?

The good news is that you do not have to do it alone. Just give us a chance to prove it!

Sincerely,

John Rothbarth
Publisher / *St. Louis Times*

OUR PRODUCTS



The **Seniors' Resource Guide** is our signature 300+ page publication which is published annually at years end in print and online editions. Both editions include our area's largest database of detailed business listings of resources for older adults which cover 12 counties in the Missouri / Illinois metro area. Our guide is used extensively by older adults, families, caregivers and professionals.

The **Seniors' Resource Guide** is the 'go to' source and commonly referred to as our area's "Industry Bible" when it comes to providing comprehensive and current resources for our area's aging population. If your business provides information, services or products for older adults in our bi-state 12-county region, our publication will help you get your message out to those who need it most!



CAROL CHANNING

The **St. Louis Times Magazine** is a free, bi-weekly digital magazine published on the 1st and 15th of each month. It is distributed by email to 9,000 subscribers. They consist of individuals, professionals and people who work with, or are interested in, aging-focused issues in the St. Louis/Illinois metro area. Each edition includes the areas largest presentation of news items in one of 13 categories including community events, employment opportunities, arts and entertainment, health and wellness, etc. Submit your news items online for **free** by going to www.stlouistimes.com and clicking *Submit Your News Items* from the menu. Once submitted, your news item will be published and distributed by email on the 1st and 15th of each month **and** get posted on our website at www.stlouistimes.com.



Seniors Emporium is our national website, an e-commerce store offering thousands of products to make life easier and more comfortable for our countries aging population. In conjunction with

Amazon.com, the largest online retailer in the world, we offer the ultimate website for products and aging-specific information. Shop with us and 10% of **Seniors Emporium** profits will be donated annually to the Alzheimer's Association, the American Heart Association & the American Cancer Society. Even if you don't shop with us on our website, by coming to **Seniors Emporium** first and clicking the Amazon.com icon in the upper right corner, you will still be making a 10% donation to these non-profit organizations **for any purchases you make while on Amazon.com**.

DEMOGRAPHICS

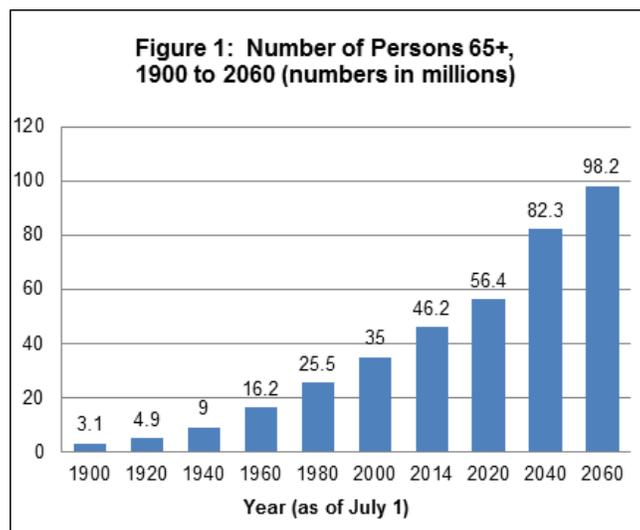
One-third of Americans will be over the age of 50 by 2016. According to Georgia State University's Center for Mature Consumer Studies, today's mature market (those aged 55 and above) already controls 75% of America's wealth and 70% of its disposable income. And don't forget that in 2011, the first baby boomers turned 65, signaling a paradigm shift in the mature market which will impact everything from wants and needs to marketing strategies.

- Recent census data indicates that people aged 55+ represent 26% of the U.S. population and a whopping 66% of the country's net worth, or \$14 trillion.
- Americans are living three decades longer now than they did a century ago.
- Boomers (age 45 to 64) and seniors (65+) own 63% of all American financial assets, making them a serious economic force to be reckoned with and a highly coveted group for marketers.
- The 50+ demo accounts for half of all consumer expenditures -- yet a shockingly small 10% of marketing dollars are targeted toward 50+. Clearly, the numbers don't add up, and overlooking the 50+ demographic is a major marketing mistake. Targeting the 50+ demo, marketers will see serious payoff when it comes to benefitting their bottom line.

Source: *The Huffington Post*

The population age 65 and over has increased from 36.2 million in 2004 to 46.2 million in 2014 (a 28% increase) and is projected to more than double to 98 million in 2060. By 2040, there will be about 82.3 million older persons, over twice their number in 2000. People 65+ represented 14.5% of the population in the year 2014 but are expected to grow to be 21.7% of the population by 2040. The 85+ population is projected to triple from 6.2 million in 2014 to 14.6 million in 2040.

Number of Persons 65+: 1900-2060 (numbers in millions)



Note: Increments in years are uneven.

Source: U.S. Census Bureau, *Population Estimates and Projections*.

SENIORS' RESOURCE GUIDE

ST. LOUIS TIMES  Publishing With Purpose Since 1994

DESCRIPTION

Seniors' Resource Guide is a free community publication, published annually each December, for the benefit of older adults, caregivers and the professionals who work with them. The publication is relied upon throughout the year by thousands of caregivers in making decisions and referrals. It includes over 1,000 listings of organizations that provide services, information and/or products for older adults, caregivers and professionals throughout a 12-county bi-state coverage area. Coverage includes the Missouri counties of St. Louis, St. Louis City, Franklin, Jefferson and St. Charles. Illinois counties include Bond, Clinton, Madison, Monroe, Randolph, St. Clair and Washington. It is commonly referred to as our area's "Industry Bible" when it comes to providing comprehensive and current resources for our area's aging population.

ENDORSEMENTS

Seniors' Resource Guide is endorsed by Missouri's Governor and Attorney General, Illinois Department on Aging, St. Louis' Mayor and County Executive, St. Louis Area Agency on Aging (SLAAA), Mid-East Area Agency on Aging (MEAAA), AgeSmart Community Resources of Southwestern Illinois, Breakthrough Coalition, the St. Louis County Older Resident Programs (CORP), OASIS, and St. Charles Senior Services Task Force.

BUSINESS LISTING CATEGORIES

Adult Day Services	Insurance
Advocacy	Legal, Financial & Estate Planning
Aging Information & Referral	Medical Equipment & Supplies
Cemeteries, Mausoleums & Cremation Services	Mental Health Services & Support Groups
Dental	Nutrition
Disability, Physical Therapy & Rehabilitation	Other Programs, Services & Providers
Driving	Pharmacies
Education & Employment	Physicians & Physician Groups
Emergency Preparedness	Respite Programs
Exercise & Physical Fitness	Senior Centers & Food Resources
Geriatric Care & Case Management	Social Security, Medicare & Medicaid
Hearing	Transportation
Home Health, Personal & Professional Care	Travel, Leisure & Entertainment
Hospice	Veterans Services
Hospitals & Medical Services	Vision
Housing Facilities— Independent / Assisted Living / Skilled	Volunteer Opportunities
Housing Resources, Modifications & Move Management	

DISTRIBUTION

Seniors' Resource Guide has a press run of 32,500 complimentary copies which are distributed through a multi-tiered allocation channel to hundreds of aging-focused for-profit and non-profit organizations. Copies can also be picked up throughout the year (while supplies last) at most **Dierbergs**, **Straubs**, and **Shop 'n Save** grocery stores. For 2019 **Schnucks** will be added as well! Copies are also available at each of our three Area Agency on Aging offices in the metro area (St. Louis Area Agency on Aging, Aging Ahead, and AgeSmart Community Resources in Illinois).

The publication can also be viewed in PDF format online at www.stlouistimes.com. We also offer a searchable database of all resources. Copies can be ordered online while supplies last. Our distribution strategy is continually in a state of expansion as the demand for our publication far exceeds our supply. The abbreviated list below highlights a portion of our distribution by industry sector.

Aging Focused Associations	Elder Law Attorneys	Outpatient Coordinators
Assisted Living Facilities	Federal & State Agencies	Physicians
Chambers of Commerce	Geriatric Care / Case Managers	Professional Caregivers
Cities / Municipalities	Geriatric Educators	Retirement Communities
Colleges & Universities	Health Departments	Senior Centers
Community Centers	Health Fairs	Senior Olympics
Community Events	Health Practitioners	Social Workers
County Dept. of Human Services	Hospitals / Health Centers	United Way
Dept. of Health & Senior Services	Libraries	Veterans Administration

SENIORS' RESOURCE GUIDE – GETTING STARTED

Business Listings Deadline: SEPTEMBER 15, 2018

Display Advertising Space Reservation Deadline: SEPTEMBER 15, 2018
(Display Advertising space is reserved by returning to us the completed Sales Agreement page)

Display Advertising – Final Proof Approval Deadline: OCTOBER 15, 2018

There are two ways to market your organization in the **Seniors' Resource Guide**. In either case, both appear in the printed edition and online at our website www.stlouistimes.com. You may purchase Display Advertising, which comes with a **free** Business Listing (see next page for Display Advertising information), or you may purchase Business Listings only.

BUSINESS LISTINGS See next page for Display Advertising Information

Business Listings cost \$55/year for your first Business Listing and \$30/year for each additional listing. *The \$55 fee for your first listing is waived if you purchase a Display Advertisement.*

Each customer's Business Listings must be Activated (paid for) and Updated (reviewed and approved for accuracy) every year in order to be included in each year's edition, **even if no changes are required**.

Each customer manages their own Business Listings online at www.stlouistimes.com by clicking Business Login in the upper right corner and entering their login information. Once logged in you can select to add new listings at any time, as well as review, edit and Activate existing listings. Please keep in mind that whatever information you have listed in your Business Listings account as of **September 15th** will be downloaded and published in the upcoming year's edition.

SENIORS' RESOURCE GUIDE

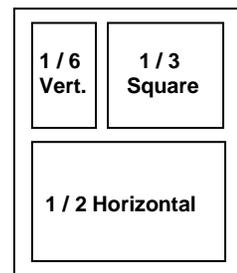
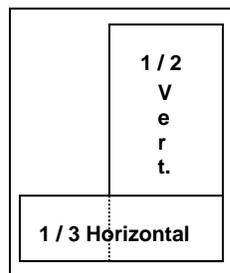
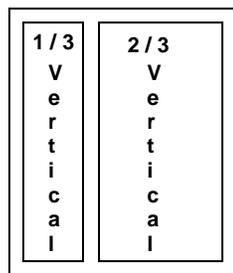
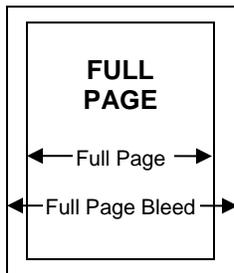
ST. LOUIS TIMES *Publishing With Purpose Since 1994*

SENIORS' RESOURCE GUIDE - DISPLAY ADVERTISING

When you purchase a Display Advertisement you receive the following:

- Full color ads at no additional charge
- Free advertising design services
- Free copies delivered to your door
- One free Business Listing - \$55 value
- Free listing on our website for a year
- Ads are viewable in PDF format for a year

SENIORS' RESOURCE GUIDE - DISPLAY AD SPECIFICATIONS



<u>AD SIZES</u>	<u>AD DIMENSIONS</u>
Full Page (Trimmed)	7.25" x 9.75"
Full Page (with bleed) **	8.25" x 10.75"
2/3 Page Vertical	4.75" x 9.75"
1/2 Page Vertical	3.50" x 9.75"
1/2 Page Horizontal	7.25" x 4.75"

<u>AD SIZES</u>	<u>AD DIMENSIONS</u>
1/3 Page Vertical	2.375" x 9.75"
1/3 Page Horizontal	7.25" x 3.2"
1/3 Page Square	4.75" x 4.75"
1/6 Page Vertical	2.375" x 4.75"

** Final trim size is 8.25" x 10.75". Overall size is 8.75" x 11.25" which includes a .25" bleed on all four sides.

DISPLAY ADVERTISING RATES – NET Advertising rates listed below are per year

<u>For Profit Companies:</u>	<u>Full Page</u>	<u>2/3 Page</u>	<u>1/2 Page</u>	<u>1/3 Page</u>	<u>1/6 Page</u>
1-Year Ad Contract	\$2,281.25/yr.	\$1,773.00/yr.	\$1,264.75/yr.	\$883.75/yr.	\$502.50/yr.
2-Year Ad Contract: - 15% Savings	1,939.00	1,507.00	1,075.00	751.25	427.25
3-Year Ad Contract: - 25% Savings	1,711.00	1,329.75	948.75	663.00	377.00

<u>Not-For-Profit Companies:</u>	<u>Full Page</u>	<u>2/3 Page</u>	<u>1/2 Page</u>	<u>1/3 Page</u>	<u>1/6 Page</u>
1-Year Ad Contract: - 15% Savings	\$1,939.00/yr.	\$1,507.00/yr.	\$1,075.00/yr.	\$751.25/yr.	\$427.25/yr.
2-Year Ad Contract: - 20% Savings	1,825.00	1,418.50	1,012.00	707.00	402.00
3-Year Ad Contract: - 30% Savings	1,597.00	1,241.25	885.50	618.75	351.75

HOUSING SECTION PHOTOS See example below

Housing Facilities Section Only: For an additional \$150 to your Business Listing cost, enhance your listing with six color photos. Email your photos to us at 300dpi or higher, in landscape orientation.

Pacific Place Senior Living 45 South Old Orchard Webster Groves, MO 63119 (314) 961-3041 In Business Since: 1987	33	Call Call for rates	Call Call for rates	Call Call for rates	N Call	N Call	Y All except ph., cbl. & elec.	Y Call	Y Call	N	N	N	Y	N	Y	Y	Y	Y	Y
	Payments Accepted:	1	1	1															

Description: We are an independent community, designed for active, independent seniors. Here you will discover that where you live has an unmistakable influence on how you live.





ST. LOUIS TIMES®

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ST. LOUIS TIMES MAGAZINE - DISPLAY ADVERTISING

Advertising in the *St. Louis Times Magazine* is efficient, targeted, and value driven since your advertisement will be sent out by email to our subscribers **and** appear on our homepage. Between the 9,000 subscribers who will receive your advertisement by email, plus the thousands who visit our website monthly, your advertising dollars will deliver big results for a small investment. Plus, advertisements that run in *St. Louis Times Magazine* and on our website include hyperlinks to your website in order to further assist prospects in finding your company.

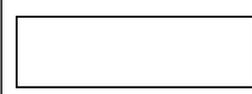
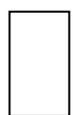
ADVERTISING IN ST. LOUIS TIMES MAGAZINE IS EASY AND INVOLVES TWO STEPS

1. Order your ad online or complete the last page of this Media Kit to reserve your ad space and return it to us.
2. Send us your advertisement by email in JPEG or PDF format to graphics@stlouistimes.com.

Your advertising will run in consecutive editions for the duration of your agreement. You can also change your advertisement as often as you want. Since we publish on the 1st and 15th of each month the deadline for getting your advertisement and prepayment to us is **no later than three days prior to publishing**. We offer two advertisement sizes, horizontal and vertical.

Each advertisement runs for two weeks in the *St. Louis Times* AND two weeks on our website.

ST. LOUIS TIMES MAGAZINE - DISPLAY AD RATES & SPECIFICATIONS

<p>400 pixels (5.33") wide x 270 pixels high (3.60")</p>	<p>HORIZONTAL ADVERTISEMENT</p> 	<p>VERTICAL ADVERTISEMENT</p> 	<p>135 pixels (1.80") wide x 270 pixels high (3.60")</p>
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HORIZONTAL AD – RATES	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>9x</u>	<u>12x</u>
	1 Month 2 Editions	3 Months 6 Editions	6 Months 12 Editions	9 Months 18 Editions	12 Months 24 Editions
	\$300/month	\$270/month	\$240/month	\$210/month	\$180/month

VERTICAL AD – RATES	<u>1x</u>	<u>3x</u>	<u>6x</u>	<u>9x</u>	<u>12x</u>
	1 Month 2 Editions	3 Months 6 Editions	6 Months 12 Editions	9 Months 18 Editions	12 Months 24 Editions
	\$100/month	\$90/month	\$80/month	\$70/month	\$60/month

SALES AGREEMENT - TERMS AND CONDITIONS

COLOR (Seniors' Resource Guide and St. Louis Times Magazine)

All advertisements include full color at no additional charge.

PREMIUM PLACEMENT (Seniors' Resource Guide only)

Back cover is only available on a 1-year term, with a 20% surcharge.

Inside front or inside back covers (left or right pages): 15% surcharge. Available for 1-3 year terms.

Other guaranteed positions: 10% surcharge. Available for 1-3 year terms.

ADVERTISING DESIGN (Seniors' Resource Guide only)

Basic design and layout charges are included with your advertisement. We request that all ads be submitted in digital format, PDF preferred. Line screen is 100. Digital photos need to be a minimum of 300dpi at the size to be printed. All advertisers must approve final ad proof prior to publication deadline. Advertisements should be emailed to graphics@stlouistimes.com.

GETTING COPIES OF THE PUBLICATION (Seniors' Resource Guide only)

Companies that purchase display advertising in the publication receive free copies of the **Seniors' Resource Guide** delivered to their place of business at the start of each year that their advertisements run.

BILLING

St. Louis Times Magazine Billing is not available. Advertisers must pre-pay for their advertising online.

Seniors' Resource Guide - Display Advertisers can pre-pay for their advertising online at www.stlouistimes.com or be invoiced. For advertisers that purchase two or three-year contracts, you will be invoiced annually for each year's advertisement. If Net Rates increase during a multi-year contract your discount will be applied to the new Net Rates. In the event a multi-year contract is cancelled prior to completion, a short-rate will be applied and invoiced for the difference between the discounted rates versus the rate that would have applied had the contract not been cancelled. **Invoices will be sent (and credit card transactions will be charged) on October 15th of each year. Payment is due by November 15th of each year.** A 1.5%-per-month charge (18% annual percentage rate) will be added for accounts 30 days past due. Please make checks payable to the St. Louis Times, P.O. Box 456, Valley Park, MO 63088.

Seniors' Resource Guide - Business Listings run for one-year terms and are entered, updated and paid for each year online at www.stlouistimes.com. If you purchase a Display Advertisement in addition to a Business Listing you receive your **first** Business Listing free of charge.

SALES AGREEMENT TERMS AND CONDITIONS

All matters not covered in these conditions are subject to the decision of The Jarad Corporation, d/b/a St. Louis Times, the St. Louis Times Seniors' Resource Guide, and SeniorsEmporium.com. Publisher reserves the right of approval of all content in all publications published by The Jarad Corporation. The purchaser of Display Advertising and Business Listings space assumes all responsibility for the entire content of any paid advertisement printed on their behalf in any of The Jarad Corporation publications. Publisher's liability for any error, omission or delay shall in no event exceed the cost of the space paid for and occupied by such individual advertisement.

