

# Senior Residences

## Reach New Customers through Senior Living's Special Housing Editions

Senior residences say this is one of the most targeted ways they have found to market to seniors and their families.

These special housing issues, published in **February** and **August**, and distributed throughout Vancouver Island and the Lower Mainland, feature a variety of articles that outline some of the growing trends in senior housing, providing a perfect backdrop for senior residences to promote themselves to potential clients.

Our readers often keep these information-filled special issues for future reference, extending the shelf life of these particular issues.

If you are a senior residence, don't miss advertising in our upcoming August 2011 issue. Book for February 2012 as well, and receive 5% off the price of both ads.

**AD BOOKING DEADLINE:** Jul 15, 2011

**AD COPY DEADLINE:** Jul 21, 2011

Call (250) 479-4705 or 1-877-479-4705 for rates and sizes. Ask about other marketing opportunities, including special campaigns, web advertising and our annual Senior Expo.



Senior Living Magazine - Vancouver Island  
Senior Living Magazine - BC Mainland

[www.seniorlivingmag.com](http://www.seniorlivingmag.com)

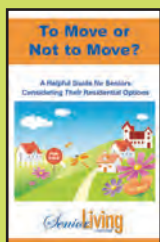
Enhance your print advertising with a web ad.

Up to 70,000 unique visitors monthly

**Referred to by Government Agencies, Health Professionals and Realtors in assisting clients with their housing needs.**

*"When we receive questions about housing options we now consistently refer clients to the Senior Living Special Housing edition as a source of information about their housing options." - Seniors Serving Seniors*

### To Move or Not to Move? A Helpful Guide for Seniors Considering Their Residential Options



144 pages  
4.5" x 7.5" Softcover  
Published Jan 2009

Do you know someone who is considering a move, but doesn't know what their options are? "To Move or Not to Move?" is the ideal resource. **Retail cost: \$9.95.**

#### **Special Offer for Businesses**

Businesses can buy bulk orders (25 books or more) to resell or give complimentary to clients. Cost only **\$5 per book**. Call (250)479-4705 or visit our website bookstore for more information.

**Over 3000 copies sold already!**

Senior Living's online

### Senior Housing Directory

[www.seniorlivingmag.com/housingdirectory](http://www.seniorlivingmag.com/housingdirectory)

As a complement to our other senior housing resources, this directory provides details about housing options throughout BC, including Independent, Assisted Living, Complex Care, apartments, condominiums, co-op housing and other senior-oriented housing communities. Over 500 residential listings.

Be sure to update your **FREE** listing.

Add photos and video to your listing for only **\$19.95 per month**.

Contact us for details.

