

Senior Living celebrates Senior Entrepreneurs in the upcoming March 2011 issue.

The number of seniors starting their own business venture is increasing.

Every new business needs a team of supportive services and resources including financial institutions, training centres, office equipment suppliers, telephone and computer system providers, legal advisers, bookkeepers, payroll companies, promotion and design companies, stationery suppliers, personnel agencies, etc.

Advertising in this Special Feature will ensure senior entrepreneurs know what you offer and how they can access your services.

Here's what business researchers are saying about senior entrepreneurs:



*"Once dominated by young, highly-driven, technology-oriented entrepreneurs, start-up activity is quickly **being taken over by individuals** who, while still driven and tech-savvy, happen to be **in their 50s, 60s and 70s...**the latest government figures indicate that the tide is turning toward more experienced individuals..."*
- Franchising World

"[Senior] entrepreneurs are tapping a lifetime of experiences in their businesses. For some, it's a product of too many years working for The Man. For others, retirement just isn't an option. And for others, inspiration just hit them late in life. These entrepreneurs waited until after 50 to start their businesses, and they're putting the gold in golden years."

- www.entrepreneur.com



Deadline to Book Advertising: February 14, 2011

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For more information on marketing to seniors, visit our website: www.seniorlivingmag.com/advertising

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