
Not Born Yesterday!

Not Born Yesterday!(NBY!) Established in 1960 as the California Senior Citizen and has evolved to stay vital 50 years later with the current media trends in the field of communications. We are an integral part of the Southern California senior landscape and have an 'involved and responsive' 50+ readership.

Not Born Yesterday! Reach Two Unique Demographics:

50 – 64 age range: Attributes include -

- ◆ Working professionals, some in their 2nd or 3rd careers
- ◆ Raising children, variety of ages, some supporting college students
- ◆ Caring for parents and/or looking for help caring for parents
- ◆ Retired or semi-retired, traveling and helping family members
- ◆ Managing care for parents & raising children
- ◆ Securing investments

65 -100+ age range: Attributes include –

- ◆ Working full time or part time
- ◆ Volunteering full or part time
- ◆ Traveling
- ◆ Helping family members
- ◆ Need assistance with activities of daily living
- ◆ Mode to simplify lifestyle

The older adults of Southern California are loyal readers. We know their issues and concerns. We feature them in *Seniors in Action* and *Lifestyle*. The 50+ crowd help build the news and views. Participation becomes a huge motivator to spread the word about the phenomenon for seniors ~ ***Not Born Yesterday!*** We are considered...

- a trusted friend
- a reliable resource
- a publication with an incredible reputation
- a valuable advertising medium to access seniors in Southern CA

Not Born Yesterday! is distributed in Los Angeles County, Orange County and parts of Riverside, San Bernardino, Ventura & San Diego Counties, reaching over 100,000 readers in this niche demographic. Businesses are excited about forming an advertising and marketing partnership with ***NBY!***

Distribution includes: Home Delivery - Paid subscriptions are a large part of circulation

Hand Delivery - Senior Centers

- Libraries
- Senior Apartments
- Luxury retirement living communities
- Major events where senior citizens are featured

“Enough about us – Let’s focus on your business growth.”

The question is... *“How soon can you start a marketing campaign in ***Not Born Yesterday!***”*

Contact us right away for deadlines and affordable monthly campaign ideas.

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