
Not Born Yesterday!

Not Born Yesterday!(NBY!) Established in 1960 as the California Senior Citizen and has evolved to stay vital over 50 years later with current media trends in the field of communications to the older adult audience. We are an integral part of the Southern California senior landscape and have an *'involved and responsive'* 55+ readership.

Not Born Yesterday! Reach Two Unique Demographics:

65+ age range: Attributes include –

- ◆Some working full time or part time
- ◆Some volunteering full or part time
- ◆Traveling and pursuing hobbies and special interests
- ◆Helping family members, spending time with friends
- ◆Need assistance with activities of daily living
- ◆Begin to receive Social Security or Retirement Benefits
- ◆Medicare recipients
- ◆Mode to simplify lifestyle

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 at the same time
- ◆Securing investments for their golden years

The older adults of Southern California become loyal readers. We know their issues and concerns. We feature them in *Seniors in Action* and *Lifestyle*. We are the Voice and Viewpoint of Older Adults. ***Not Born Yesterday!*** is By Seniors, For Seniors and About Seniors and our audience interacts and participates with our columnists, staff, sponsors, advertisers and partners through the monthly publication. ***Not Born Yesterday!*** is considered...

- compiled by friends with their best interest at heart
- a reliable resource with whom they can trust

Not Born Yesterday! is distributed in Los Angeles, Orange, Riverside and San Bernardino, with a few key locations in Ventura and San Diego counties reaching over 100,000 readers in this niche demographic. Businesses form an advertising and marketing partnership with ***NBY!*** that will reap long term benefits.

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

Hand Delivery - Senior Centers

- Public and Private Libraries
- Senior Apartments and Assisted Living Units
- Luxury retirement living communities
- Major events where senior citizens are featured

*"We can help you fit right in and become a part of the ***Not Born Yesterday!*** family."*

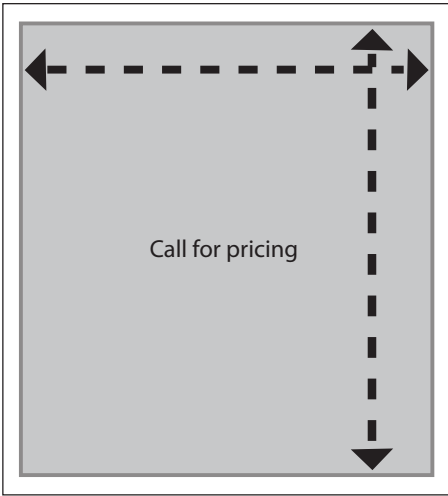
Contact us for deadlines and affordable campaigns.

Not Born Yesterday! ◆ P. O. Box 722, ◆ Brea, CA 92822 ◆ 562-691-2509 phone

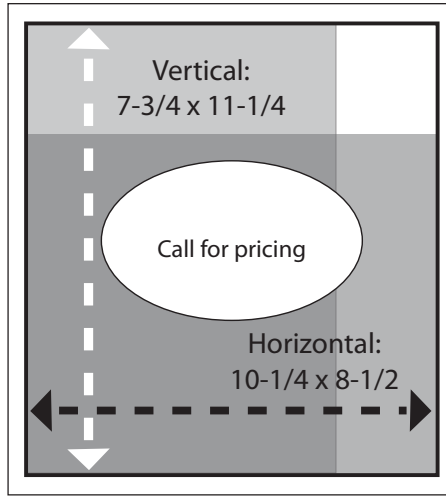
◆ Email: nbynews@juno.com ◆ Web: www.nbynews.com ◆ Publishers: Senior Industry Professionals

Not Born Yesterday! Display Ad Examples

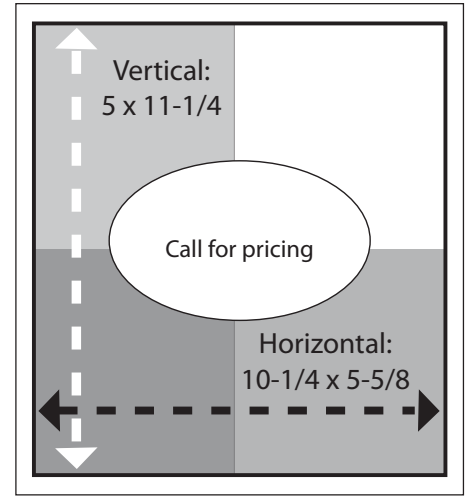
Full Page:
10-1/4 x 11-1/4



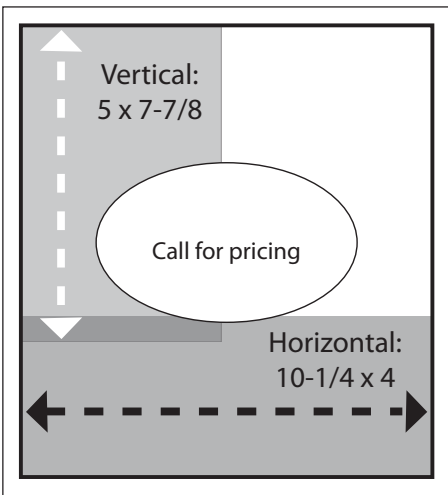
3/4 Page:
7-3/4 x 11-1/4 or 10-1/4 x 8-1/2



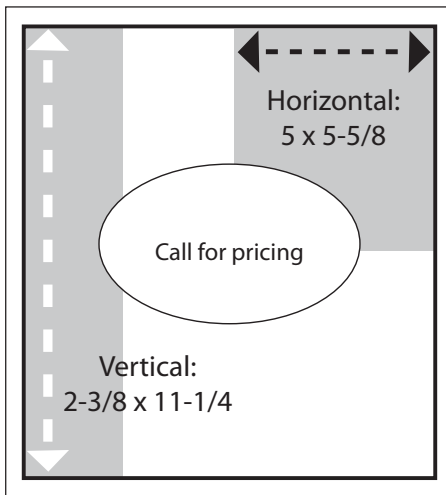
1/2 Page:
5 x 11-1/4 or 10-1/4 x 5-5/8



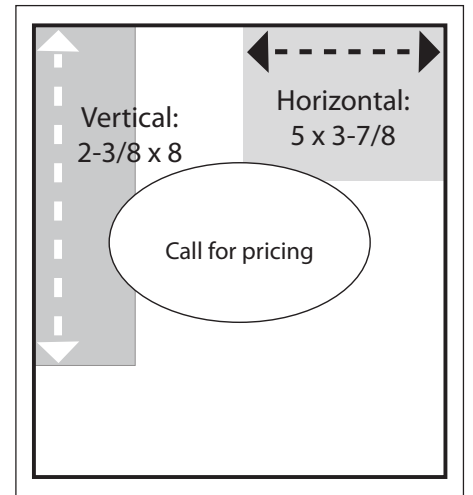
1/3 Page:
5 x 7-7/8 or 10-1/4 x 4



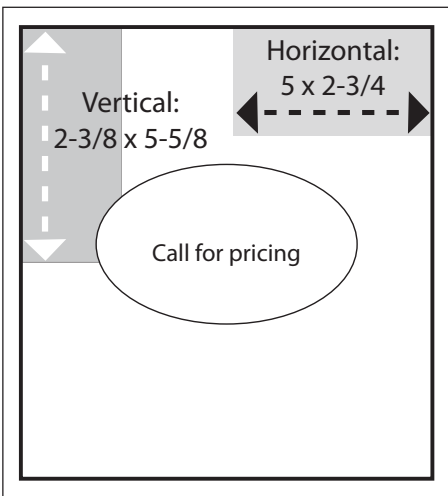
1/4 Page:
2-3/8 x 11-1/4 or 5 x 5-5/8



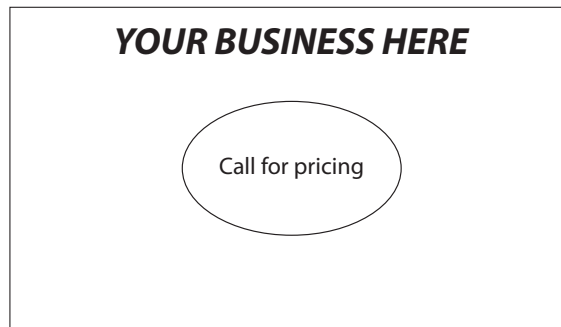
1/6 Page:
2-3/8 x 8 or 5 x 3-7/8



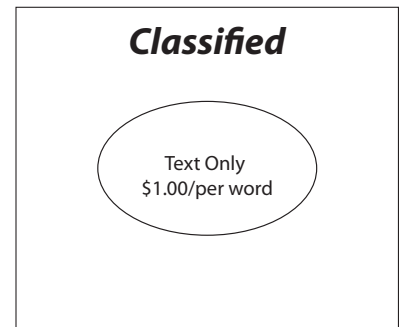
1/8 Page:
2-3/8 x 5-5/8 or 5 x 2-3/4



Business Card:
3-1/2 x 2



Classified Section:
2-3/8 width



Senior Industry Professionals, Inc., P.O. Box 722, Brea, CA 92822-0722
Display & Classified Ads: 562-691-2509 •