

Not Born Yesterday!

Not Born Yesterday!(NBY!) Established in 1960 as the *California Senior Citizen* and has evolved to stay vital over 60 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!** audience interacts and participates with our columnists, staff, sponsors, advertisers and partners through the monthly publication.

Not Born Yesterday! is available through the internet at www.nbynews.com. Businesses form an advertising and marketing partnership with **NBY!** that reaps long term benefits.

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

Our readers were "**Not Born Yesterday!**" Seniors Looking Towards a Better Tomorrow

Readers are mature, thoughtful older adults, active in the community and creating ways to have a positive impact on their part of the world.

It is important for them to purchase products and services from people and companies they trust.

Become a trusted friend by utilizing the pages of **Not Born Yesterday!** to promote your product or service.

The resource

- For Seniors
- By Seniors
- About Seniors



Not Born Yesterday! is a reliable and respected resource for the 55+ population in Southern California and a valuable medium accessing Southland Seniors.



Our Readers

- Control more than 80% of the assets in Southern California
- Readership: 55-64 age bracket represent 33%
65+ age bracket represent 67%
- Income: 75% of our readers have income levels over \$50k
- Assets: Reader portfolios over \$500k represent 78%

Enhance Your Presence & Position

Not Born Yesterday!

The Voice of Southern California Seniors

ADVERTISERS: Contact **Dave** for Details

PH 562-691-2509

ONLINE PRICING

AFFORDABLE

nbynews@juno.com • www.nbynews.com

Not Born Yesterday! is published monthly by Senior Industry Professionals

Not Born Yesterday!

News For Smart & Savvy Adults

www.nbynews.com

nbynews@juno.com

Production Details

Column Widths: 1 col = 2-3/8 in. • 2 cols = 5 in. • 3 cols = 7-5/8 in. • 4 cols = 10-1/4 in.

Ad Size

Ad Dimensions in Inches

Online Rates for www.nbynews.com

Full page	10-1/4 x 11-1/4	\$100/mo
1/2 page	5 x 11-1/4 or 10-1/4 x 5-5/8	\$50/mo
1/4 page	2-3/8 x 11-1/4 or 5 x 5-5/8	\$25/mo

Minimum 3 month run required

Reserve Space by the 15th of the month preceding publication, artwork due the 17th

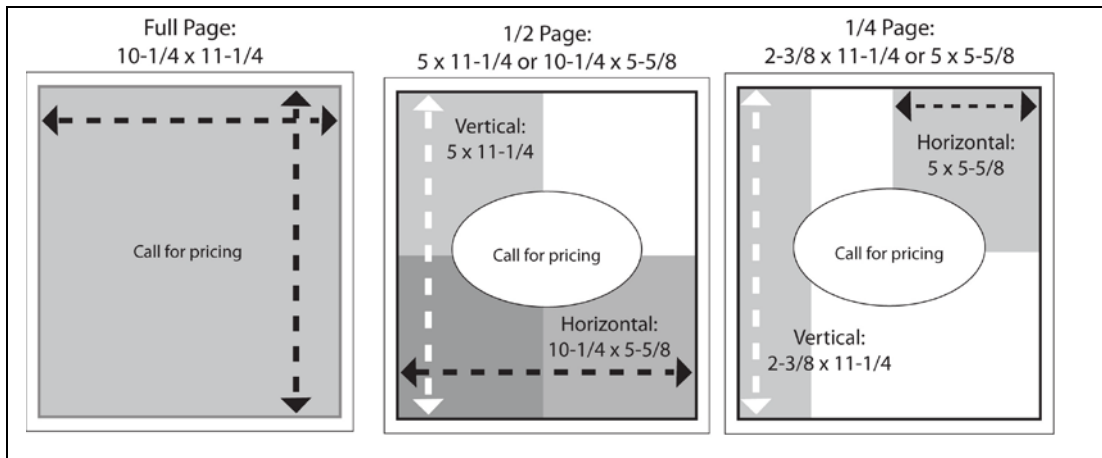
Call 562-691-2509 ~Together we will work to get the word out about your business to this highly – sought after demographic!

Mechanicals: Trim: 11-3/8 x 12-1/2. Maximum printable area, including folio: 10-1/4 x 11-1/4. **Digital File Minimum Requirements:** CMYK, 300 dpi. **Materials accepted:** Digital files saved as PDF, Camera-ready format. Photo submissions as JPEG/JPG attachments. **Emails:** Please state "Artwork" in subject line and send to nbynews@juno.com or mail CD to NBY! Art Department, P.O. Box 722, Brea, CA 92822. **Rate policy:** All rates are net. Contracts: Insertion cancellations accepted in writing only, and only 30 or more days before publication date. Changes to materials accepted 15 or more days before publication date. Contracts not completed will be short-rated to the number of actual insertions, and advertiser will be charged a handling fee of \$200 (two hundred dollars).

Terms and credit: All invoices payable upon receipt. Additional advertising not accepted for insertion until payment for previously published advertising has been received. After 30 days beyond invoice date, a monthly late-charge will be levied of 1-1/2% of all money owed, plus any costs of collection. In event of nonpayment, publisher may hold advertiser and agency jointly and/ or severally liable for all money due and payable. Prepayment required from advertisers located outside California or without established credit. Charge for returned check: \$25 (twenty-five dollars).

Checks to: Senior Industry Professionals, Inc., P.O. Box 722, Brea, CA 92822-0722

Display & Classified Ads: 562-691-2509



Not Born Yesterday!
has Loyal Readers!

~ Our Readers Look Forward to Every Issue

"As soon as I get NBY! I make time to read it Cover to Cover."

-Charlie B.
Lancaster, CA

"Keep up the good work, my wife & I so enjoy this publication!"

-Tom & Amy R.
Anaheim, CA

"I love Not Born Yesterday! it is the best little newspaper for seniors."

-Juanita K.
Los Angeles, CA

Senior Industry Pros is the only full service public relations, marketing, advertising and communications company that can work every angle of your campaign to get the word out to the 55+ demographic in the most economic way.

Our strategic partnership with **Not Born Yesterday!** provides an unparalleled opportunity to hit this highly sought after demographic.

Let us help you with your marketing campaign.