



Not Born Yesterday! Working with You to Reach the Southland's Most Affluent Buyers...

The 50+ Generation

Richest segment of the U.S. population...

- Own 66% of all stock market investments, 77% of all financial assets
- 79% are homeowners, 75% own their homes mortgage-free
- Ages 55-75 have the highest average net worth (approx. \$350,000)
- Control more than \$7 trillion in wealth (70% of the total)

Active...

- 75% say sex is as good as, or better than, when they were younger
- 75% of men, 58% of women are working
- (earn almost \$2 trillion annually)
- 37% of all members are 50+
- Over 70% are consistent voters in all elections

Spending...

- More willing to sample new services/products than any other group
- Over 40 million are credit card users, more than 50% of the total
- Own 60% of all annuities
- Dine out an average 3-4 times a week
- Buy 40% of all home computers
- Purchase 48% of all luxury cars, 41% of all new cars

And in the ***Not Born Yesterday!*** distribution area...

21% of residents are 50+...
more than 3.5 million seniors

“The free offer to get a free sample... got 250 calls from your readers to our 800 number... My client is extremely happy with the response.”

—Audrey Franklyn,
Franklyn Agency,
Los Angeles





Not Born Yesterday!

Your Marketing Partner

“We’ve tried some of the ‘other’ papers but found them to be two to three times as costly and they produced less results. However, since advertising with you we’ve received numerous calls and have developed substantial subsequent business. Most importantly, I see that we are establishing a strong reputation in a very discerning community.”

—Brian J. Ball,
IDS Financial
Services, Inc.,
Pasadena



Vital... **V**isible... best advertising **V**alue

- **Targeted readers**

For and about adults 50+ ... exclusively!

- **Trusted, highly visible**

With almost half a century of continuous publishing, we are the oldest, most experienced senior publication in Southern California

- **100% requested circulation — 25% paid**

More paid subscription circulation than any Southern California senior paper

- **Audited by**



with pinpoint placement

Over 100,000 copies -

Distributed by request to senior and civic centers, retirement communities, financial institutions, libraries, restaurants, and other senior venues



And Number 1 in Value

Lowest cost per thousand of all Southern California senior papers

***Not Born Yesterday!* Readership Study** **Conducted by Circulation Verification Council**



The Circulation Verification Council interviewed 1,704 regular readers in our primary market areas indicated in *Not Born Yesterday!*'s CVC audit report. Survey totals may not equal 100% due to rounding.

1. Do you frequently purchase products or services from ads seen in *Not Born Yesterday!*?

YES 1,405 82.5%
 NO 299 17.5%

2. How long do you keep *Not Born Yesterday!* before discarding it?

59% Two weeks or less
 6% Three weeks
 20% One month
 15% More than one month

3. Please select the category that best describes your age.

NBV Readers		Market Statistics
18-24	0%	14%
25-34	1%	21%
35-44	4%	23%
45-54	19%	18%
55-64	33%	9%
65-74	27%	8%
75-older	16%	7%

4. How many times a year do you travel for pleasure?

70% 1-5
 19% 6-10
 9% 11-15
 2% 16 or more

5. Which of the following purchases or services are you planning during the next 12 months? (% = positive respondents)

24%	Senior Housing	21%	Insurance
58%	Domestic or International Travel	25%	Computers/Internet
42%	Cruise Travel	53%	Gardening
20%	Automobiles		
55%	Home Improvement/Furnishings	69%	Gifts for Grandkids

“Last season advertising was placed in six senior publications. Regardless of money spent *Not Born Yesterday!* generated more calls and subscriptions by two to six hundred percent.”

—B.J. Sherwin,
 Long Beach
 Community
 Concerts at
 the Terrace
 Theater,
 Long Beach



Not Born Yesterday! ADVERTISERS ARE A BUZZ

Southern California's Senior Newspaper

—Avia Rosen,
Goldrich & Kest
Industries LLC,
Property management
for Palm Court & Monte
Carlo 55+ Apartments:

Rates (per issue) and Production Details

Ad Size	Ad Dimensions in Inches	Full run, black & white, includes website
Full page	10-1/4 x 11-1/4	\$2200
3/4 page	7-3/4 x 11-1/4 or 10-1/4 x 8-1/2	1650
1/2 page	5 x 11-1/4 or 10-1/4 x 5-5/8	1125
1/3 page	5 x 7-7/8 or 10-1/4 x 4	750
1/4 page	2-3/8 x 11-1/4 or 5 x 5-5/8	600
1/6 page	2-3/8 x 8 or 5 x 3-7/8	400
1/8 page	2-3/8 x 5-5/8 or 5 x 2-3/4	300
Business Card	3-1/2 x 2 Page 14* - 4 Color	200
Senior Action Ad	2-3/8 x 2 Page 14* - 4 Color	150

*Page 14 - 4 Color Ads ~ Limited Spaces Available

Pre-printed Inserts, per 1,000 ~ Minimum Order 25,000 ~ \$23.00/thousand

Add \$300 ~ 4Color Process ~ Add \$100 ~ Spot Color

Add 20% for Guaranteed Positions or Exclusives

Classified Rates ~ \$1.00 Per Word ~ Add \$5.00 for Heading & Frame**
**Minimum 3 Month Run, Advance Pay Plan

**Website Only Ads Available ~ RATE: 50% of print advertising rates above ~
Dimensions are scaled to fit website and are created in relation to website ads.**

"I am very pleased to tell you that our ad in your publication is producing great results. With the 800 number I am able to see every call that comes in and listen to them. We are getting a good volume of leads and they are qualified renters."

Advertisers Are Happy, How Does That Happen?

~ Loyal Readers brought to you by **Not Born Yesterday!**

~ Our Readers Look Forward to Every Issue

"As soon as I get **NB!** 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

Call 562-691-2509 to find out how you can take advantage of this **Special Offer**.

BUY 3 ADS AND GET A 4TH AD FREE!!

Closing date is the 15th of the month preceding publication

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

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).

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

Display & Classified Ads: 562-691-2509 • Fax 562-691-3261