

Did You Know People Over 50 Are...*

- ☞ The most affluent of any age segment.
- ☞ Account for 60% of all healthcare spending.
- ☞ Purchase 74% of all prescription drugs.
- ☞ Buy 51% of all over-the-counter drugs.
- ☞ Acquire 41% of all new cars.
- ☞ Purchase 25% of all toys.
- ☞ Account for 80% of all luxury travel.
- ☞ Spend \$7 billion online annually.
- ☞ Fastest growing segment on the Internet.
- ☞ Spend more time online than teenagers.
- ☞ Adults 50+ control a household net worth of \$19 trillion.
- ☞ Own more than three-fourths of the nation's financial wealth.
- ☞ Own 70% of all money market accounts and certificates of deposit assets.
- ☞ Have an income per capita that is 26% higher than the national average.
- ☞ Spend more than one trillion dollars on goods and services.
- ☞ 42% of museum visitors are 55+.
- ☞ Spends more on groceries, O-T-C products, travel and leisure than any other age group.
- ☞ Travel ranks among the top leisure activities for men and women over 50.
- ☞ Mature vacationers travel more frequently than any other age group and stay longer.
- ☞ 55+ households are the fastest growing user segment to embrace computer technology.
- ☞ 22 million adults 50+ are now online, representing 28% of the 50+ population.



*Source: www.onmagazine.com

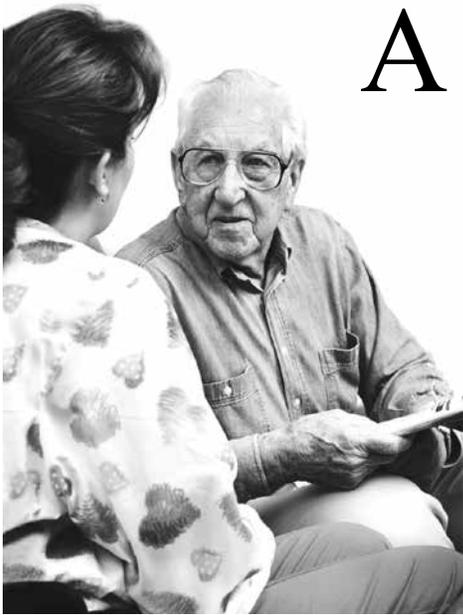
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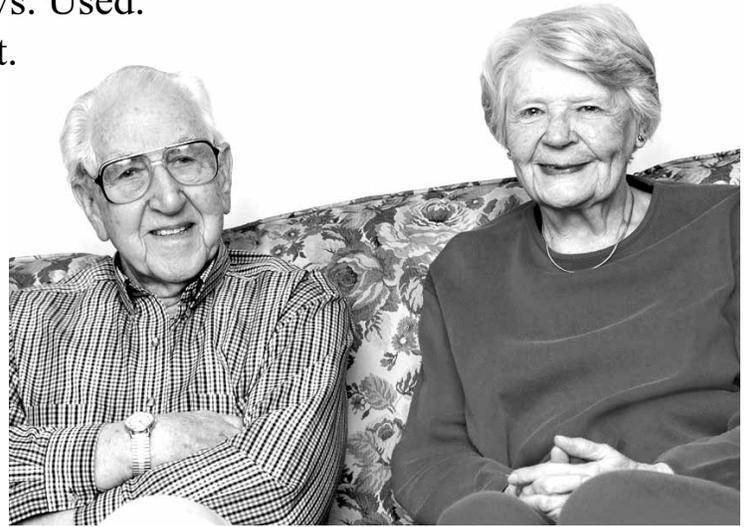
A Word To The Wise...



Maine has one of the OLDEST Populations in America.
Seniors Trend Towards...
Reading Their Mail. (Read More Period)
Have a home that's paid for.
Buy a New car vs. Used.
Be more affluent.
More free time.
And they vote!

According to the U.S. Census Bureau, adults 50+ represent 76 million people, 28% of the total U.S. population and 37% of the population 18+. Demographic trends associated with the aging of the baby boomer population, plus gains in longevity, will grow the 50+ market to over 106 million by 2015 when they will account for 45% of the adult population. Seniors are, and will become even more, a market, social and political force to be reckoned with and hence a very attractive community to a range of advertisers and marketing sponsors.

Freed from the constraints of raising a family and with more time of their own, mature consumers seek products, services, and activities that compliment their desire to live life to the fullest. The mature market has over \$1.6 trillion in spending power and a net worth that's nearly twice the U.S. average. The facts speak for themselves -- the mature market represents a tremendous opportunity across all categories.



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Effectively Reach Maine Seniors For LESS?



Maine has one of the largest senior populations in the nation. In fact, nearly 33% of Maine's citizenry is 50 years or older. With the baby-boomer generation now heading into retirement, this trend is poised to grow not just continue.

While young Americans scour the internet, the primary way seniors continue to get their news information is through more traditional formats like television and newspapers.

Remember when tv had three or four stations? Seniors do, and the overwhelming number of stations available have left the big three in a ratings slump. Networks that used to garner, 30, 40, 50 percent of the market share are now reduced to playing up the numbers when a program gets a 4% share of the ratings. Which, if you're competing against 300 channels, is in fact a success.

With daily newspapers continuing to lose circulation, more and more businesses who market to seniors are looking for new ways to reach out. In the past 20 years, no other company in Maine has developed a format to achieve this in a better way than the marketing team at Turner Publishing, Inc.

Their "direct-mail" newspaper format allows businesses to reach 99% of seniors in Androscoggin, Oxford, Franklin, Kennebec Counties. Plus large portions of Cumberland, Sagadahoc and Somerset Counties.

The "good-news" format is reminiscent of "The Grit" and the community news aspect has turned Turner Publishing, Inc. newspapers into MUST READ materials for seniors all over central and western Maine. Today, Turner Publishing, Inc. reaches over 250,000 homes in central and western Maine. A number that exceeds the circulation of every daily newspaper in the state of Maine combined.

Our ability to market a product to seniors has been so effective, that when SeniorsPlus, a non-profit organization here in Central Maine started using TPI publications to reach out to the community, they had to "hire more help just to answer the phones," said Connie Jones, the Public Relations Coordinator for the firm.

If your market is Senior Citizens, you owe it to yourself to speak with the marketing staff at Turner Publishing, Inc. Call today and find out how you can reach more seniors for less money than ever before.



Serving Central Maine Seniors Since 1992

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