

# BoomerTimes & SeniorLife

*A Monthly Magazine Linking the Boomer and Senior Generations*

*A Division of Senior Life Communications Group, Inc.*

#1 in Reaching Baby Boomers & Active Seniors

## Information for Advertisers

**BoomerTimes & Senior Life** is designed to bring your message directly to the eyes of over **160,000** readers in South Florida. Founded in 1990, we are the only multi-media, interactive marketing company (headed by a Gerontologist) specifically targeting Baby Boomers and Active Seniors in the State of Florida. We are also an event planning group presenting: and BoomerEXPO's and C.U.R.E. Medical & Scientific Symposiums.

**BoomerTimes & Senior Life** is an entertaining and informative monthly magazine distributed free throughout South Florida. Distribution points include condominiums and high traffic commercial areas that cater to Baby Boomers & Active Seniors, from Palm Beach County to Broward and North Miami-Dade Counties. **It is also inserted monthly in *The Miami Herald* in selected zip codes.** Our readers are active and savvy consumers, interested in ensuring a satisfying lifestyle for themselves and their families.

**BoomerTimes & Senior Life** is designed for easy reading. Each month our readers find stimulating editorial content, interesting stories, colorful pictures and helpful advice columns. Each issue is filled with up-to-date readable information on the key issues and topics most important to Baby Boomers & Active Seniors. This includes health and medical, fitness and exercise, money management, sexual enhancement, food and nutrition, travel, entertainment, and family life, as well as fun and educational events around town.

***BoomerTimes & Senior Life is unique because it offers its advertisers a range of exposure options and the opportunity to reach a much wider audience than typical print advertising. All advertisers may choose to publish a monthly article about their business or expertise. Additionally, they can be featured on our long-running radio talk show, which is broadcast throughout South Florida and streamed live over the Internet. Radio guests are then provided with the digital interview file and are free to publish it to their own website. The interviews are also published on YouTube and Facebook.***

*Anita Finley, founder and gerontologist, is the host of the radio shows and not only shares her knowledge with the radio listeners, but her interview skills with her guests are impeccable and enlightening. She has interviewed international, national and regional influential personalities. Her interview with Jane Fonda can be emailed as a sample of the show.*

**BoomerTimes & Senior Life** delivers your message right into the hands of the largest demographic force in our society today. Our advertisers are loyal and successful because this highly targeted and effective multi-media approach gets positive results.

***No other advertising medium gives so much value, exposure, and support to advertisers to grow their business than BoomerTimes & Senior Life magazine.***

For more information email Cathy Fine at [cathyjanefine@icloud.com](mailto:cathyjanefine@icloud.com) or go to our websites:

- [www.boomertimesfl.com](http://www.boomertimesfl.com),
- [www.cure-symposium.com](http://www.cure-symposium.com),
- [www.boomerexpofl.com](http://www.boomerexpofl.com)

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