

West Coast Florida Edition

Senior

Living Resource Magazine®



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TESTIMONIALS

Publishing for over 10 years across Florida, we have become the #1 source in Southwest, Southeast and Central Florida for seniors and the Healthcare Industry. Now our services will be available to the West Coast of Florida.

HOW I USE FAIRFAX PUBLISHING SENIOR PUBLICATIONS IN FLORIDA

Darlene Babtista

–Case Management, South Bay Hospital

Hello Amy,

I just wanted to thank you for your quick response to my request for an additional supply of the Senior Resource Guides.

The guides are most helpful to our Sun City Center residents, and the Case Management Department at South Bay Hospital.

Again thanks a bunch.

South Bay Hospital

4016 Sun City Center Boulevard | Sun City Center, FL 33573
813-634-3301 | www.southbayhospital.com

Joan Amole

– Brandon Health & Rehabilitation

Dear Amy,

Brandon Health & Rehab is a 5 star Skilled Nursing Facility located in the heart of Brandon. We would like to extend our thanks to Senior Resource Magazine for providing a wonderful resource for our residents, family members and community. We are so happy to have your publication to hand out to families in need.

**BRANDON HEALTH
AND REHABILITATION CENTER**

Lori Edgerton

– Grace Management, Inc.

"I just wanted to share that Belvedere Commons of Tampa has already had a move in from our premium web listing on your site. This is GREAT news!"

BELVEDERE COMMONS
of TAMPA


THE CHOICE FOR SENIOR LIVING

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MEDIA COMPARISON

<p>West Coast Florida</p>	 <p>West Coast Florida Edition Senior Living Resource Magazine®</p>	
<p>Print Frequency</p>	<p>Four times a year</p>	
<p>Counties Covered</p>	<p>2</p>	
<p>Annual Circulation</p>	<p>160,000</p>	
<p>Average Per County</p>	<p>80,000</p>	
<p>Distribution Locations</p>	<p>1121</p>	
<p>Retail Distribution</p>	<p>Yes - Publix, Sam's Club</p>	
<p>Printer Invoice Supplied</p>	<p>Yes</p>	
<p>Free Event/Networking Email Blast to all Industry Professionals</p>	<p>Yes</p>	
<p>Free Monthly Newsletter/Calendar of Events w/ Industry News & Job Postings</p>	<p>Yes</p>	
<p>Hot Leads</p>	<p>Emailed Weekly</p>	
<p>Traffic Call Logs Report System</p>	<p>Yes Instant/Daily</p>	
<p>Hospital - Television Advertising</p>	<p>Yes - HCA</p>	
<p>Hospital Advertising Partnership Agreement</p>	<p>Yes - HNN/HCA</p>	
<p>Free Web Listing for Each Advertiser Adjustable to Suit Needs</p>	<p>Yes Daily</p>	
<p>Web Tracker</p>	<p>Yes</p>	
<p>Web Based Client Folders</p>	<p>Yes</p>	
<p>Comparison Grids</p>	<p>Yes</p>	
<p>Licensed Facility Directory</p>	<p>Yes</p>	

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Senior Living Resource Magazine in West Coast Florida

The Facts

160,000	Copies distributed annually
125,216	Unique web views a year to www.Seniorlivingguide.com
7,440	Copies distributed to hospitals each year
3,744	Calls generated in the last 12 months
1,171	Industry professionals receive newsletter & calendar of events
31	Hospitals serviced monthly
240	Hot leads delivered annually
9,804	Ad contacts a year
\$21.05	Average cost per ad contact**

**based on 30% of Hot Leads + Avg Call Vol per adv. +avg ad views =total ad contact divided by annual ad cost = avg cost per ad contact

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