

Healthy aging

2026

Senior Times has been serving the needs of area seniors, their families, and caregivers for over 30 years. The challenges surrounding health-related needs and associated costs led us to begin publishing two health issues each year in *Scene Magazine*. In the fall of 2026 we will publish a stand alone *Healthy Aging* edition that targets the needs and concerns of aging adults along with a directory by service. The new *Health Aging* Directory will be published with a sturdy, glossy stock for a longer shelf life much like our *Senior Housing Directory*. This full-color, 8-1/2 x 11 magazine-style annual guide will specifically focus on health issues, resources & solutions, and include a deep dive into Medicare, Medicaid and Veterans Benefits for South Central Michigan. **Join us.**

AD RATES / SIZES

AD SIZE	PRICE	INCHES (WxH)
Back Cover	\$ 2,386	7.25 x 9
Inside Front / Back	\$ 1,976	7.25 x 10
Opposite Inside Front / Back	\$ 1,976	7.25 x 10
4th Page from Front / Back	\$ 1,656	7.25 x 10
Full Page	\$ 1,456	7.25 x 10
1/2 Page Horizontal	\$ 846	7.25 x 4.875
1/4 Page	\$ 536	3.5 x 4.875
Healthy Aging Listing	\$ 136	

NOTE: Prices Include Color. Special page / placement requests are an additional \$100. ** Purchase 1/4 page or larger and you will be added to the Healthy Aging Listing at no additional charge.

AD APPROVAL BY EMAIL

The convenience of email ad approvals requires Senior Times Central to place full responsibility of ad content upon the advertiser. An email ad / article approval accepts responsibility of typographic errors and inaccuracies of fact – and accepts responsibility of invoice payment in full.

AD / CONTRACT CANCELLATION FEE: \$150

MECHANICAL REQUIREMENTS

Photos emailed or provided must be 300 dpi resolution at full size (100%). **Supplied ads are preferred in a press-level PDF format.** Your ad can be designed by the *Senior Times* staff at no charge. Programs used for design are InDesign, Illustrator, and Photoshop. Ads received that are not to our specifications will be altered to fit. For more specific technical information please email Keith Sherban at keiths@seniortimescentral.com.

PUBLISHER'S POLICIES

Proofs are provided for those contracted for 1/4 page or larger, unless supplied. Claims concerning omissions or incorrect insertions will be considered within 30 days of publication date.

PUBLICATION / DISTRIBUTION

The *Healthy Aging* issue will be published in the Fall of 2026 and will be distributed in Barry, Branch, Calhoun, Jackson, and Kalamazoo counties, online, and at area events throughout the year.

► INSERTION DEADLINE: AUGUST 28, 2026

► PUBLISH DATE: FALL, 2026

INTERACTIVE PUBLICATION

The *Healthy Aging* issue will also be provided online with a fun, interactive version. The online version adds another layer of support to advertisers to make it easier for readers to learn more about their services. You can search, jump to websites, send emails, or jump to articles or ads.

You will be able to view the publication from the website (seniortimescentral.com) or Facebook 24/7. While there, check out back issues *Senior Times* and the *Senior Housing Directory*.

HEALTHY AGING

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