

ERIE SENIORS



VOLUME 01, ISSUE 01

SPRING 2026

6 Over 60

Our Flagship Feature
That Drives
Engagement Every
Issue

Erie

Our Growing 55+ Market:
Affluent, Active & Ready to
Engage

Advertise With Us!
Connecting You With
Erie's Most Engaged
Audience

**LIFESTYLE MAGAZINE
MEDIA KIT**

Custom Packages That Extend
Your Reach Beyond the Page.

Our Engaged Readers Keep & Share!

Let's Collaborate!

Trusted. Local. Lasting. The Coffee-Table Publication
That Puts Your Business Front & Center.

\$9.99

www.erieseniors.com

ERIE SENIORS MAGAZINE



2025 MEDIA KIT

About Erie Seniors Magazine

Erie Seniors Magazine is a quarterly print and digital lifestyle publication serving Erie, Pennsylvania and surrounding communities. We deliver trusted, uplifting, and community-focused stories to older adults, families, and caregivers while connecting them to local businesses and resources.

Our Mission:

To inform, inspire, and empower Erie's senior population while celebrating the people, culture, and businesses that make this community exceptional.

Why Erie Seniors, Why Now?

In a world overflowing with AI-generated content, online misinformation, and digital noise, seniors crave authenticity. Erie Seniors is:

- ✓ **Local** – Erie-based, Erie-focused
- ✓ **People-Powered** – Stories by and about real people
- ✓ **Printed** – A tactile, beautiful magazine seniors enjoy reading
- ✓ **Trusted** – A reliable guide for older adults and caregivers

Each issue is professionally designed, full-color, and coffee-table quality—a publication readers keep, revisit, and share.



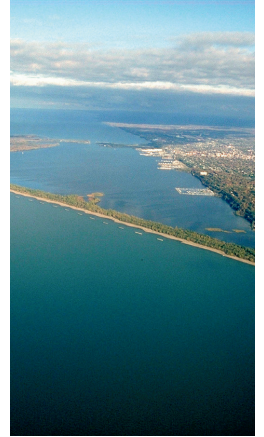
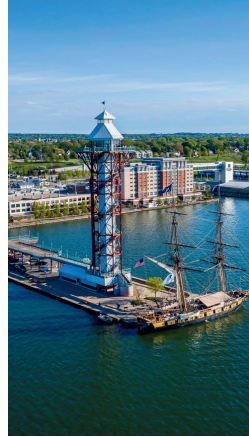


Target Audience

- Adults 55+ in Erie, Millcreek, Fairview, Harborcreek, and surrounding counties
- Retirees, semi-retirees, and caregivers
- Healthcare providers & senior-focused organizations
- Active, community-minded homeowners

Erie County Snapshot

- Population: ~264,000
- Age 55+ Population: 80,000+ (30%+)
- Homeownership: 65%
- Median Income (65+): \$48,500
- Over 60 senior centers, retirement, and care facilities
- Education: 90% HS grads, 25% college grads



Reader Engagement & Print Value



Seniors Love Print:

- 75% of adults 60+ read print publications weekly ([American Press Institute](#))
- 73% find print more enjoyable; 64–66% prefer it for books, magazines, and newspapers ([Two Sides](#))



They Spend More Time:

- Readers spend ~30 minutes per print issue vs. under 2 minutes online ([Werremeyer Creative](#))



They Retain Information Better:

- 88% remember content better in print
- 81% say print is more relaxing ([Two Sides](#))



Designed for Seniors:

- Larger font sizes and clean layouts for readability
- High contrast colors for accessibility
- Coffee-table format readers proudly display and revisit

Editorial Calendar – Quarterly Themes

Issue	Theme	Highlights
Spring : Fresh Starts & Healthy Living	Wellness, prevention, outdoor living, spring reset, aging actively	Healthcare providers, wellness centers, fitness brands, senior services, local events
Summer Freedom & Finance After 55	Retirement transitions, smart money moves, legacy planning, summer fun	Financial advisors, estate planners, travel companies, insurance firms
Fall Purpose & Possibility	Reinvention, entrepreneurship, volunteerism, second chapters, civic engagement	Nonprofits, career coaches, education programs, senior-friendly workplaces, local orgs
Winter Comfort, Connection & Giving Back	Holiday giving, winter safety, seasonal travel, indoor living, staying engaged	Home services, HVAC, elder law, gift shops, travel, community orgs

The Strategic Advantage

- **Reach** a high-value, underserved market. Our readers are loyal, community-minded, and prefer doing business with brands that understand their needs.
- **Build** trust through print. In a digital world dominated by AI and automation, print media offers something different: credibility, permanence, and human connection. Seniors trust what they can hold in their hands.
- **Stand** out in a clutter-free space. With few platforms targeting this audience, your message lands more clearly and drives stronger recall.
- **Position** your brand as senior-friendly. Appear alongside health systems, nonprofits, and respected professionals already trusted by Erie's older adults.
- **Maximize** your visibility. Every package includes community exposure, digital promotion, and event reach — not just ad space.

Ad Specs & Rates: Refer to Rate Card for Packages

Ad Size	Dimensions (inches)	Rate/Issue	Notes
Full Page	8.5" x 11" + .125" bleed	\$1600	Premium placements available: Back Cover - \$2200 Inside Front - \$1900 Inside Back - \$1800
Half Page	7.5" x 4.75"	\$850	Horizontal or vertical
Quarter Page	3.625" x 4.75"	\$500	Entry-level option

Submission Details:

- Format: PDF or JPEG, 300 dpi, CMYK
- Design assistance available: \$150/ad
- Deadlines: 6 weeks prior to issue release



Where You're Seen

Erie Seniors is strategically distributed in trusted, high-traffic spaces in Erie, PA and surrounding areas, with a growing subscription base:

Doctors' offices and hospitals

Senior centers and retirement communities

Libraries, cafés, community centers, and nonprofits

Senior expos and local events

5,000+ printed copies per quarter - and GROWING!

Thoughtfully crafted and proudly local, Erie Seniors graces waiting rooms, coffee tables, and community centers across the 814 — a true reflection of Erie's vibrant 55+ community.



Let's Partner!

Finally—a magazine that speaks to our community, celebrates aging, and feels like home.

– *Local Reader, Erie, PA*

It's rare to see a publication that combines elegance with true local storytelling. This is a treasure for our city.

– *Erie Business Owner*

Hello, Erie!

Jasmine Almeida, BBA
Publisher



Erie Seniors was founded by Jasmine Almeida, a seasoned creative professional with deep experience in publishing, print media, and community engagement.

Her background in storytelling, advertising, and local leadership is matched by a strategic marketing mindset and an authentic touch that drives projects forward seamlessly. That spirit lives in every issue, making *Erie Seniors* a trusted and valuable platform for both readers and advertisers.

We Would Love To Work Together!



Erie, PA



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