

Reach the Affluent Senior Market through SENIOR ACTIVITY CENTERS

Lifetime Learning Systems, Inc.
A Division of Weekly Reader

Target a Responsive Audience

Quality informational materials and discussions allow corporate sponsors to establish a bond with mature adults

- Informative programs allow sponsors to connect with target audiences in a personal and uncluttered environment

Tremendous Reach

- Lifetime Learning Systems®, a division of WRCP, is the nation's leader in creating sponsored educational materials for seniors
- Materials are sent directly to 12,000 senior activity center Directors who put together social outings and health-oriented activities
- Centers average 383 adults per facility and reach approximately 4.6 million seniors
- Nearly one-fourth of members visit their center each day
- Senior activity centers can be targeted by city, state, ZIP code
- Centers are well-established and trusted with 72% operating for 25 years or more

Center Directors Eager to Share Materials with Members - WR Survey Highlights

- Over 90% say they would distribute product samples, brochures and coupons
- 97% say they would use materials provided and display wall posters
- 85% of centers conduct scheduled activities 5-7 days per week
- Three out of four members are most interested in learning more about fitness and general health
- Over 82% of centers offer lectures
- 52% attend for discussion groups
- Nearly half of centers are have female guests; the balance of centers are mixed gender
- Members also attend for companionship and interaction
- More than half of members are between the ages of 65 to 75
- 80% of members own their homes
- Internet access is available in a third of the centers

Source: Weekly Reader Survey to Senior Centers - Winter 2009

A Typical Program

Programs are concise, visual and instructional to best reach the target audience in a format that maximizes impact. Typical program components include:

- A four-page, four-color Director's Guide
- Four reproducible senior activity discussion pages
- A 17" x 22" four-color wall poster
- A Director response card
- A one-color mailing envelope
- Post-program report/analysis



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For more information:

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