

PRIME TIME

Over 100,000 readers in
Albuquerque, Santa Fe, Rio Rancho, Middle Rio Grande Valley and the East Mountains
Enjoy PRIME TIME

Editorial Calendar & Special Supplement Rates

February

Dollars & Sense

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

A perfect opportunity to reach those individuals who own 77 percent of all the financial assets in America and more money market and mutual funds than any other demographic group.

March

For Your Health

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

This supplement is devoted to medical service providers and insurers as a way to focus on living longer, healthier lives. Also for individuals who need to make decisions about care for their loved ones.

Spring

Annual 50+ Celebration

Booth Price: \$450+tax

Hotel Albuquerque in
Old Town

A trade show, Lovelace Senior Pageant, entertainment, free health screenings, door prizes, refreshments **and** attended by over 3,000 active, interested Prime Timers!

June

Travel/Summertime

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

Over 70 percent of our readers travel locally and abroad. In this issue you can promote your locale and/or travel service, plus include special summertime activities throughout the area.

July

Residential Options

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

A special section featuring the wonderful residential facilities in the Land of Enchantment. This issue is a well established publication with a 12 month shelf life.

September

Aging With Grace

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

No one said aging was easy but that doesn't mean it can't be done with grace. This is no longer only the domain of women. Tell our readers about your services and products.

October

Leaving a Legacy

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

A perfect opportunity to reach those individuals who own 77 percent of all the financial assets in America. Tell your story and reap the rewards of their generosity.

November

Caregivers

ANNUAL
Family Caregivers
Resource Guide

30,000 4-color glossy digest published in partnership with ABQ Dept. of Senior Affairs, New Mexico Association of Continuity of Care and Area Agency on Aging. Don't miss this opportunity to have your product or service in the hands of over 120,000 potential clients.

December

Holiday Gift Guide

Full page	\$1980
3/4 page	\$1320
1/2 page	\$1100
1/4 page	\$605
1/8 page	\$330

Take advantage of promoting your special event and/or gift idea. Our readers like to make memories with their families.