

HEALTH CHECK LIST

...and add years to your life

Health Check List

PREVENTION & MANAGEMENT of health conditions

...leads to a quality of life in later years ... and add years to your life

In August issues of *The Senior* our readers will be reminded to take a health check test

- Dental Awareness Month
- National Healthy Bones Week
- Daffodil Day
- Continence Awareness Week
- Hearing Awareness Week

Our readers are consumers of all the health services and products available; business that values the spending power of older Australians should be in this feature if they wish to increase their market share

Key Benefits of advertising in *The Senior*

- National and statewide coverage to suit marketing needs
- Extended reach of a quality advertising medium that is retained beyond the date of publication with a demonstrated high pass on factor
- For over 31 years Australian Senior Publications have been publishing newspapers targeting the lucrative mature age market
- Newspapers are respected by all state and federal governments who use the paper to get important information into the public domain
- Relationships with all seniors interest groups and organisations
- Sponsors of numerous expos and events throughout Australia, which further enhances our reputation amongst readers and advertisers
- Quality of distribution has been the key to the success of our publications – both regional and metropolitan distribution network across Australia run by a dedicated distribution team who seek out new locations and review current outlets to increase numbers. Delivered by EParcel, so we are able to verify every outlets and number of papers delivered monthly.
- Cab audited by the Circulation Audit Board twice a year.



VIC CONTACT:

Call: (03) 9949 1822

Booking Deadline
Material Deadline
Editorial* Deadline

VIC
1st July
10th July
1st July

TAS & SA CONTACT:

Freecall: 1800 001 987

TAS
8th July
17th July
1st July

SA
8th July
17th July
1st July

*Editorial Submissions published at the discretion of the editor. 400 words with image.

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PUBLICATIONS

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