

# RETIREMENT LIVING

## Bi-Annual Magazine Distribution

**Mailed copies to:** Targeted businesses and owners, decision makers, community leaders and subscribers in the eight-county region ( Jasper, Lake, LaPorte, Newton, Porter, Pulaski, St. Joseph and Starke Counties).....7,000

**Requested Copies for:** Advertiser distribution, retirement communities and retirement homes, doctor offices, health care providers, and non-for-profit organizations serving seniors.....5,000

**Total Distribution** ..... **12,000\***

\* Readership (source: Strategic Marketing & Research, Inc., July 2008)  
12,000 x 2.95 readers per copy                      35,400