

R E T I R E M E N T
LIVING

2016 RL Magazine Distribution

Direct mailed copies: Active 50 to 60 plus residing in Elkhart, Lake, LaPorte, Porter and St. Joseph Counties with an average income of \$170,000 to \$275,000 plus.....	10,346
Active 50 to 60 plus residing in Elkhart, Lake, LaPorte, Porter and St. Joseph Counties with an average income of \$100,000 to \$150,000.....	2,968
Requested copies for distribution over the next 6 months: Advertisers, independent living communities and health care providers for key cities/towns in the counties listed above.....	1,762
Total Distribution:	15,076*

**Pass-along readership estimated at over 30,152 over the next 6 months.*