



El Paso Southwest Senior

Mission Statement

To reach El Paso's extensive community of 55- plus residents with news, events and features of specific interest to them and to celebrate and encourage active productive lifestyles for their silver years.

About Southwest Senior

El Paso Southwest Senior is a free, publication published every month. It is printed and distributed the first day of every month to over 230 locations. The print run is between 11,000 and 12,500 issues every month, with an average of only 165 copies returned.

Southwest Senior's pages are filled with local news and information of particular interest and use to El Pasoans 55 plus. Articles are about seniors for seniors with particular emphasis on active healthy seniors living full and active lives. The large font size makes Southwest Senior easier to read by our target demographic.

Southwest Senior features articles on health issues of interest to the 55 plus reader as well as senior trends, tax, fitness, retirement, financial security, senior scams, seniors launching new careers, continuing education issues, volunteering and grandparenting.

Southwest Senior also is available for subscription at the cost of postage alone.

Southwest Senior Rates				
El Paso Southwest Senior	12x	6x	3x	Open
Ad Size				
Full Page / 80 col. In.	\$560.00	\$640.00	\$720.00	\$800.00
51-80" (price per inch)	\$7.00	\$8.00	\$9.00	\$10.00
1/2 Page / 40 col. In.	\$360.00	\$440.00	\$540.00	\$600.00
31-50" (price per inch)	\$9.00	\$11.00	\$13.50	\$15.00
1/4 Page / 20 col. In.	\$200.00	\$240.00	\$300.00	\$360.00
16-30" (price per inch)	\$10.00	\$12.00	\$15.00	\$18.00
1/8 Page / 10 col. In.	\$180.00	\$200.00	\$225.00	\$250.00
1-15" (price per inch)	\$18.00	\$20.00	\$22.50	\$25.00
Add Color!	1 Spot	2 Spot	Full Color	
	\$75.00	\$150.00	\$225.00	