

FIRST COAST SENIOR LIVING

*A Publication for
the Pulse of the Good Life*



MEDIA KIT
2025

BRAND PROMISE

First Coast Senior Living redefines what it means to age. Far from the typical “senior” publication, we offer rich, diverse content that resonates with a generation on the go—health-conscious, tech-savvy, and passionate about living life to its fullest. From travel and lifestyle to wellness and innovation, we cater to an audience that values quality, adventure, and independence.

TOP 5 REASONS TO ADVERTISE IN FIRST COAST SENIOR LIVING NEWS!

- #1** We are the only monthly publication for adults 55+ in our local markets.
- #2** Engage with the fastest growing segment of the U.S. population.
- #3** More than 25% of Northeast Florida residents are age 60 or older.
- #4** Partner with a direct community resource promoting the new longevity.
- #5** Our content is presented in user-friendly, easy to read, graphically appealing formats in print and online.



Partner with us to connect with this influential, active demographic that's shaping today's culture. Align your brand with actionable, relevant content!

Get in front
of 100% of your
target audience
in northeast Florida
with zero waste of
your marketing
budget!

WE ARE THE NEW LONGEVITY!

Reach an influential, engaged audience of vibrant adults 55 and older through our unique print and online publication. We're not your typical magazine for older adults; our content is tailored to those who are redefining aging, adventurous, and curiosity.



PRINT. NATIVE. DIGITAL. VIDEO. SPONSORSHIPS.

EDITORIAL PLANNING CALENDAR 2025

Month	Editorial Topic	Deadline
January 2025	New Year • Elder Abuse	January 5
February 2025	Heart Health • Caregiving	February 2
March 2025	Multi-Family Housing • Golf	March 1
April 2025	Best of Issue • Retirement	April 5
May 2025	Resorts • Orthopedics	May 3
June 2025	Technology • Pain	June 7
July 2025	Good Eats • Dental Care	July 5
August 2025	Cruises • Vision/Hearing	August 2
September 2025	Automotive • Total Body	September 6
October 2025	Medicare • Breast Cancer	October 4
November 2025	Philanthropy Guide	November 1
December 2025	Gift Guide	December 6

First Coast Senior Living is published on the first Friday of every month.
 Ad Materials are due on Thursdays by 5 pm, one week prior to the publication date.
 Editorial content planned is subject to change.

FIRST COAST SENIOR LIVING

245 Riverside Avenue, Suite 100 | Jacksonville, FL 32202 | 678.548.3722

FirstCoastSeniorLiving.com



AD RATES & SPECS*

SIZE	1X	6X	12X
Full Page	\$2,500	\$2,250	\$2,125
1/2 Page	\$1,750	\$1,575	\$1,485
1/4 Page	\$1,100	\$990	\$935
1/8 Page	\$675	\$605	\$540
1/16 Page	\$400	\$360	\$340

Guaranteed Positions (Back Cover, Inside Front Cover, Inside Back Cover): Add 15% to frequency rate.

Special Advertising Sections rates may vary.

Inserts: Rates Upon Request

*Special discounted rates for customized plans

AD MATERIALS

Ads should be sent as print ready PDF or JPG.
 Grayscale or CMYK and a minimum 300 dpi.
 Line screen is 85 lpi. Ad design services available.
 Full page bleed ads require .25" bleed on all sides.

AD SIZES

Full Page Bleed 10" wide x 12.75" tall
 (add .25" bleed)
 Full Page (no bleed).....9.5" wide x 12.25" tall
 1/2 Page Horizontal.....9.125" wide x 5.5" tall
 1/4 Page Square 4.5" wide x 5.5" tall
 1/8 Page Vertical.....2.875" wide x 5.5" tall
 1/8 Page Horizontal4.5" wide x 2.625" tall
 1/16 Page Square 2.875" wide x 2.625" tall

