



The SilverPages™

Home Healthcare and Independent Living in Canada

The SilverPages™ reach baby boomers and seniors who are becoming major caregivers of a parent, spouse, relative or companion. They play a vital role in the decision making process in helping love ones to live independently. We invite you to consider the advertising opportunities in this unique and exciting publication.

The SilverPages™ is inserted into the paid subscription base of every major daily newspapers across Canada. By using this distribution method, The SilverPages™ is delivered into 1,020,000 homes across Canada. Homes with large amount of assets and disposable income.

www.thesilverpages.ca

2010 Media Kit

2010 EDITORIAL CALENDAR

Our readers are not only making home healthcare decisions, they are also involved with every aspect of independent living. They are becoming power of attorneys and executor of wills. They are looking after finances as well as filling income tax returns for seniors. They search and buy assistive devices to help their companion to live independently at home.

Our editorials will help explain subjects such as:

- Home Healthcare
- Publicly Funded Home Healthcare
- Canada's Caregiver Live-In Program
- A Family Caregiver Contract
- Provincial Insurance Coverage for Prescription Medicines
- Power of Attorney, Property and Personal Care
- Tax and Financial Planning for Seniors
- Downsizing from the Family Home
- The Benefits of Living in a Retirement Community
- Benefits of Critical Illness and Long Term Care Insurance
- Driver License Requirements for Seniors

NATIONAL READERSHIP

Male	1,282,017
Female	1,269,010
Total Readership	2,551,027

Age	
18 to 34	756,464
35 plus	1,794,563

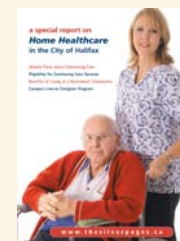
HOME OWNERSHIP

Own	826,273
Rent	193,727

HHI – (1,020,000 HOUSEHOLDS)

Under \$49,999	316,183
\$50,000 plus	703,817

*NADbank 2008 - Saturday Readers



RATES – 60,000 Paid Subscribers

Full Colour Only

	1X	6X	12X
Full Page	4,785	4,545	4,315
3/4 Page	3,925	3,725	3,535
1/2 Page	2,755	2,615	2,485
1/4 Page	1,585	1,495	1,425
1/8 Page	915	865	825
IFC	5,485	5,215	4,955
OBC	5,975	5,675	5,395
DPS	8,615	8,185	7,775

Please Contact

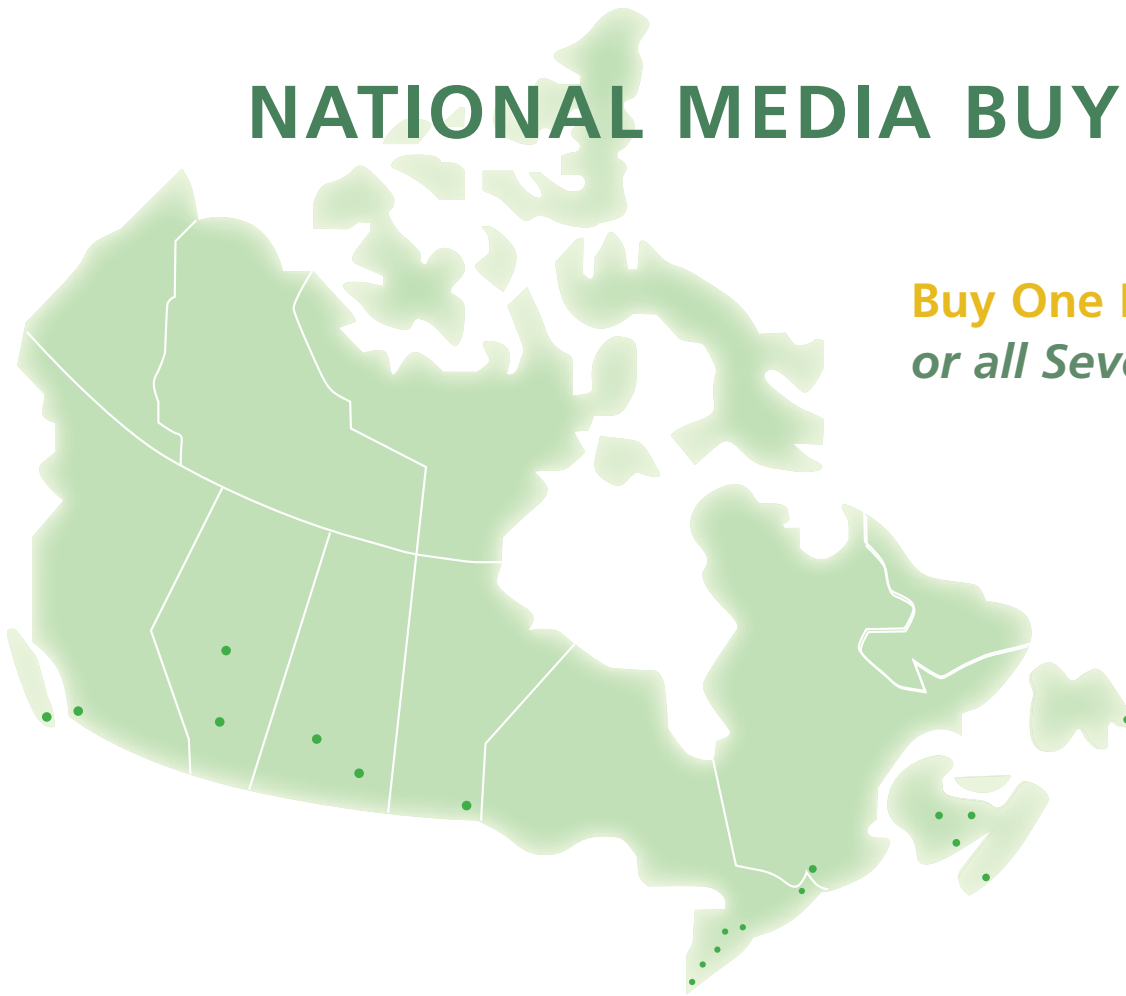
The SilverPages™ c/o Specialty Features

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www.specialtyfeatures.com

NATIONAL MEDIA BUY



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or all Seventeen**

	PAID SUBSCRIBERS	ISSUE DATE	BOOKING & MATERIAL
WESTERN CANADA			
Victoria Times Colonist	60,000	March 2010	February 12
Vancouver Sun	60,000	March 2010	February 12
Calgary Herald	60,000	April 2010	March 12
Edmonton Journal	60,000	April 2010	March 12
Saskatoon Star Phoenix	60,000	May 2010	April 16
Regina Leader Post	60,000	May 2010	April 16
Winnipeg Free Press	60,000	June 2010	May 14
ONTARIO			
Windsor Star	60,000	June 2010	May 14
London Free Press	60,000	June 2010	May 14
Kitchener-Waterloo Record	60,000	September 2010	August 13
Hamilton Spectator	60,000	September 2010	August 13
The Toronto Star	60,000	September 2010	August 13
Ottawa Citizen	60,000	September 2010	August 13
EASTERN CANADA			
Montreal Gazette	60,000	October 2010	September 17
New Brunswick Fredericton Daily Gleaner Moncton Times & Transcript Saint John Telegraph Journal	60,000	October 2010	September 17
Halifax Chronicle-Herald, NS	60,000	November 2010	October 15
St. John's Telegram – NFLD	60,000	November 2010	October 15

Total Circulation

1,020,000 paid subscribers