

Senior Style

A Guide to Living Well 55+



January/February..... December 1, 2010
May/June.....April 1, 2011
September/October..... August 1, 2011

March/April.....February 1, 2011
July/August..... June 1st, 2011
November/December..... October 1, 2011

NEW EDITORIAL GUIDELINES

DESCRIPTION & READERSHIP

Senior Style magazine is a quality driven, bi-monthly free publication designed for adults 55+ distributed in the Lehigh Valley, Poconos and surrounding NEPA areas, reaching nearly 1 million readers per year. Senior Style is accepting interesting and informative articles of various topics of interest to readers age 55+ . Article topics can include, but are not limited to, travel, fashion, style, health, home, entertainment, finance and local points of interest and events. Most articles are written by non-staff writers. Non-published writers are welcome.

Editorial Contact: Akantha Susko or Andrea Trower at SeniorStyleNow@gmail.com

SUBMISSIONS

No queries. Send complete article via email attachment: SeniorStyleNow@gmail.com. Articles may be 250-400 words. Accompanying graphics/photos are also encouraged. Please see www.SeniorStyleMagazine.com for style and format.

SAMPLE ISSUES

Free at many local businesses and medical offices throughout the Lehigh Valley, Poconos, and surrounding NEPA areas. Free by mail with 9X12 SASE. Subscription available for \$14.95.

RIGHTS AND PAYMENT

One time rights for print and one time rights for website. Articles are not monetarily compensated, however authors will be promoted in the publication and on the website with a resource box and/or website link.

EDITOR'S COMMENTS

Submissions are encouraged that appeal to our mature audience in a vital, positive way. Seasonal topics, as well as modern style, exercise, and travel articles are preferred.

FOR ADVERTISING INFORMATION CALL, FAX, EMAIL OR WRITE:

Phone: **570-424-2922** / Fax: **570-424-0484** / Email: seniorstylenow@gmail.com

Akantha Susko: **570-325-9664** cell / Beth Ritter: **570-656-7979** cell

2201 Milford Road, East Stroudsburg, PA 18301