

Testimonial From Riley Pendergraft

September 20, 2014

The San Jose / Santa Clara edition is in our 3rd year of business. I can strongly recommend Today's Senior Magazine. My wife & I have been fortunate to never having a negative month. For us, the key has been our distribution. We worked at getting permission to distribute to locations where seniors are – city community centers, hospitals, rehab centers, independent & assistant living communities, adult mobile home parks, any place where seniors [and their families] are. When you can show your distribution advertiser will follow.

Everything that Rick promised us became true. No better recommendation can I give. The magazine is well done & well received. Seniors & advertisers love our publication. My wife does most of the paper work. I do the sales. We do the distribution. I work at it for one week a month. The enjoyment is there. Seniors are many times forgotten but our magazine supplies them with smiles. Many, many seniors grab copies to see what puppy is on the front cover. I am greeted with warm welcomes.

We are fortunate to have an active group of businesses who are in the business of serving seniors. We meet once a month for a few hours to rub elbows & educate each other. It's a great way to meet, greet & gain contacts. Watch for senior fairs. Another great way to expose our magazine to those in the business. Cold calls –phone & in person- are a necessary means for exposure & advertiser. When you are distributing the magazine is a great time to contact the marketing executive. If seniors are where you are distributing, then seniors are their business.

We have a distribution list mapped out to reduce time & miles. We have an advertising list showing current advertisers, previous advertiser. & potential advertisers. We send out via mail the next edition with a letter encouraging advertising in our edition. If you have competition [another magazine] learn their strengths & weaknesses.

Have fun, have success & call with any questions. I am available & rely on Rick.

Riley Pendergraft

San Jose – Santa Clara, CA Edition of Today's Senior Magazine