

O · K · L · A · H · O · M · A

# SENIOR

A  
FREE GUIDE  
FOR LIVING

*Journal*™

*Why* was the Oklahoma Senior Journal established in 1994?

The founder of the Oklahoma Senior Journal, Robin Gunn, saw the largest demographic in the world (people over 50-Plus) being under served by the normal advertising venues. After investigating the “Senior” Market for over one year, she found that there was not one publication in the Oklahoma Market that Seniors, their family members and/or businesses could refer to. Realizing that in the State of Oklahoma alone 228 people turn 50 everyday, Robin knew her commitment would be in reaching this most important demographic of our population with information about services, businesses and expertise that could benefit them. The Oklahoma Senior Journal also recognizes that people who are 50-Plus have the most expendable income of any age group and also tend to be the most product and service loyal of all groups.

*What* sets the Oklahoma Senior Journal apart from other “senior” publications?

- The Oklahoma Senior Journal is The ORIGINAL and Longest Running Senior Magazine in Oklahoma
- Circulation of over 42,000 every 6 months
- Readership is well over 100,000 due to the reference and resource nature of the publication
- Distributed across the Oklahoma City metro area and a 60 mile radius outside the OKC metro area
- Free user-friendly guide to services in the OKC metro area, the entire state and nationwide
- Beneficial, helpful and comprehensive directory of important phone numbers
- Informative articles and resources for the 50-Plus Community
- Specialized coupons, discounts and give-aways
- Fun and educational senior events listed on our website
- Advertisers can also be featured on our website, further branding your business

Because of our many years of research and experience, let us help you navigate the “VERY BEST” way for you and your business to reach the very valuable Senior market.

*What* types of advertising works best with this age group?

- Offering discounts and coupons which highlight your business/service/expertise
- Featuring interesting articles concerning your company’s personal history, education toward seniors and their caregivers’ needs along with testimonials and providing Oklahoma’s history, towns, events, people and “remember when” segments
- Showcasing your business or service focusing on the senior population’s unique needs and issues.
- Planning and promoting educational, informative and fun senior events

*Why not* put your advertising dollars to their wisest use?

Turning a blind eye to marketing to the largest demographic in the world, “our seniors,” is like turning down more than half of your company’s profits and missing out on a VERY loyal market! Contact me, **Robin Gunn, today at (405) 816-7889** or email: [rgunn@okseniorjournal.com](mailto:rgunn@okseniorjournal.com).

Robin R. Gunn  
405-816-7889  
[rgunn@okseniorjournal.com](mailto:rgunn@okseniorjournal.com)  
[www.okseniorjournal.com](http://www.okseniorjournal.com)