

Mature Matters

Today's seniors enjoy a grand lifestyle – one that your business can connect with when you join **Mature Matters**, a bimonthly publication of the San Antonio Express-News.

Mature Matters is the best local magazine with the latest information about relationships in later life, health and medical care, finances, travel, retirement and so much more. Don't miss reaching this abundant, varied audience with your message. Make this year a golden one for you too!

The Daily Express-News reaches 59% of San Antonio adults age 50+.

Source: Scarborough Research, 2010 R1 MSA

DEADLINES

Publication Date	Monday, February 15	Publication Date	Monday, April 19
Space/Copy Deadline	Friday, February 5	Space/Copy Deadline	Friday, April 9
EDI Release	Wednesday, February 10	EDI Release	Wednesday, April 14
Publication Date	Monday, July 12	Publication Date	Monday, October 11
Space/Copy Deadline	Thursday, July 1	Space/Copy Deadline	Friday, October 1
EDI Release	Wednesday, July 7	EDI Release	Wednesday, October 6

AD SIZE	DIMENSIONS	RATES			
		1x	2x	3x	4x
Full Pg.	9.94" x 9.75"	\$4,675	\$4,208	\$3,974	\$3,740
1/2 Pg.	(H) 9.94" x 4.75" • (V) 4.90" x 9.75"	\$2,350	\$2,115	\$1,998	\$1,880
1/4 Pg.	(M) 4.90" x 4.75" • (V) 2.38" x 9.75"	\$1,200	\$1,080	\$1,020	\$960
1/8 Pg.	(H) 4.90" x 2.34" • (V) 2.38" x 4.75"	\$625	\$563	\$531	\$500

Full color: \$35 additional per column inch
 Front Page Strip \$725 full color 9.94" x 1.5"

FORMAT:

Tabloid

BONUS:

Section will appear online for 90 days at mySA.com.

For advertising information, contact your sales representative or call (210) 250-2514.



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