

Guess who vote. Senior Focus readers do!

A phone survey conducted in December shows 83 percent of our readers “almost always” vote!



The Senior Focus newspaper is a cost effective way to share your campaign message with seniors in Snohomish County.

DEADLINE DATES TO RESERVE SPACE are as follows:

AUGUST/SEPTEMBER ISSUE • 4 p.m., Tuesday, July 6.

Distribution dates – July 28 - 30.

OCTOBER/NOVEMBER ISSUE • 4 p.m., Wednesday, September 8.

Distribution dates – September 28 - 30.



Sample ad sizes: Payment prior to publication is required.

Quarter Page: 5 inches wide x 8 inches tall – \$248 per issue

Half Page: 10-1/4 inches wide x 8 inches tall – \$496 per issue

Full Page: 10-1/4 inches wide x 15-1/2 inches tall – \$961 per issue

*Senior Services
accepts VISA,
Discover and
MasterCard.*

For examples of political ads that were published during last year's campaign season... visit www.srfocusnews.org and click on the Election tab.

For further information and to reserve space contact

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The Senior Focus (formerly Senior Source), is published bi-monthly (February, April, June, August, October and December) by Senior Services of Snohomish County and has a readership of 35,000 plus. 17,500+ papers are mailed;

3,500 are distributed at locations including medical clinics, retirement communities, libraries, senior centers, senior apartments buildings, and senior-friendly businesses.

The Senior Focus is not a throwaway paper! Over 60 percent of our readers either save their paper or share it with family, friends and neighbors. The articles and feature stories are designed to inspire, motivate and educate the older adult population. Each issue is packed with helpful news and information on a wide range of topics including national issues (Medicare/Social Security), nutrition, program/service updates, health, travel, senior profiles, senior center activities, plus more.