

## Here's How in Maturity

1901 18th St., Ste E-11  
Bellingham, WA 98225-8033

Phone: 360-752-1772  
E-mail: len@lenhansen.com  
Web: www.lenhansen.com

**Frequency:** Weekly – Monday

**Circulation:** 600,000 – Paid

**Audience:** Readers 50+

**Profile:** Answers a wide range of questions of interest to the mature adult, from health and finance, to relationships, travel, retirement and more. Each column has two questions answered by experts in the subject.

**Key Personnel:** Leonard J. Hansen, author

**Format:** Question-and-answer

## In Your Prime

5428 Oxbow Rd.  
Stone Mountain, GA 30087-1228

Phone: 770-414-5500 Fax: 404-815-5739  
E-mail: belindeman@earthlink.net  
Web: www.beoutrageous.com

**Frequency:** Twice weekly

**Audience:** Americans 50+

**Profile:** General interest for seniors. Send news releases to Bard Lindeman, columnist. No freelance submissions.

**Key Personnel:** Bard Lindeman, columnist

**Format:** 750-word column

**Notes:** Continuous publication for 22 years. Appears in 50 newspapers nationwide. Distributed by Tribune Media Services, Inc., syndicate, also author of "Be An Outrageous Older Man."

## Indoor Gardening by Jane Adler

c/o Whitegate Features Syndicate  
71 Faunce Dr. #1  
Providence, RI 02906-4805

Phone: 401-274-2149  
E-mail: 102404.574@compuserve.com  
Web: www.whitegatefeatures.com

**Frequency:** Weekly

**Audience:** Americans 50+

**Profile:** Gardening for seniors. Send news releases to Jane Adler, c/o Whitegate. Accepts freelance submissions, but does not return them to sender.

**Key Personnel:** Jane Adler, author; Mari Howard, manager

**Notes:** Distributed by Whitegate Features Syndicate to over 200 newspapers nationwide (see entry).

## Mature Life Features

PO Box 9720  
San Diego, CA 92169-0720

Phone: 858-483-3412 Fax: Available upon request  
E-mail: Available upon request

**Frequency:** Monthly

**Circulation:** 3,000,000

**Audience:** 40+, US & Canada

**Profile:** Features and columns in areas of national news, health/fitness, book reviews, travel. Send news releases to Cecil Scaglione, editor. Uses freelance articles, but without pay

**Key Personnel:** Cecil Scaglione, editor-in-chief; Igor Lobanov, travel editor; James Gaffney, national affairs editor; Beverly Rahn, food/book editor

**Deadlines:** Four months before distribution

**Notes:** Distributes editorial package to subscribing publications.

## Mature Market Editorial Services

PO Box 1543  
Wildomar, CA 92595

Phone: 951-461-9598 Fax: 951-461-9598  
E-mail: jstick@ix.netcom.com

**Frequency:** Monthly

**Circulation:** 2,502,800 – Paid and complimentary mix

**Audience:** American seniors 60+

**Profile:** Three columns are syndicated monthly on topics requested by the editors: health & fitness for seniors, travel and book reviews.

**Key Personnel:** John C. Stickler, editor

**Format:** The columns are provided in the format requested by the editors: diskette, e-mail and/or hard copy.

**Advertising:** Because each column is sponsored, they are a form of highly effective targeted advertising.

**Deadlines:** Monthly, by negotiation.

**Notes:** MMES offers a unique form of targeted marketing, an advertorial service directed to the active, mature market. Rate is \$1.00 per thousand, based on number of copies published and the topic requested. Details on request.