

Discover Sixty-Five

April 2022

FREE

Kootenay Seniors Living

Dave Rusnell

*A 1961 World
Champion*

Page 4

PARKINSON Awareness

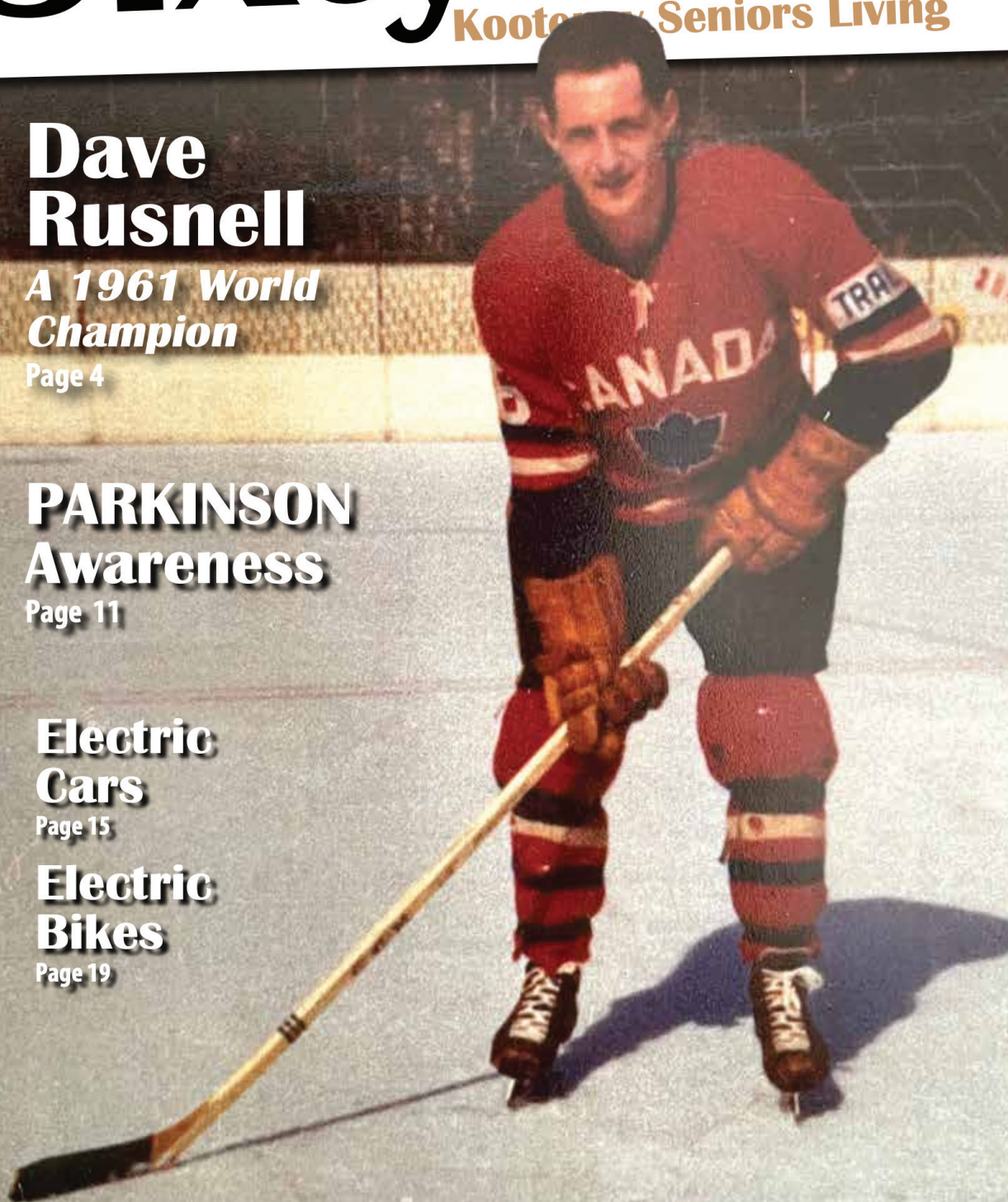
Page 11

Electric Cars

Page 15

Electric Bikes

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Discover Sixty-Five²⁰²²

Kootenay Seniors Living

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Monthly Magazine

Serving the communities of the West Kootenay. Nakusp, New Denver and the Slocan Valley, Castlegar, Rossland, Trail, Salmo, Nelson, Balfour, Ainsworth, Kaslo, and Area D, East Shore of Kootenay Lake and Creston.

You have been invited to participate in this much anticipated monthly magazine, made for seniors and their families and caregivers. Your business is considered to be essential to their quality of living, and we hope you will join us. This is your opportunity to speak directly to the West Kootenay 60+ community. Advertising space is limited. First Come First Served.



Features

- Seniors Services, & Discounts
 - Events
 - Puzzles
 - 'Just Ask'
- Scratch the Surface Interviews
- Fun Facts

and in a timely fashion

Legal advice,
tax advice,
health & fitness,
real estate,
personal care
and more.

Limited Advertising Space - book now. Book for the year and save hundreds of dollars!

Publisher/Advertising
Karma Halleran

250-353-2602

1-800-663-4619

seniors@pennywiseads.com

Advertising
Larissa Scott or Julie Wilson

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Editor
Tonya Lefebvre

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**Published on Semi-gloss paper
Distributed to Senior centric locations
throughout the West Kootenay**

Base Rate per month

1/10 pg	= \$158	3.45" x 1.9"
1/7 pg	= \$228	3.45" x 1.32" Banner
1/8 pg	= \$239	3.24w" x 2.09h"
1/4 pg H	= \$398	6.75w" x 2.09h"
1/4 pg V	= \$398	3.24 w" x 4.39h"
1/2 pg	= \$712	6.75w" x 4.39h"
Full pg	= \$1372	6.75w" x 9h"

Advertorials = Price 50% of the equivalent ad space.
eg: Advertorial takes up a full page pay 1/2 pg base rate.

Advertising already in Pennywise? Ask about or great discounts for combos!

CONTRACTS

Book 3 issues - Save 13%
Book 6 Issues - Save 16%
Book the year - Save 20%

Full Colour + \$50 mo



POSITION

ON COVERS: Back page +15%
Inside front, Inside Back +12%
on earned rate

INSIDE: +9% on earned rate

**Deadline to book advertising space and submit articles -
the 15th of each month, to appear in the next edition.**

**Please let us know how many magazines you would like
to distribute from your place of business, monthly.**

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A word from Community Senior Advocates

Nov. 19, 2021

RE: New Discover Sixty-Five Seniors Magazine

I am writing in support of the much needed and highly anticipated new magazine for older adults, "Discover Sixty-Five, Kootenay Seniors Living Magazine." This collection of information, advice, information on services including health, financial and legal, plus games and entertaining interviews with seniors themselves, promises to be of great interest and value to our older adults, their families, and formal and informal supports. The magazine will be viewed by a broad spectrum of people across the Kootenays making it a great tool for business promotion through advertising. We, at IRIS look forward to collecting interviews for the magazine and broad distribution of each issue to our dozens of older adults through our diverse programming each month.

In safe, healthy & inclusive communities,

SANDI

Sandi McCreight, Coordinator/Seniors Advocate
IRIS Project: Increasing Recreation Involving Seniors
Phone: 250.608.0706
Castlegar Community Response Network (CRN)
Part of BC CRN: www.bccrns.ca



709A Vernon Street,
Nelson, BC V1L 4G3
Ph: 250.352.2708
info@kootenayseniors.ca
www.kootenayseniors.ca

Nov 22, 2021

To Whom it may concern,

I am writing to express my support for "Discover 65 Kootenay Seniors Living." I am certain that this publication will be a positive influence on the senior community of the Kootenay Region. It will connect seniors to their community giving them a means to reduce isolation. Many seniors don't use computers, having a magazine in print will ensure they can feel informed about their local community.

I had the pleasure of curating 5 issues of an intergenerational magazine for Kootenay Seniors and the feedback and participation was wonderful. Unfortunately funding for that magazine ended so I hope that "Discover 65 Kootenay Seniors Living" will be a success!

Kind regards,
Lynzee Bewcyk



Administrative Assistant
Nelson CARES Society
205 Hall Street,
Nelson, BC V1L 0B4
Phone: 250-352-6011 extension 5461

We look forward to working closely with these Seniors Advocates to produce an entertaining and valuable resource for our Kootenay Seniors and the their families and caregivers.

Your advertising is also an important part of the project.

We will deliver to you the eyes of your market in the format they prefer. Your advertising products and services will help improve the quality of their lives. We thank you for your support.

Karma Halleran
Publisher

1-800-663-4619

karma@pennywiseads.com

November 22, 2021

To Whom It May Concern,

It is my pleasure to be writing this letter of support of the new *Discover Sixty-Five, Kootenay Seniors Living Magazine* hitting stands in January 2021.

Our West Kootenay Seniors, their families, and Caregivers, along with the general population will find a comprehensive collection of seniors' services, events, advice: like financial, health, legal, games and puzzles, along with entertaining interviews and submissions from seniors themselves. We feel having seniors participate as much as possible is essential.

Another important aspect will be the relevant advertising from businesses that directly impact the quality of seniors' lives.

Thank you for supporting this project.

Lora Whitney

Lora Whitney, Manager