

# PRIME TIME

FOR NEW MEXICANS 50+ SINCE 1990

MONTHLY

## EDITORIAL CALENDAR

### FEBRUARY



#### DOLLARS & SENSE

A perfect issue to develop a message that will reach those individuals in our community who own more money market and mutual funds than any other demographic.

### SPRING



#### 50+ CELEBRATION

Join the party! 70+ exhibitors, health screenings, food and 3,000 + guests attend annually.

### MARCH



#### FOR YOUR HEALTH

This issue is devoted to the latest and greatest information on living happier and healthier lives.

### JUNE



#### TRAVEL

Over 70 percent of our readers travel locally and abroad. In this issue you can promote your local and/or travel service.

### JULY



#### RESIDENTIAL OPTIONS

New Mexico is gaining nationwide attention for its quality of life. In this issue we focus on the variety of places to consider when thinking about a move for an elder friend and/or family member.

### AUGUST



#### AGING WITH GRACE/ FITNESS

Age is a state of mind and the discussion is not about stopping the process but rather enhancing the process with new innovations and attitude.

### OCTOBER



#### LEAVING A LEGACY

In this issue we give readers a broad spectrum of opportunities for their planned giving to the many non-profit charitable organizations in our community.

### NOVEMBER



#### CAREGIVER MONTH

In honor of National Caregiver Months we publish our annual Family Caregivers Resource Guide and in Prime Time we feature those in the community taking care of someone special.

### DECEMBER



#### HAPPY HOLIDAYS

Take advantage of promoting your special event and/or gift idea. Every year we devote this issue to helping our readers make memories with their families.

CALL PRIME TIME AT 505-880-0470