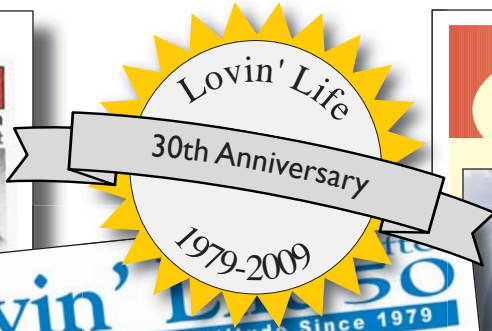


Celebrating 30 years of publication



Lovin' Life After 50

Promoting an Ageless Attitude Since 1979

Our newspaper has been changing and evolving for 30 years, bringing information relevant to our readers' daily lives. Launched in 1979 as Arizona Senior World (see March issue, upper left), the newspaper expanded to include multiple zones in Arizona and Nevada. Now called Lovin' Life After 50, the newspaper offers online content through lovinlife.com and seniormedia.com and recently initiated a senior housing directory to better serve our readers and advertisers.

Lovin' Life After 50 is one of the oldest and most respected mature market publications in Arizona and Nevada. With our newly restructured advertising rates offering deeper discounts, we can help businesses reach active and affluent consumers even in this challenging economy.

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