

## **“Quite the Best Seniors Magazine That I Receive”**

To the Editor

**“Another excellent issue. You are keeping up a marvellous standard of magazine for seniors, quite the best seniors’ magazine that I receive. I find so much of interest in it, as I am sure many other older people do too. Very well done indeed.”**

**Dr Sheila Given, Past President, Council On The Ageing (Tas)**

**“I have been asked by the members of our club to extend their appreciation of Prime Times. They eagerly look forward to each new edition. Please accept our congratulations and all the best wishes for the magazine's future.**

**Glynn Parry, Secretary Norwood Combined Probus Club**

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**A few other relevant matters for consideration by our advertisers.**

**1. Tasmanian Prime Times** - is Tasmania’s only publication for seniors in our community which is produced in Tasmania, printed in Tasmania, owned and run by Tasmanians and all about what’s of interest and relevant to Tasmanian seniors. **We started back in May 2005 – six years ago** - and have been going strong ever since.

**2. Tasmanian Prime Times** - being an A4 sized, stapled, glossy, colour magazine represents great value for advertisers.

**3. Tasmanian Prime Times** - being a quarterly magazine means the publication has a "shelf life" of three months or more, and we know that back copies are kept by many of our readers.

**4. Tasmanian Prime Times** - being an A4 magazine has a lot fewer ads per page which means that there is less competition for the attention of the reader.

**Our policy is not to clutter the magazine with too many ads**, allowing us plenty of room for a wide range of articles and photos etc which are relevant to our readers.

**5. Tasmanian Prime Times** - being stapled and a handy A4 size is easy to read, and easy to keep, or pass onto others.

**6. Tasmanian Prime Times** - because of this "pass on" factor, has an estimated readership of approximately 40,000 people around the state.

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