



exceptional later living + caregiving solutions

2022 MEDIA KIT

TODAYSTRANSITIONS.COM

What Makes *Today's Transitions* Work?

living the best
today

Today's Transitions magazine is about living the best today possible: choosing to live exceptionally no matter life's circumstances.



audited

IT'S AUDITED — *Today's Transitions* is a magazine that is audited by a third party, Circulation Verification Council, to ensure the validity of readership and distribution.



ORIGINAL LOCAL EDITORIAL
We don't use wires or syndicates. *Today's Transitions* is uniquely tailored to our readership using local writers.



Comprehensive
Directories

We offer directory listings of care communities, home health, and independent living options in both print and digital formats so we put your information in the hands of the person who needs it. At TodaysTransitions.com, a company can manage and highlight their own listing.

120+ & 5,500
distribution points mailed

IT'S EVERYWHERE — *Today's Transitions* is delivered to 5500 mailboxes (rotating specified zip codes). It is also delivered to 120+ distribution points around Metro Louisville. A digital version is always available at TodaysTransitions.com.

locally
owned

IT'S LOCALLY OWNED AND WOMAN OWNED — *Today's Transitions* is based in Louisville and has been owned by Cathy Zion for 17 years. The company is a certified WBE.



*we're
connecting*

Whether it is in print, on TodaysTransitions.com, in E-newsletters, or on social media accounts, we are sharing stories, finding solutions, and highlighting opportunities.

WHO WE ARE



We hope you will partner with us at *Today's Transitions*. We are on a mission to encourage making intentional decisions in every stage of life.

Today's Transitions print magazine connects you to local sources for living an exceptional life. Included in every issue is a special caregiving section for those who need resources for living and caring options.

TodaysTransitions.com is an interactive website with interviews and solutions to everyday living. It also holds a directory for independent living, care communities, home health care, and other resources where you as a business owner can update your own information to market your services.

Today's Transitions is part of Today's Media, a local media company that creates customized content for companies to expand their reach through social media and digital advertising.

We are locally owned, woman-owned for 29 years and very involved in your community. We support many non-profit organizations by promoting their events and serving on their boards.

We look forward to working together.

CATHY ZION

Owner and Publisher

502.327.8855 | Cathy@TodaysMediaNow.com

ADVERTISING



TERI HICKERSON

Senior Media Consultant

502.551.9067

[Teri@](mailto:Teri@TodaysMediaNow.com)

TodaysMediaNow.com



JOYCE INMAN

Senior Media Consultant

502.376.8649

[Joyce@](mailto:Joyce@TodaysMediaNow.com)

TodaysMediaNow.com

EDITORIAL • DESIGN • SOCIAL MEDIA • DIRECTORIES

JESSICA ALYEA

Campaign Manager

Jessica@TodaysMediaNow.com

JILL COBB

Creative Design Director

Jill@TodaysMediaNow.com

LINDSAY MCDONALD

Editorial/Content Manager

Lindsay@TodaysMediaNow.com

ANITA OLDHAM

Editor-in-Chief

Anita@TodaysMediaNow.com

SCHERI STEWART MULLINS

Client Services Manager

Scheri@TodaysMediaNow.com

LUCY M. PRITCHETT

Contributing Editor

TODAY'S TRANSITIONS

exceptional later living + caregiving solutions

502.327.8855 | TodaysTransitions.com

[f](#) [i](#) [in](#) @TodaysTransitionsNow

WHAT EVERYONE IS SAYING

“ I honestly have never had such a direct reaction from placing an ad to receiving calls about my services. There have been times when the phone rings and someone says they are looking at my ad in *Today's Transitions* and want help with a design project. This is amazing!

Both as a reader of thoughtfully-curated profiles about Louisville's most interesting women and an advertiser of a full service design business, I find the staff at *Today's Transitions* professional, insightful, and focused. For my advertising dollars, *Today's Transitions* hits the mark every time. The positive return of my investment is testimony to the fact that *Today's Transitions* is undeniably the best way to reach potential clients.

Thank you to all the talented folks who make this publication such a great success. ”

LYN MABRY

Owner, Living Spaces by Lyn



“ My business has used Today's Media for the last 3 years for our online advertising. Teri and her team do an excellent job keeping me up to date and our ad content fresh! I've used several digital marketing companies over the years and love the service and attention we receive from Today's Media. ”

ASHLEY SNELLEN

Avanti

“ Today's Media is the cornerstone of Heartsong's print & digital advertising. We started advertising with them before we opened, and eight years later, we continue to have the highest level of satisfaction. The entire organization is top notch! As I've said before, our experience has been nothing but positive! ”

SHEILA L. CARTER

President, Heartsong Memory Care




TODAY'S MEDIA

content + creative + strategy

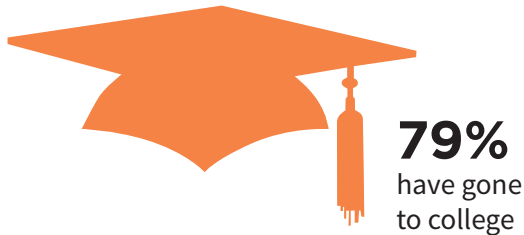
502.327.8855 | TodaysMediaNow.com

   @TodaysMediaNow

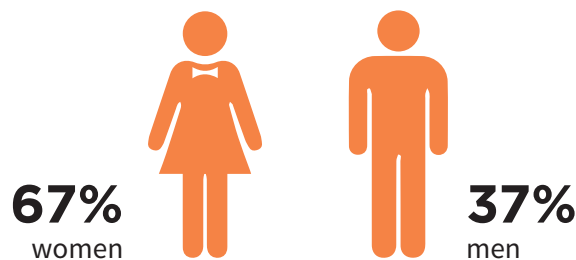
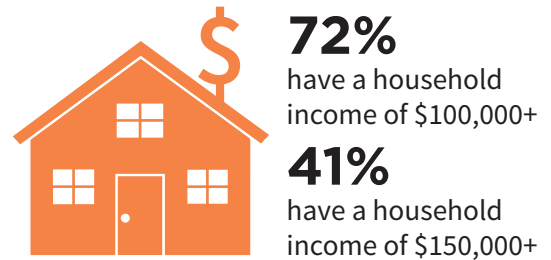
   @TodaysTransitionsNow

Our readers are:

EDUCATED



SUCCESSFUL



85%
between ages 45-74

HAVE PURCHASE POWER

IN THE NEXT 12 MONTHS, OUR READERS PLAN TO PURCHASE FROM THE FOLLOWING CATEGORIES:

