



THE COASTAL Buzz

THE MAGAZINE OF COASTAL CAROLINA ACTIVE LIVING
A Division of Brunswick Senior Resources, Inc.

MEDIA KIT 2024

Advertise in The Coastal Buzz to reach Brunswick County!



EVENTS AND ACTIVITIES
AT COASTAL CAROLINA ACTIVE LIVING CENTERS

NEWS OF PEOPLE, PLACES,
AND FUN THINGS TO DO

FUN CONTENT!
BOOK REVIEWS, GARDENING TIPS,
PUZZLES, AND RECIPES

When The Coastal Buzz hits the stands, people snap it up!

- *The Coastal Buzz* is the newsletter for Brunswick Senior Resources Inc. (BSRI) and our **five Coastal Carolina Active Living centers.**
- Published quarterly, *The Coastal Buzz* compiles valuable information and details about **activities and events of interest to seniors and all residents of Brunswick County!**
- *The Coastal Buzz* is distributed **free** at every Coastal Carolina Active Living center and at offices and businesses throughout Brunswick County.
- An ad in *The Coastal Buzz* targets Brunswick County

consumers with plenty of purchasing power!

- Thousands of active participants pick up *The Coastal Buzz* at locations across Brunswick County, including **our centers in Calabash, Supply, Shallotte, Southport, Leland,** and nutrition sites in Oak Island and Boiling Spring Lakes.
- Thousands of copies go out to individuals, organizations, and businesses **to let them know about your business and services.**
- When you advertise in the Buzz, **you support our senior neighbors.** Your ad means we can provide more programs and services help them stay active and engaged.



The Coastal Buzz

DEMOGRAPHICS
AND CONTACTS

2024 MEDIA KIT

12-23

2023 BRUNSWICK SENIOR RESOURCES INC. DEMOGRAPHICS

Brunswick County is geographically one of North Carolina's largest counties, and it's one of the fastest-growing counties in the country: it ranks seventh for population growth from 2021 to 2022.

Almost 45% of Brunswick County's population is 60 years or older. The U.S. Census Bureau estimates seniors over 65 are 34 percent of the Brunswick County population. That's more than 52,000 residents.

And plenty of retirees who are under 65 live here, too. *The Coastal Buzz* targets these older adults with stories and information they need.

Reach Older Adults in *The Coastal Buzz*

If you want to reach older adults in Brunswick County, advertise in *The Coastal Buzz*, the magazine of Brunswick Senior Resources, Inc. (BSRI) and our five Coastal Carolina Active Living Centers.

With 12,000 active clients, BSRI is the lead organization for older adults in Brunswick County. Our five full-service active living centers draw in seniors from all walks of life to share in our health and fitness programs, educational outreach, tax and insurance assistance, travel, weekday meals, and many more programs. An additional two senior sites reach into every corner of the county.



Showcase your product or service right here, reaching the audience that wants it the most! Contact buzz@bsrinc.org or 910-754-2300 for more information, or inquire at your neighborhood active living center.

THE EASIEST WAY TO BUY AN AD IN THE COASTAL BUZZ:
CALL 910-754-2300 OR EMAIL BUZZ@BSRINC.ORG

BUSINESS NAME

ADDRESS

CITY

STATE

ZIP CODE

CONTACT NAME

EMAIL

PHONE #

*Make checks payable to Brunswick Senior Resources, Inc.
Please email your advertisement to buzz@bsrinc.org
For additional information, please contact BSRI at 910-754-2300.*



2024 MEDIA KIT

12-23

2024 DEADLINES FOR ADVERTISING

Magazine deadlines are early to allow for ad approval and printing time.

ISSUE: PRINT DATE	RESERVE SPACE BY	SUBMIT MATERIALS BY
Spring 2024: March	February 7	February 13
Summer 2024: June	May 8	May 13
Fall 2024: September	August 7	August 13
Winter 2024: December	November 6	November 11

EDITORIAL POLICY

The Coastal Buzz publishes stories that resonate with our readers and the entire Brunswick County community. Our stories are separate from our advertisements. However, we are always pleased to learn about exciting activities, places to explore, and businesses in Brunswick County!

Below are Buzz stories on the calendar for 2024. We'll add more as events unfold.

EDITORIAL CALENDAR

Every month you will see stories about BSRI programs and services, food, health, gardening, and book reviews. Recurring topics include travel, area businesses and services, and prominent citizens. *Dates and stories may vary.*

- March:** The Food Issue, Women's history, Parkinson's awareness, Older Americans Month, Mother's Day
- June:** Elder Abuse Month, Father's Day, Hurricane preparedness, National Senior Citizen Day
- September:** Senior Center Month, Breast cancer awareness, Medicare Open Enrollment, Alzheimer's awareness
- December:** Family gatherings, holiday decorating and food, Fitness Over 50, Black History Month

TOPICS AND TRENDS FOR 2023

- Monthly columns:** Food, books, gardening, area news and events
- Health:** Special programs at our centers, healthy bites, wellness news
- Food:** Recipes, restaurant reviews, local food
- Home and Real Estate:** Real estate in Brunswick County, housing issues
- Entertainment:** Activities and events in our centers and around Brunswick County
- Technology:** How-to, fraud alerts
- Art:** Featured artists from area galleries
- History:** Area historical societies, landmarks, local history
- Profiles:** Spotlight on interesting seniors, volunteers, businesses, and people in the community





The Coastal Buzz

AD SIZES & RATES

2024 MEDIA KIT

12-23

Full page ad
7.5" x 9.46"

Half page
ad--vertical
3.65" x 9.46"

Half page ad-- horizontal
7.5" x 4.64"

Quarter
page ad
3.65" x 4.64"

Business card ad
3.65" x 2.25"

Ads should be in PDF or JPEG format.
Use CMYK color and 300 DPI resolution.
We can create your ad for you!

2024 AD RATES

12-23

BUSINESS TYPE	BUSINESS CARD	QUARTER PAGE AD	HALF PAGE AD	WHOLE PAGE AD
Non-profit	Month-\$160 Year-\$575	Month-\$240 Year-\$870	Month-\$335 Year-\$1,205	Month-\$425 Year-\$1,525
For Profit	Month-\$215 Year-\$775	Month-\$300 Year-\$1,090	Month-\$390 Year-\$1,400	Month-\$475 Year-\$1,725

One year contract is 10% off.
Placement requests (back cover, inside cover, etc.) incur an additional fee.



FOR MORE INFORMATION , CONTACT
910-754-2300

Anita Langin
alangin@bsrinc.org

Shelagh Clancy
buzz@bsrinc.org