

senior living

JANUARY 2010

Our bi-annual guide helps readers and their families make the transition to senior living. Many of them just spent the holidays together and may have discovered that Mom or Dad needs a little more help. We'll tell them what to do next.

Senior Living includes a useful Retirement Facility Locator, which is available online in **LARGE PRINT**.

(sample below)

FACILITY	TYPE OF FACILITY	TOTAL UNITS: APT/CONDO-HOMES ASSISTED LIVING NURSING BEDS	AVERAGE AGE OF RESIDENTS	PERCENT OCCUPIED	TOTAL STAFF	COMMENTS
The Lodge Care Center 9370 Union Cemetery Rd. Cincinnati, OH 45140 (513)677-4900 www.lodgecarecenter.com	Nursing Home Assisted Living	332: 24/129/	70	98%	284	Spacious private and semi-private rooms. Secured Alzheimer's unit. Beautiful library and flower gardens. Excellent rehabilitation program. Medicaid and Medicare accepted.

Ask your sales representative about our online advertising options.

- **68.5 %** of *Cincinnati Magazine* subscribers are making decisions regarding retirement planning.*
- **48.3 %** of *Cincinnati Magazine* subscribers make health care decisions for their family members.
- **22.2%** of *Cincinnati Magazine* subscribers are making decisions for parental care and assisted living.



- The average annual household income of subscribers is **\$219,900**.
- The average age of subscribers is **54.7 years old**. **27.5%** of subscribers are **65+** and **66.8%** are married. **7.3%** are widowed.
- The average net worth is **\$1,285,000**.
- **91%** attended college. **34.6%** have a post-graduate degree.
- Total Readership is **235,894**** adults in CincinnatiUSA.

*Ipsos Mendelsohn October 2008 / Jan-March 07 Cumulative

**The Media Audit January/February - Cumulative

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