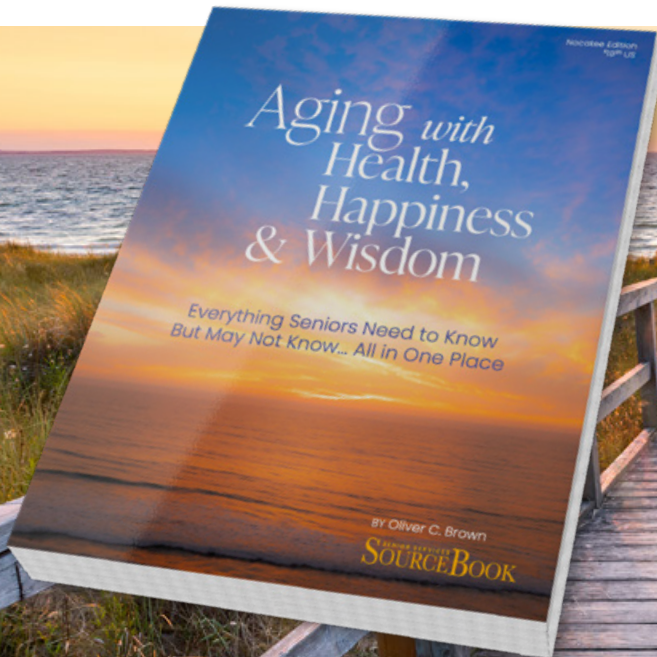
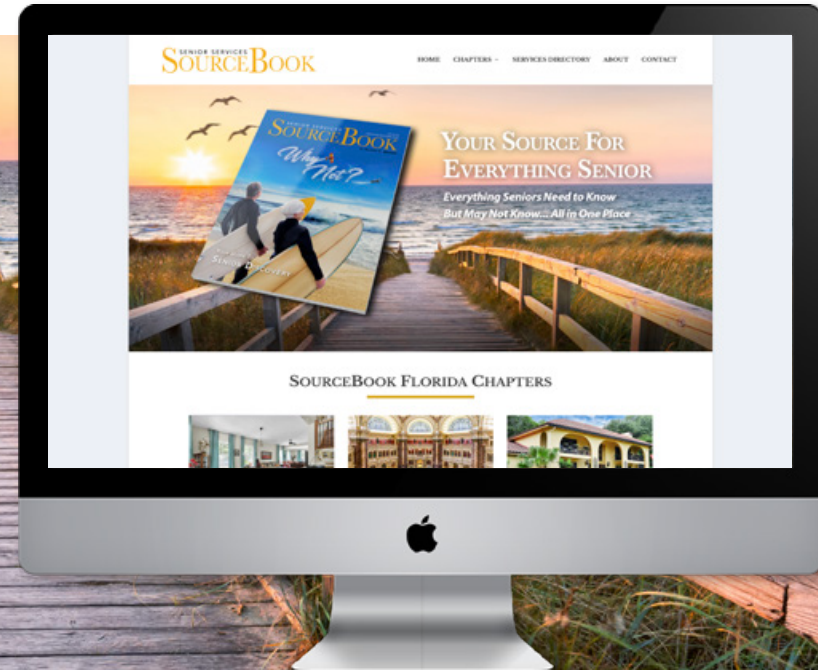


# SENIOR SERVICES SOURCEBOOK 2025



THE BOOK



THE WEBSITE

Everything Seniors Need to Know  
But May Not Know... All in One Place

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ABOUT THE SOURCEBOOK

# DIFFERENT... & UNPRECEDENTED



*THE SOURCEBOOK IS  
NOT A MAGAZINE.  
IT IS USED AND READ  
LIKE A BOOK.*

*UNLIKE A MAGAZINE,  
IT IS AN ANNUAL PUBLICATION.  
IT IS REFERRED TO  
AGAIN AND AGAIN  
...AND SAVED LIKE A BOOK.*

*YOUR ADVERTISING  
WILL BE SEEN  
FOR AN ENTIRE YEAR.*

**232** **10** **67** **371**

Pages

Chapters

Senior Topics

Photos &  
Illustrations

**VIEW SOURCEBOOK**





**SOURCEBOOK READERS**

# TARGETED



**Mailed Directly to the Homes of  
30,000 Affluent Seniors**

**100%**

**100% of Readers are Seniors in St.  
John's County**



**100% of Readers have a Net  
Worth over \$1,000,000**



**VIEW SOURCEBOOK**



# A LOOK INSIDE THE BOOK



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# A LOOK INSIDE



## CHAPTER 4 BUYING YOUR RETIREMENT HOME Hunting for Your Dream House

**Y**ou've raised a family and your kids have flown the nest. Now it is your time. You know that somewhere out there, the retirement home of your dreams is calling you. But how do you go about finding it?

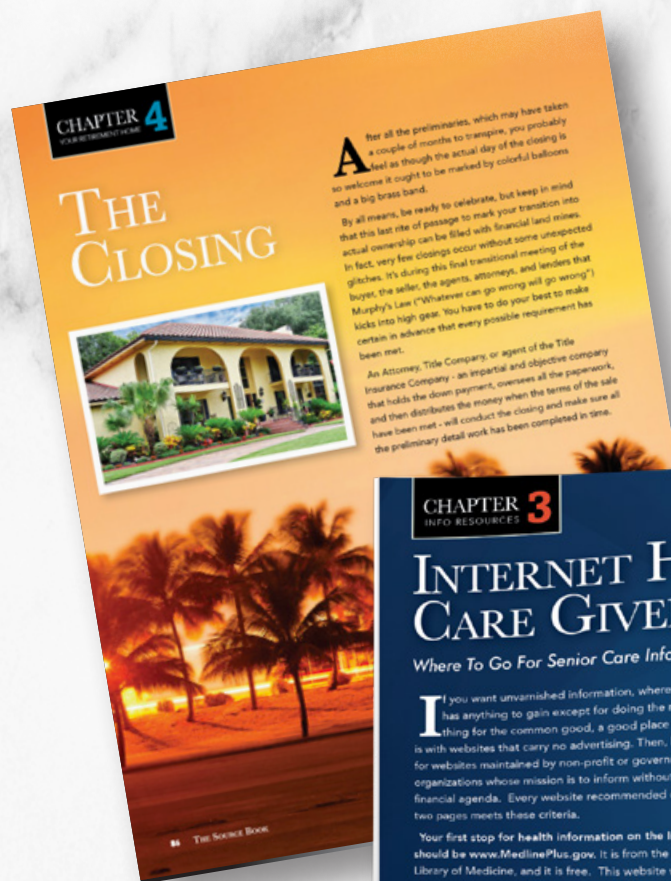
While we all know how to comparison shop to get the best buy on a stereo or car, houses or condos seem much harder to find, especially when you realize that buying a place to live is probably going to be the last big purchase you'll make in your lifetime.

But concern doesn't have to be part of the process. Getting the best value for your money in the housing market isn't all that difficult; it's just a matter of knowing how to go about it. This chapter will show you how.

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# A LOOK INSIDE



### OTHER REPUTABLE WEBSITES AND IMPORTANT SENIOR TOPICS

Topics addressed by the following 17 websites include Caregiving and Older Adults, Insurance, Medicine & Payment Help, and Advance Care Planning. Each one of these websites has been recommended by two or more unbiased Senior Care Professionals.



### Caregiving and Older Adults

- **National Alliance for Caregiving** ([www.caregiving.org](http://www.caregiving.org)) offers research, support groups, and resources for all kinds of caregivers
- **Long-Term Care Information** ([www.longtermcare.gov](http://www.longtermcare.gov)) provides facts and tips about planning long-term care arrangements
- **Eldercare Locator** ([www.eldercare.gov](http://www.eldercare.gov)) offers information about senior services.
- **VA Caregiver Support** ([www.caregiver.va.gov](http://www.caregiver.va.gov)) gives information specific to caregiving of veterans, including a support line (855-260-3274)
- **National Institute on Aging** ([www.nia.nih.gov](http://www.nia.nih.gov)) Leads a broad scientific effort to understand the nature of aging and methods to extend the healthy, active years of life. NIA is the primary federal agency supporting and conducting Alzheimer's disease research.
- **Alzheimer's Association** ([www.alz.org](http://www.alz.org)) comprehensive information on Alzheimer's disease and dementia symptoms, diagnosis, stages, treatment, care and support resources. See pages 124-127 for more information.

### Insurance

- **Healthcare.gov** ([www.healthcare.gov](http://www.healthcare.gov)) helps you find insurance options and make choices
- **Veterans Affairs** ([www.va.gov/health](http://www.va.gov/health)) details Veterans health benefits, health programs and locations of VA facilities
- **Benefits.gov** ([www.benefits.gov](http://www.benefits.gov)) gives facts on all types of government benefits

### Medicine & Payment Help

- **Pillbox** ([www.pillbox.nlm.nih.gov](http://www.pillbox.nlm.nih.gov)) provides facts about pills, pictures of each pill and side effects.
- **Consumer Med Safety** ([www.consumermedsafety.org](http://www.consumermedsafety.org)) offers tips for taking medicines safely including storing, discarding, and poisoning.
- **Needy Meds** ([www.needymeds.org](http://www.needymeds.org)) details free or low-cost medicine payment programs (800-503-6897).
- **RxAssist** ([www.rxassist.org/patients](http://www.rxassist.org/patients)) explores payment help with medicines and gives links to free or low-cost healthcare programs.

### Advance Care Planning

- Healthcare planning for the future is an important step to make sure that you will get the medical care that you want. These websites will provide the information you will want to have.
- **National Institute on Aging** ([www.nia.nih.gov/health/publication/advance-care-planning](http://www.nia.nih.gov/health/publication/advance-care-planning)) provides tips and help for advance directives, how to select someone to help you make health decisions, and more.
  - **Caring Connections** ([www.caringinfo.org](http://www.caringinfo.org)) gives information and support for planning ahead and includes links for advance directives for all states.

[www.SourceBookFlorida.com](http://www.SourceBookFlorida.com)



SOURCEBOOK WEBSITE

# BIGGER... & "STICKIER"



64

64

64

## The SourceBook Website is Massive

64 Articles and Subjects  
have been adapted from the  
Senior SourceBook

## The SourceBook Website has Wide Appeal

64 Reasons for Viewers to  
Visit the Site

## The SourceBook Website is "Stickier"

64 Reasons for Viewers to  
Remain on the Site

VIEW WEBSITE



**ALL ARTICLES ARE PRINTABLE!**

[www.SourceBookFlorida.com](http://www.SourceBookFlorida.com)



# TRANSPARENT & ACCOUNTABLE



## 2025 MEDIA DECK





## SOURCEBOOK ADVERTISING RATES

# AFFORDABLE

*Your Advertisement Will Appear for a Full Year*

### Per Edition Rates

- Single Page - \$2,500
- Spread (two pages) – \$4,000
- Multiple Edition Discounts Available

### SourceBook Website

- Annual Plan – Upon Publication of SourceBook for a Full Year – \$2,500
- Six Month Plan – Upon Publication of SourceBook for a Half Year – \$1,500





## SOURCEBOOK PUBLICATION SCHEDULE

# MAILED TO 30,000 SENIORS THIS YEAR

### **2025 Publication Schedule**

The SourceBook is an Annual Publication

In 2025 there will be Three Editions serving Three Unique Markets

Each Edition will be Virtually Identical to the Present Edition

#### **Spring 2025 – Ponte Vedra Beach Edition**

Mailed to 10,600 Seniors\*

\*Every Senior in Ponte Vedra Beach with Net Worth over \$1,000,000

#### **Late Summer 2025 – Southeastern St. Johns County Edition**

(St. Augustine & Anastasia)

10,000 Seniors whose Net Worth is over \$1,000,000

#### **Late Summer 2025 – Northwestern St. Johns County Edition**

(World Golf Village, Julington Creek, St. Johns)

10,000 Seniors whose Net Worth is over \$1,000,000







# SENIOR SERVICES SourceBook

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