

# prime

Your Best Life Now



This free, monthly magazine is designed to reach Baby Boomers and beyond. Each issue of PRIME offers an exciting mix of feature articles, profiles, and news geared towards the 45+ market.

Our regular sections including Mind and Body, Dining and Entertainment, Legal, Finance, Travel and Technology.

Our readers are dynamic and active. That's why we've developed an extensive network for the distribution of PRIME. A total of 15,500 copies of the magazine are distributed through a network of 500 businesses.

Only one publication in Western Massachusetts can boast of an audience of over 34,000 active adults – PRIME. Established in 1992, PRIME is a monthly magazine covering Hampden and Hampshire Counties, and Northern Connecticut.

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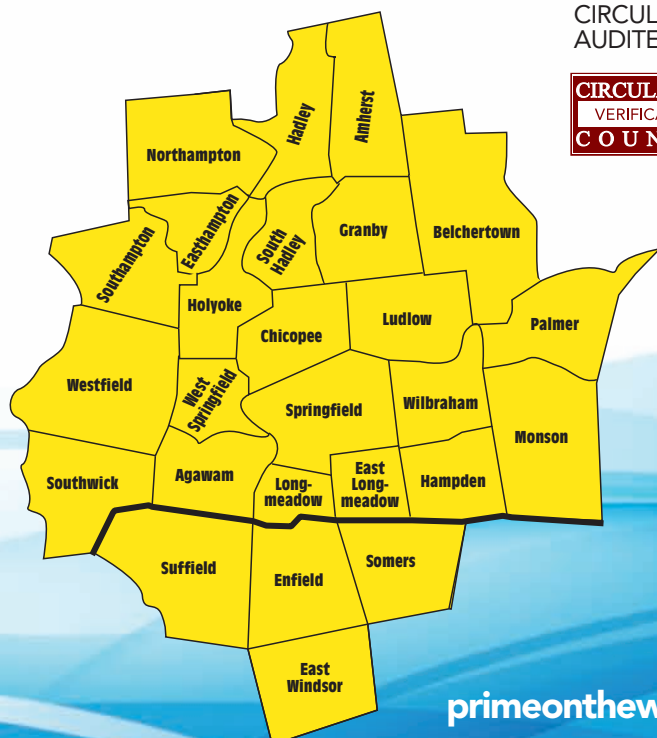
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