



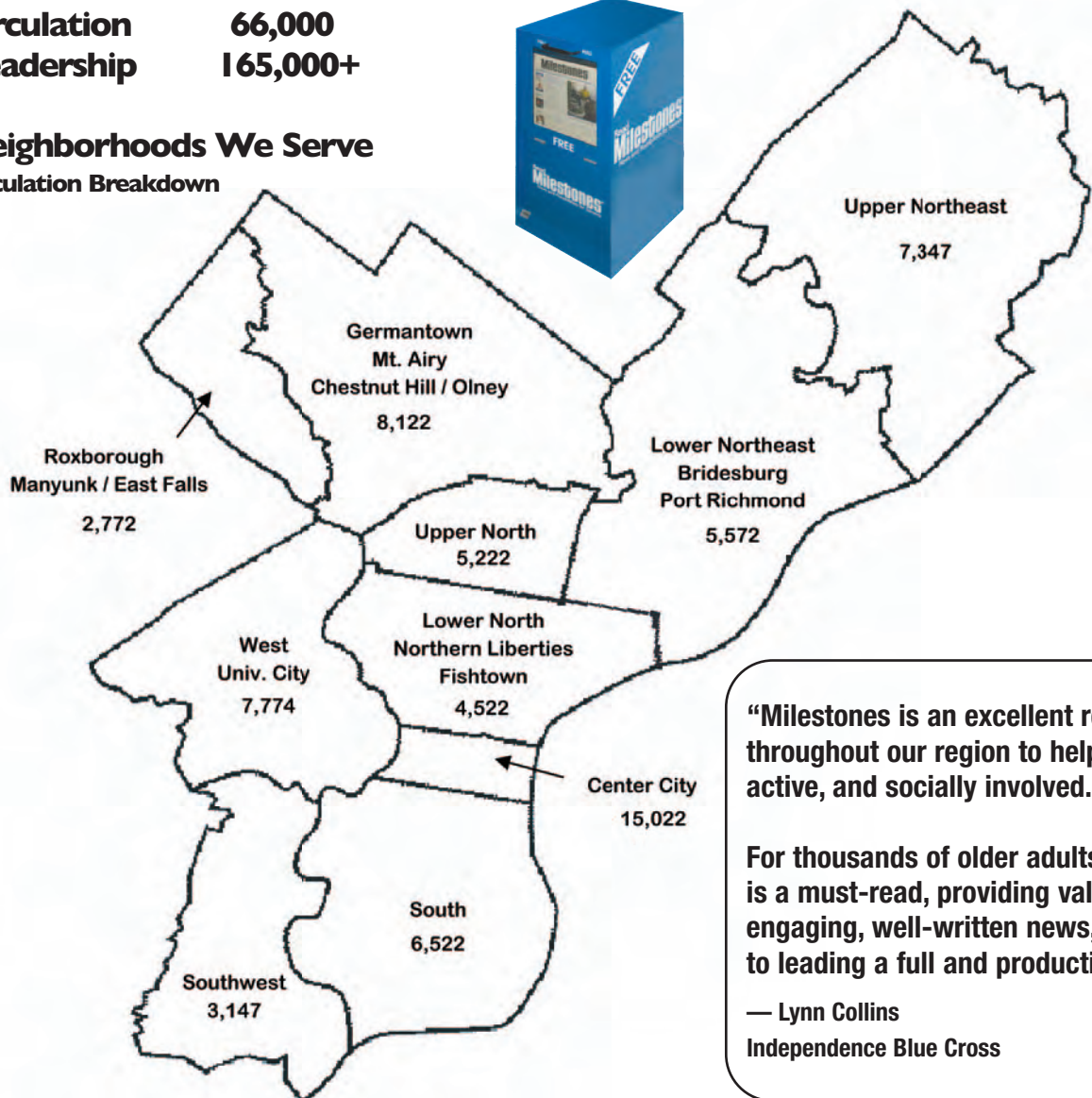
The Best Way to Reach Philadelphia's 55+ Market

Milestones is the pre-eminent newspaper targeting Philadelphia's senior market. With readership of over 165,000, Milestones is distributed free of charge on a monthly basis to older, active adults. Milestones reaches Philadelphia's mature market through our strategic distribution network of over 800 sites, including senior centers, community centers, apartment buildings, housing complexes, pharmacies, hospitals, libraries, houses of worship, retailers, restaurants and other locations frequented by seniors. There are also Milestones honor boxes at high foot-traffic locations throughout the city. Other distribution outlets include PCA's community outreach activities and special events, and home-delivered meals to consumers.

Circulation 66,000
Readership 165,000+



Neighborhoods We Serve
Circulation Breakdown



“Milestones is an excellent resource for seniors throughout our region to help them stay healthy, active, and socially involved.

For thousands of older adults, the publication is a must-read, providing valuable information, engaging, well-written news, and helpful tips to leading a full and productive life at all ages.”

— Lynn Collins
Independence Blue Cross