



## The Business of Aging... coming in March

The March 2019 issue of The Business Journal of Tri-Cities TN/VA takes a deep dive into the business of aging. How is the accelerating demographic shift affecting market sectors from wealth management to health care? And, how will the graying of the region affect businesses that don't deal directly with the seniors market as the overall economy changes?

- **A market fact for our region:** 58,508 workers – a little more than one-in-three of all workers in the region were 55 and older in 2017, according to the latest census data. Northeast Tennessee and Southwest Virginia are graying at a faster pace than the nation as a whole. What does this mean for the Tri-Cities economy and for your business?
- The **special edition** will focus your products and services available to our 24,000 readers. Whether your company is health related or focuses on financial health, or legal services, you will want your message to be included.
- The **'Boomer'** age demographic has the most expendable income, are the most influential and valuable for your company.

### Rates

Double Page .....	2295
Full Page .....	1395
1/2 Page .....	795
1/4 Page .....	450
1/6 Page .....	425

### Specifications

Double Page .....	17.25" w x 11.125" h
Full Page/bleed ....	8.625" w x 11.125" h
1/2 Page .....	7.875" w x 5" h
1/4 Page .....	3.85" w x 5" h
1/6 Page .....	2.715" w x 5" h

**Reserve your space in this special focus section now.**

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