

GENERATIONS MAGAZINE

2025 PARTNER BENEFITS

As a Partner with *Generations Magazine (GM)* and GenMag Publication, LLC, you can reach readers from Hawai'i, the mainland, and other countries through our printed publication and online presence. *GM* also offers opportunities for increased visibility at no additional cost to you or at a special discounted rate.

+ 5 Minute Videos

Informative, inspirational and animated Partner company videos will be filmed, edited and produced (for Partners who purchase full- or half-page ads or articles) for use on *GM's* website and social media pages. Videos are one of the best ways to reach Generation X readers, who are at the peak of their income earning potential with established careers and prominent positions in the workforce, making them the generation with the highest median income in the US. The "sandwich generation" requires information, services and products to help them care for their aging parents, themselves and their own maturing children.

+ Website: Generations808.com

Partner logos can be linked to your home page on *GM's* website, which reaches thousands of seniors, their families and caregivers worldwide.

+ Facebook: [@GenMag.808](https://www.facebook.com/GenMag.808)

GM's Facebook page reaches the 50-plus age group with highlights and links to *GM* articles, upcoming events and other important information. We encourage all our Partners to "like" our page and share our posts!

+ Instagram: [GenMag.808](https://www.instagram.com/GenMag.808)

GM's Instagram page will reach the 40-plus age group with highlights and links to *GM* articles, upcoming events and other important information.

+ Calendar: Generations808.com/calendar

Post an event on *GM's* calendar by filling out an easy form at generations808.com/event-submission.

+ Articles

Partners may be asked to write a half-page article, which will provide additional exposure to *GM* readers.

+ Public Events

GM invites its Partners to participate in annual events on O'ahu, with the goal of hosting events on all Hawaiian Islands in the coming years.

- **Aging in Place (AIP) Workshop.** AIP has been *GM's* premier annual event since its inception 17 years ago. Each year, over 1,800 attendees have enjoyed the free-admission event which features 20 speakers or more and 50-plus exhibitors at the Ala Moana Hotel. *GM* Partners are invited to participate as featured speakers and/or exhibitors at a discounted rate.
- **Senior Fairs.** *GM* invites its Partners to participate in its senior fairs at no charge. Three fairs will be held on O'ahu in 2025. Plans are also in the works to hold senior fairs and workshops on Maui, Hawai'i Island and Kaua'i. More information will be available soon.
- **Honolulu Mayor's Annual Craft & Country Fair.** As a cosponsor of the fair held at the Blaisdell Exhibition Hall each November, *GM* provides additional exposure to its Partners. Only *GM* Partners are invited to participate at no charge.
- **Honolulu City & County Senior Games.** *GM* is a major sponsor of the City and County of Honolulu's annual Senior Classic Games held every March. Since 2012, *GM* has provided all the medals for gold, silver and bronze team winners.
- **Honolulu City & County Annual Walk.** *GM* is a cosponsor of the City and County of Honolulu's annual Senior Walk, which is held in October in conjunction with the *Generations Magazine* Senior Fair at Pearlridge Shopping Center. Only *GM* Partners are invited to participate at no charge.

+ Partner Networking Events

Partners will be invited to *GM* networking meetings throughout the year at no cost.

Contacts

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- **Ad & article details, deadlines & scheduling:**
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