

The Life & Legacy List

of Oklahoma City

Your Local Guide to
End-of-Life Resources



Media Kit

The Life & Legacy List

(405) 295-5504

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About the Magazine

The Life & Legacy List is Oklahoma City's trusted, Death-Doula-led guide to end-of-life resources. Founded by Death Doula Sara Kovash, it's published biannually in a handy digest designed to close the gap between vital services and the families who need them most. The print edition connects readers with funeral homes, hospices, attorneys, financial advisers, grief counselors, wellness providers, and more. Every advertiser is also included year-round in our online directory at thelifeandlegacylist.com, ensuring your services are easy to find whenever they're needed most.

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Distribution



Circulation: 2500-5000 copies per issue in 2026, with a projected growth to 5,000-10,000 copies per issue in 2027.



Future Growth: Plans to expand to a quarterly publication by 2027, increasing advertiser visibility. In addition, a Tulsa market will be developed within this same time frame.



Distribution: Widely available throughout Oklahoma City and the surrounding metro communities, placed in trusted local businesses and with care providers.



Audience: Reaching a diverse readership across all ages, with a primary focus on older adults 65+ and their families. Key decision-makers in end-of-life planning.

Contact

For more information please contact:

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Print Audience

Our print readers are individuals and families preparing for—or walking through—life's final transition. They're seeking clarity, compassion, and trustworthy information during some of the most important decisions they'll ever face. We reach a diverse Oklahoma City metro audience, with a strong focus on adults 65+ and the loved ones who help make decisions. Readers look to the digest for practical checklists, heartfelt guidance, and a curated directory of local providers who can meet their unique needs.

Primary readers: Adults 65+ and their families

Adults entering retirement age who are beginning to consider end-of-life planning decisions for themselves and their aging parents.

Decision-Makers: Spouses, adult children, and caregivers

Family members actively engaged in end-of-life planning conversations and coordinating care for loved ones.

Location: Oklahoma City and surrounding metro communities

Residents of Oklahoma, Cleveland, and Canadian County and surrounding areas seeking locally-focused resources and trusted providers.

Reach: Diverse readership spanning multiple generations

Multi-generational families with strong engagement from older adults who influence major family decisions.

Reader Demographics

\$55,000+

Median Household Income

Oklahoma City metro adults 65+ with strong spending power and financial stability

59.1%

Home Ownership

Established homeowners with significant assets and estate planning needs

4.1 Million

Turning 65 each year through 2027.

By 2031 all 73 million baby boomers will be over 65.

70%

US Wealth Control

Adults 65+ control majority of American wealth and spending decisions

Key Market Insights

- Primary financial decision-makers for multi-generational families
- Influence adult children and caregivers in service selection
- Active researchers who value trusted, local recommendations
- Seek quality over price when choosing end-of-life services
- Strong community ties and word-of-mouth referral networks

Why Advertise With Us



Trusted Environment

Your advertisement appears alongside expert advice and carefully vetted resources, lending credibility to your brand and services.



Premium Visibility

Limited inventory creates less competition and clutter than general publications, ensuring your message stands out.



Year Round Digital Presence

Extend your reach beyond print with a free listing in our online directory, available to families year-round.



Extended Exposure

Digest format designed for reference use. Readers keep issues for months, extending your ads lifespan far beyond typical publications.



Qualified Lead Generation

Readers are actively seeking end-of-life services and planning resources not passively browsing: they're ready to act.



Community Credibility

Local focus builds trust and generates referral opportunities within established Oklahoma City networks.



Multi-Generational Outreach

Primary reader influence children and caregivers, who often research and coordinate services.

Strategic Distribution



Healthcare Facilities

- Geriatrician & specialist offices
- Hospital waiting & discharge areas
- Outpatient & rehab centers
- Senior-focused pharmacy locations
- Dialysis & cancer treatment centers



Professional Services

- Estate planning attorney offices
- Financial planning firms
- Insurance agency waiting areas
- Senior-focused accounting firms
- Trust & wealth management offices



Community Centers

- Senior centers & adult day programs
- Faith-based organizations
- Libraries & government centers
- Community recreation facilities
- Educational seminar locations



Care Providers

- Hospice & palliative care offices
- Assisted living communities
- Home healthcare agencies
- Grief counseling centers
- Memory care facilities

Anticipated Market Coverage

Reaching OKC's end-of-life planning community

**Metro OKC
& Surrounding
Areas**

**150+
Distribution
Points**

**65+
Partner
Locations**

**365
Year Round
Digital Presence**

Publication Details

A digest-sized magazine
approximately 5.5 x 8.5"

All rates are NET. No
discounts or commission
apply

Artwork Requirements

Print

Layout is included with all ads.

Camera-ready artwork.
Minimum 300 DPI.

Print Ready Format - PDF/X-1a,
PDF/X-4, TIFF or EPS logos only.

All fonts and images must be
embedded or outlined (EPS/SVG).

Hard copy proof required for
all ads.

Digital

Minimum 600 px wide.

72 DPI (web optimized).

Logos must be in JPEG or PNG
PNG preferred with transparency.

Standard Listings: Up to
100 words of text copy.

Featured Listings: Up to 200 words
of text copy w/optional logo photo

Deadlines & Publication Schedule

Spring 2026

Print Target Date:
March 15, 2026

**Ad Reservation Deadline:
January 25, 2026**

Fall 2026

Print Target Date:
September 15, 2026

**Ad Reservation Deadline:
July 25, 2026**

Deadlines may shift to accommodate holidays.

*Rates, circulation, and publication details are subject to
revision without notice.*

Rate Card

<i>Add Sizes & Specs</i>	<i>1st Issue Only</i>	<i>Both 1st & 2nd</i>
Full Back Cover 4.875 x 8"	\$1400	\$2600
Full Inside Cover 4.875 x 8"	\$1200	\$2200
Half Vertical Spread 2.375 x 8"	\$600	\$1100
Half Horizontal Spread 4.875 x 3.875"	\$600	\$1100
Quarter Page 2.375 x 3.875"	\$400	\$750
Quarter Strip Page 4.875 x 1.25"	\$300	\$550
Full Inside Page 4.875 x 8"	\$900	\$1600

***All print ads include a complimentary online
directory listing at www.thelifeandlegacylist.com.
Featured placement available: \$100 per year
Online only listing: \$100 per year***

All rates are NET
Layout included with all ads
No commissions apply

Founding Partner Advertiser Program

*Join the launch of
The Life & Legacy List
of Oklahoma City*

Be part of our story from day one

Exclusive Founding Benefits



**25% OFF All Print
Advertising Rates**



**12 Month Rate
Lock Guarantee**



**Complimentary Ad
Design and Layout**



**Priority Placement
Consideration**



**Recognition as a
Founding Partner**



**Featured Business
Spotlight Online**

Investment Protection

Your investment is protected with our rate lock guarantee. While rates may increase for new advertisers, founders maintain their discounted pricing.

EXCLUSIVITY

Complimentary priority online listing in our online directory
Limited to First 15 Businesses
Must Book by December 31, 2025

Ad Dimensions

**Full
Page**

4.875 x 8"

**Half
Horizontal
Spread**

4.875 x 3.875"

**Half
Vertical
Spread**

2.375 x 8"

**Quarter
Page**

2.375 x 3.875"

**Quarter
Page**

2.375 x 3.875"

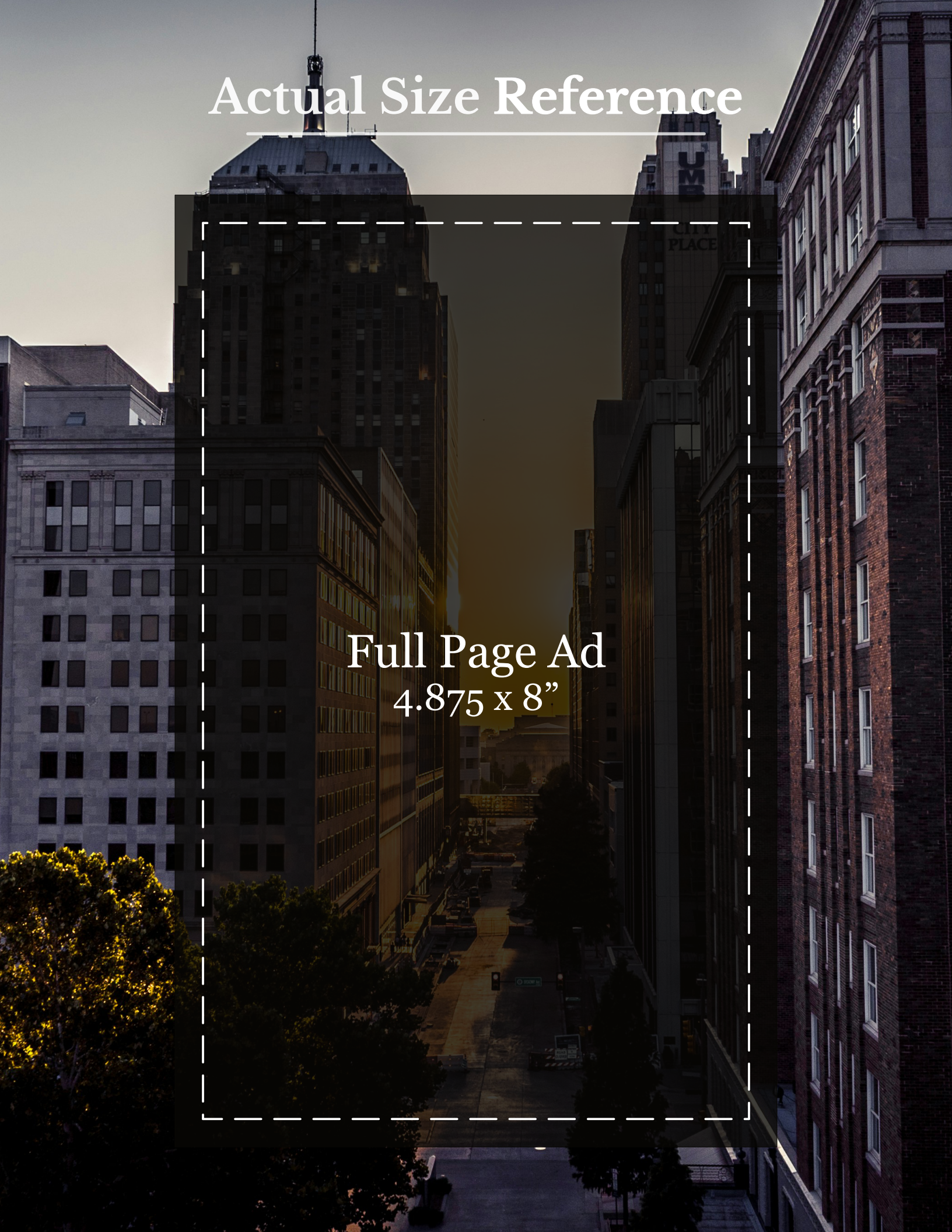
Quarter Strip Page

4.875 x 1.25"

Quarter Strip Page

4.875 x 1.25"

Actual Size Reference



Full Page Ad
4.875 x 8"

An aerial photograph of a river flowing through a landscape at sunset. A bridge spans the river in the middle ground. The sky is filled with colorful clouds in shades of orange, yellow, and blue. The surrounding area includes some industrial or commercial buildings on the left and a parking lot on the right. The image is used as a background for a technical diagram showing page dimensions.

Half
Horizontal
Spread
 $4.875 \times 3.875''$

Quarter Page
 $2.375 \times 3.875''$



Half Vertical
Spread
2.375 x 8"



Quarter Strip Ad
4.875 x 1.25"

Quarter Strip Ad
4.875 x 1.25"