



On October 29th, help 65,000 families in Fairfield and New Haven Counties prepare for and cope with life's eventualities.

IN TIME OF NEED

THE MAGAZINE OF LEGACY PLANNING

"Backward, turn backward, O Time in thy flight!" -- Elizabeth Akers Allen



Think how much of our lives we devote to building homes, families and careers. But due to the sensitivity of the topic, preparing for our golden years, the last chapter, is sometimes an afterthought.

IN TIME OF NEED is a resource guide that puts tomorrow on today's radar. The latest addition to the Hearst Connecticut Media Group's magazine family, this special supplement covers sensitive issues like final arrangements, estate planning, processing grief, and the rituals, sacraments and celebrations surrounding loss from various cultures and ethnicities. The perfect promotional vehicle for funeral homes, cemeteries, retirement communities, attorneys, financial experts, insurance companies, therapists, in-home nursing and rehabilitation services. The MPA determined that magazine advertising is the best investment of any marketing channel...a return of \$3.94 for every dollar spent.

According to Scarborough research, over 1,000,000 adults in the CT-NY market plan to retire within the next twelve months. Capture the attention of readers from New Haven to Greenwich with this keepsake edition.



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