

# Gift Ideas

## Older Americans See Benefit To Large Print

(NAPSA)—With mature Americans now representing 37 percent of the population, many businesses are trying to meet the demand for products, services and gifts tailored to that consumer group.



For example:

- There are now health clubs that target mature consumers with special programs.

- The same is true of dietary supplements that address their nutritional needs.

- The travel and tourism industry has also found success by creating tour packages for the mature market.

The trend also extends to publishing. Research indicates some 13.5 million mature Americans say they have trouble reading standard newspaper text and one-quarter of those that have vision problems say they miss reading the most.

- Responding to this need, *Reader's Digest Large Print* offers the world's best-read magazine in a large print version accessible to anyone who wants or needs an easier read. Circulation for the large-print edition is currently at 600 thousand copies—an increase of 50 thousand from last year.

This commitment to serving the vision impaired is nothing new. *Reader's Digest* has been in the large print business since 1963. The company's founder, DeWitt Wallace, felt that everyone should have the opportunity to read, no matter what their visual ability.

*RD Large Print* is the only lively, colorful and contemporary

magazine targeting this special audience and may make a thoughtful holiday gift for a senior who values the joy of reading. It comes in an easy-to-read large print with type that is twice as big as regular print, bigger photos and illustrations, and special non-glare paper.

However, it has the same inspirational stories, humor, medical updates, and features found in the regular print *Reader's Digest*.

A one-year, 12-issue subscription costs \$27.96—a 53 percent savings off of the cover price. It's possible to order toll free, by calling 1-800-827-4812 or by going to [www.rdlargeprint.com](http://www.rdlargeprint.com).

- Working with the Partners for Sight Foundation, *Reader's Digest* also offers *Select Editions Large Type*, a large print reading series that also makes a thoughtful gift for the vision impaired.

Each volume contains two stories in easy-to-see large print. All selections are expertly edited by *Reader's Digest* editors, and specially selected and designed for anyone who prefers to read larger print. A one-year, six-volume subscription costs \$14.95.

The publication contains what has been described as some of today's best reading in current fiction, romance, mystery, biography and adventure. One recent volume paired *The Wailing Wind* by Tony Hillerman with *Step Ball Change* by Jeanne Ray.

The paperbacks, printed on non-glare paper, are lightweight and easy to handle. Currently, 61,000 people subscribe to this publication. You can order toll free by calling 1-800-877-5293 or send an e-mail to: [partnersforsight@readersdigest.com](mailto:partnersforsight@readersdigest.com).