



328 West Lincoln Avenue, Suite 10
Libertyville, Illinois 60048
847-816-8660 • Fax 847-816-8662
E-mail info@seniorawards.com
Web seniorawards.com

For Immediate Release

Contact: Pat Henze, executive director
info@seniorawards.com, 800-828-8225

2025 National Awards Honor Best of Mature Market Media

The 34th annual National Mature Media AwardsSM recently honored the nation's best marketing, communications, educational materials, and programs produced for older adults.

The awards program, presented by the Mature Market Resource CenterSM, a national clearinghouse for the senior market, is the largest program of its kind. The awards were created to annually recognize the best materials produced for those who are 50 and older, the nation's fastest-growing population group.

Gold, Silver, Bronze and Merit certificates were awarded in more than 40 categories. Categories included marketing communications, publications/editorial, educational/training programs, mature work & retirement and art/design. Entries included brochures, newsletters, magazine and newspaper articles, web-based and mobile resources, radio and television advertising, books, and annual reports.

The winners were selected by a distinguished panel of judges from across the United States, which represent years of expertise working in the mature market. (Editor's Note: A list of this year's judges is available at seniorawards.com/2025winners.)

2025 Gold Award winners included AARP (Article—Magazine/Newsletter/Newspaper); Mather (Brochure/Booklet); Anstey Hodge (Direct Mail); Next Avenue (Blog); Angell Marketing (Marketing/Advertising Campaign); and HumanGood Brand Marketing (Miscellaneous Marketing/Communications). A complete list of winners, judges and entry categories can be found at seniorawards.com.

The 35th annual National Mature Media Awards—for materials published or produced during the 2025 calendar year—will be held in the spring of 2026. For entry or sponsorship information, please contact Patricia Henze at info@seniorawards.com.