

Smart Senior Daily offers news, sense, and smarts – with a side of play

New publication touches all the facets of a Senior's life



Louisville, Kentucky Nov 6, 2025 ([Issuewire.com](https://www.Issuewire.com)) - Seniors have a new online tool to help navigate daily life. Smart Senior Daily has launched a digital publication built by and for adults 60 and older — where real-world experience meets practical insight.

The site cuts through the media clutter to deliver trusted reporting, clear guides, and daily puzzles that help older adults live smarter, safer, and better-informed lives. Readers get a daily dose of news and information about money, health, technology and warnings about the latest scams targeting senior. Lifestyle articles and puzzles are also part of the mix.

Smart Senior Daily was founded by Gary Guthrie, a reporter for ConsumerAffairs for seven years and himself a senior with a long history of successfully following and interpreting trends.

“We combine journalism with engagement — stories that matter and puzzles that keep readers sharp,” Guthrie said. “Our mix of news, advice, and interactive play turns Smart Senior Daily into more than a publication — it’s a daily habit.”

Audience Snapshot

- Adults 60–80+; active, curious, and tech-comfortable
- 70% read on mobile or tablet
- Median income: \$70K+
- Loyal, time-on-site readers who move between articles and puzzles

Puzzle Lineup

- Word Up!— a daily twist on Wordle but in triplicate
- Mini-Crosswords— fast, satisfying brain boosts
- Word Search & Sudoku— rotating favorites

Recent articles have offered advice for making your savings last, covered why housing costs are rising and a warning about Medicare scams. Smart Senior Daily can be subscribed to for \$2.25 a month or for an introductory annual rate of \$15. A limited access free version is also available.

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