

AGINGCARE.COM MEDIA KIT

Reach an ENGAGED audience of CAREGIVERS



Agingcare.com[®]

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Commitment TO CAREGIVERS

AgingCare.com fills a vital role for the caregiver market: to help people caring for elderly parents find the support, resources and information they need.

Caregivers are seeking information on how to best care for their elderly relatives: housing options, senior health care, daily living products and more. AgingCare.com provides this information, as well as an expansive community that enables caregivers to connect with others who understand what they're going through and can give encouragement and guidance.



- AgingCare.com helps caregivers find the support, resources and information they need to care for their elderly relatives.

Elder Care Experts MEET OUR TEAM

Our experienced content staff includes experts who are renowned in various areas of elder care. Many have advanced degrees and have authored books in their areas of expertise, which include: elder law, financial planning, psychology, elder health care and medicine.

Each of our experts is dedicated to providing quality information that is engaging, informative and supportive to caregivers.

Get the full story on each of our experts at <http://www.agingcare.com/Experts>



AN ACTIVE AUDIENCE OF ENGAGED VISITORS

Rich original content, expert advice and a strong network of support keep visitors returning to AgingCare.com, on a daily basis.

The Leading Online Destination for Caregivers

DEMOGRAPHICS & REACH

AgingCare.com provides caregivers who are looking for emotional support a place to gather, share experiences, ask questions and offer comfort to each other. Deep connections among caregivers are made through ongoing dialogue. As a result, AgingCare.com has the most active caregiver website online.

500,000

caregivers visit our site each month.

Each week over

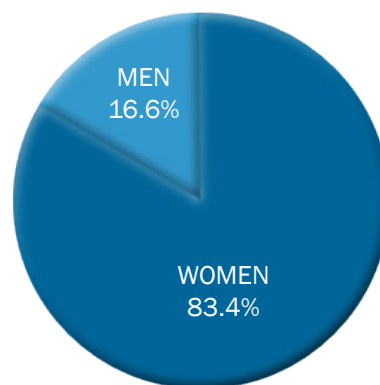
180,000

caregivers receive our newsletters with trusted, relevant information.

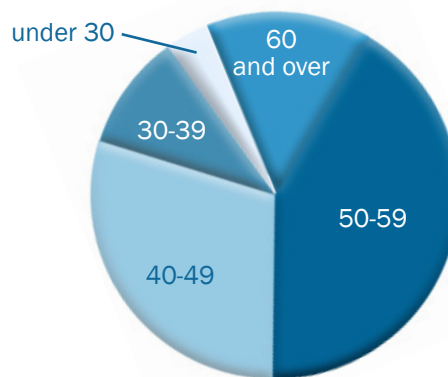
Caregivers spend a significant amount of **time on our site** - an average of **5:36**.

DEMOGRAPHIC PROFILE

AUDIENCE



MEDIAN AGE



30%

of family caregivers are themselves age 65 or older and nearly 20% are between the ages of 45 and 54.

A Comprehensive Source of Information

AgingCare.com is a valuable resource that enables caregivers to get all the information they need in one place. Caregivers have access to the knowledge and support they need to deal with issues they face today and guidance on what to expect in the future.

TOPICS COVERED INCLUDE

SENIOR HOUSING

Assisted Living
Skilled Nursing
Independent Living
Home Care
Continuing Care
Physical Rehabilitation
Adult Day Care
Hospice
Daily care

HEALTH CONDITIONS

Alzheimer's & Dementia
Arthritis
Incontinence
Parkinson's Disease
Macular Degeneration & Vision
Cancer
Lung & Respiratory
Hearing
Depression & Mental Health

GERIATRIC CARE MANAGEMENT

Falls & Mobility
Nutrition, Food & Mealtime
Home Safety
Bathing & Toileting
Senior Driving & Transportation
End of life

INSPIRATION & SUPPORT

Stress Relief
Balancing Work & Life
Family & Relationships
Health & Exercise
Communicating with Elders
Connecting with Other Caregivers
Elder Care Resources
Finding Help & Guidance

MONEY & LEGAL

Long-term Care Insurance
Paying for Care
Medicare & Medicaid
Advance Care Directives
Power of Attorney
Estate Planning
Wills & Trusts
Elder Fraud

PRODUCTS & TECHNOLOGY

Emergency Alert Systems
Hearing Aides
Medication Management
Mobility
Personal Care & Hygiene
Medical Equipment
Food & Nutrition
Memory Support

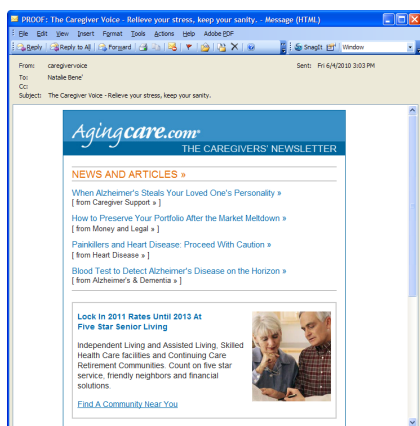
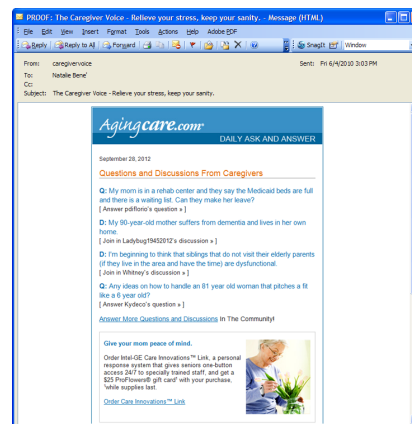
Marketing Products: Email Sponsorship

EMAIL: THE DAILY ASK AND ANSWER

The Daily Ask and Answer is a community-driven email with content created solely by our caregivers. Caregivers look to these daily emails for answers and the opportunity to share the experiences.

FREQUENCY: Daily

FEATURES: Text Ad with Logo & Link to Your Website



EMAIL: THE WEEKLY NEWSLETTER

Caregivers rely on the AgingCare.com newsletter as their weekly source for reliable, quality information related to all aspects of caregiving. The newsletter contains recent caregiving news, articles, advice from our eldercare experts, featured products and comments from caregivers.

FREQUENCY: Twice a week

FEATURES: Text Ad with Logo & Link to Your Website

Meet one of our advertisers

"AgingCare.com provided the ideal platform for conducting our survey. Not only did we successfully reach our survey completion goal, but the information and stories we received from the caregivers were invaluable."

- eHealthInsurance Services, Inc.

Caregivers spend over **\$350 BILLION** annually on elder care products.

Marketing Products: Banner Ads

DRIVE TRAFFIC AND PROMOTE YOUR BRAND

AgingCare.com is the most relevant platform for promoting your products and services. Increase the visibility of your brand, while communicating your products and services to a targeted audience of caregivers.

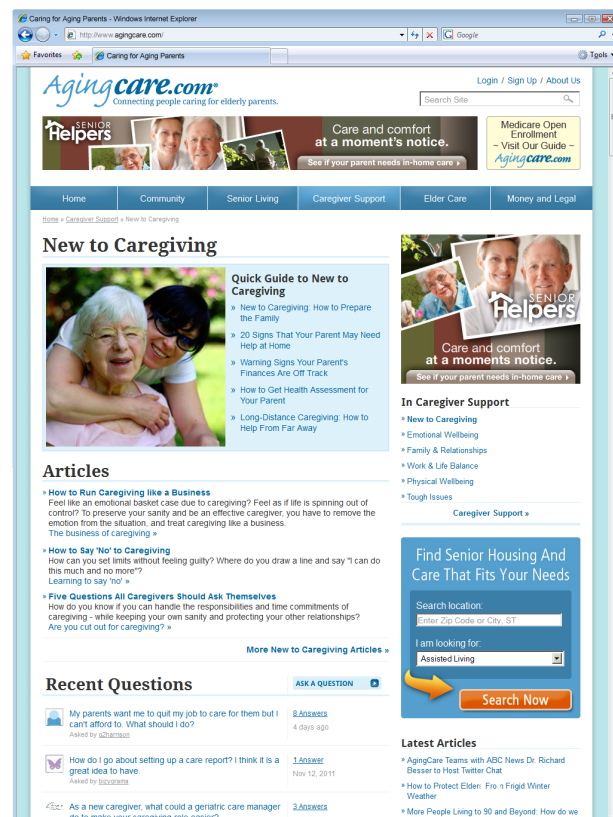
Caregivers are actively seeking information on elder care, and they trust us to connect them with the products and services that will positively impact their lives. AgingCare.com banner space delivers premium placement alongside trusted information.

Most importantly you drive this loyal, engaged audience to your website.

AD PLACEMENT

SPECS

A	Leaderboard	728 x 90
B	Medium Rectangle	300 x 250



Meet one of our caregivers

Susan, a 45-year old high-school teacher who has 3 children of her own, is caring for her father with Alzheimer's disease. She says, "Words cannot express how grateful I am for the AgingCare site, its moderators, and the people who are posting on it."

- Build brand awareness and drive caregivers to your website with banner advertising.

More than **55%** of caregivers that use the internet are **SEEKING** information about **SERVICES** available for elderly parents.

Marketing Products: Exclusive Sponsorship

EXCLUSIVITY FOR YOUR BRAND

Become an Exclusive Sponsor and take your advertising campaign to the next level. Build maximum awareness without competition from other advertisers.

Exclusivity provides your company with the opportunity to be seen as the industry leader and helps develop deep relationships with the caregiving audience.

Exclusive ad space on topics related specifically to your products and services means caregivers will be more likely to select products and services from you - the brands they know and trust.



Get exclusive premium ad space on topics related to your products and services.

Meet one of our advertisers

"We are currently enrolling a U.S. clinical trial for an investigational device for emphysema. Since advertising on AgingCare.com, we have seen a steady weekly increase in traffic to our clinical trial site... We feel the ratio of advertising cost to the number of site visits is an excellent spend of our ad budget"

- Marketing Manager, Spiration, Inc. IBV Valve

Roughly **1 OUT OF EVERY 4** households has a caregiving situation.

Marketing Products

BANNER ADVERTISING

Prime real estate for generating leads and promoting your brand

Leaderboard	728 x 90	GIF, JPG No animation Max 45k
Medium Rectangle	300 x 250	GIF, JPG No animation Max 45k

EMAIL SPONSORSHIP

Sponsor a newsletter that reaches 180,000 caregivers each week.

Your message has premium placement, alongside recent caregiving news, articles, and advice from elder care experts. A minimum of three newsletters is required.

EXCLUSIVE SPONSORSHIP

Please contact AgingCare.com directly to learn more about this exclusive marketing product.

SENIOR LIVING DIRECTORY

The AgingCare.com Senior Living Directory is integrated into our content-rich website.

Rich content and local resources across all categories of senior housing and elder care keeps caregivers coming back again and again to find what they need to best care for their elderly parents. Sign up today, and connect with qualified individuals actively searching for senior living options for themselves or their loved ones.

Contact Information

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Fax: (239) 594-3207
Email: custcare@agingcare.com

More than **65%** of caregivers **USE THE INTERNET**
as their primary means of **SUPPORT AND INFORMATION.**

Your Key To Success

PREMIUM PLACEMENT ALONGSIDE TRUSTED INFORMATION

Start your campaign today. You will be promoting your brand and generating qualified leads, while aligning your business with AgingCare.com, a trusted source of information for caregivers.

Get started today.

Speak with an
Online Marketing Specialist
Call (239) 594-3222

connect with
CAREGIVERS

engaged
COMMUNITY

unique, original
CONTENT



34 MILLION PEOPLE are caring for an elderly loved one.