



Media Kit

Niche-Marketing to Seniors
And Caregivers

Contact: Info@SeniorMag.com



Senior Market Fact Sheet

**Is your company targeting seniors?
You should be. Here's why...**

- Seniors make up a larger market than African-American and Hispanic market segments combined.
- Age 55+ households are the fastest growing user segment to embrace computer technology
- Seniors are the most brand loyal age group. Are you getting to them first?
- Seniors own 70% of all money market accounts and certificates of deposit assets
- Seniors have an income per capita that is 26% higher than the national average
- They spend more than one trillion dollars on goods and services
- Seniors account for 60% of all healthcare spending
- They purchase 74% of all prescription drugs and buy 51% of all over-the-counter drugs
- Seniors acquire 41% of all new cars
- Seniors purchase 25% of all toys
- They account for 80% of all luxury travel
- Seniors spend \$7 billion online annually
- An average retired seniors who is online spends more time online than an average teenager
- Adults 50+ control a household net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth



SeniorMag Profile Online Merchandising Fact Sheet

Let SeniorMag.com go to work for you and reach the largest and fastest single growing market in the United States

Fact #1: Seniors, age 55+ are the fastest growing Internet market there is... bar none!

Fact #2: The second fastest growing Internet enabled age group is 45-55, the age when most people have senior parents. The vast majority of caregivers play an active role in determining who and what services are necessary.

Fact # 3: Less than 30% of caregivers live in the same town as their senior parents and over 40% live out of state. How do they find you now?

Fact #3: Seniors require additional information before making decisions and opt for companies that offer special senior promotions. Very few avenues allow small businesses to directly target this market.

Fact #4: Target marketing works best. Give specifically developed information to specific groups to get the best results.

Fact #5: Being in the top 1% of search engines results sounds pretty good until you realize that there are over one million possibilities and your company is at 7462. Advertising through SeniorMag allows instant visibility without constantly playing search engine games.

Fact #6: Hits are not users. Companies that advertise their hits are hiding their number of users because they are such small numbers. Hits are files and there are many files on each page. Hence one viewer creates, many hits.



SeniorMag Profile Merchandising Program

Your company's targeted message in front of seniors who are looking and purchasing NOW!

SeniorMag.com Demographics

- ✓ Average age: 59
- ✓ Male/Female Split: 38/62
- ✓ Residence: Homeowner (86%) ←
- ✓ Household: Empty-nester (68%)
- ✓ Average Household Annual Income: \$65-75,000
(substantially above online averages)
- ✓ Have one or more parents still living: (42%)
- ✓ Indicate that they search for services online: (85%)

Are these
YOUR
customers?



Advertising Programs

Your message, your logos, your contact and business information about your company, in your town or across the nation. SeniorMag does the rest.

Corporate Sponsor - Ideal for national exposure. The best value and you take full advantage of SeniorMag's continued growth by contracting based on today's traffic with no additional costs as traffic increases – the only way to get home page traffic. Includes:

- ✓ Your logo and specified link on the SeniorMag home page
- ✓ Full section of your articles about issues that are relevant to your products
- ✓ Featured in our Partners and Links sections
- ✓ Exclusive for your lines of business
- ✓ Priority skyscraper, in line, header banner advertising – Targeted section or Run of Site (ROS)
- ✓ First right of exclusive continuation within your product lines
- ✓ Unlimited products
- ✓ Best monthly rates offered to Corporate Sponsors
- ✓ Three, six, and twelve month contracts allow significant discount opportunities and the ability to take advantage of long-term growth



Advertising Programs

Your message, your logos, your contact and business information about your company, in your town or across the nation. SeniorMag does the rest.

Site Sponsor - Ideal for national exposure within a variety of topics. You spread your message to consumers no matter what section(s) they visit, allowing you to attract viewers with wide demographics. Includes:

- ✓ Your banner(s) located throughout the site
- ✓ Up to eight different banner ads throughout the site to maximize viewer recognition
- ✓ You may differentiate products by section
- ✓ Great monthly rates



Advertising Programs

Your message, your logos, your contact and business information about your company, in your town or across the nation. SeniorMag does the rest.

Section Sponsor - Ideal for national exposure within a specific topic or regional exposure to your product line. You take advantage of a concentration of your product or services and attract only the customers that you want. Includes:

- ✓ Your logo on the first click section page as well as all section pages
- ✓ Up to four different banner ads within the section to maximize viewer recognition
- ✓ Great monthly rates