

2016 MEDIA KIT

THE BUSINESS OF SENIOR CARE

Content Marketing

Custom Content

Lead Generation

Native Advertising

Research & Discovery

Web Creation & SEO/SEM

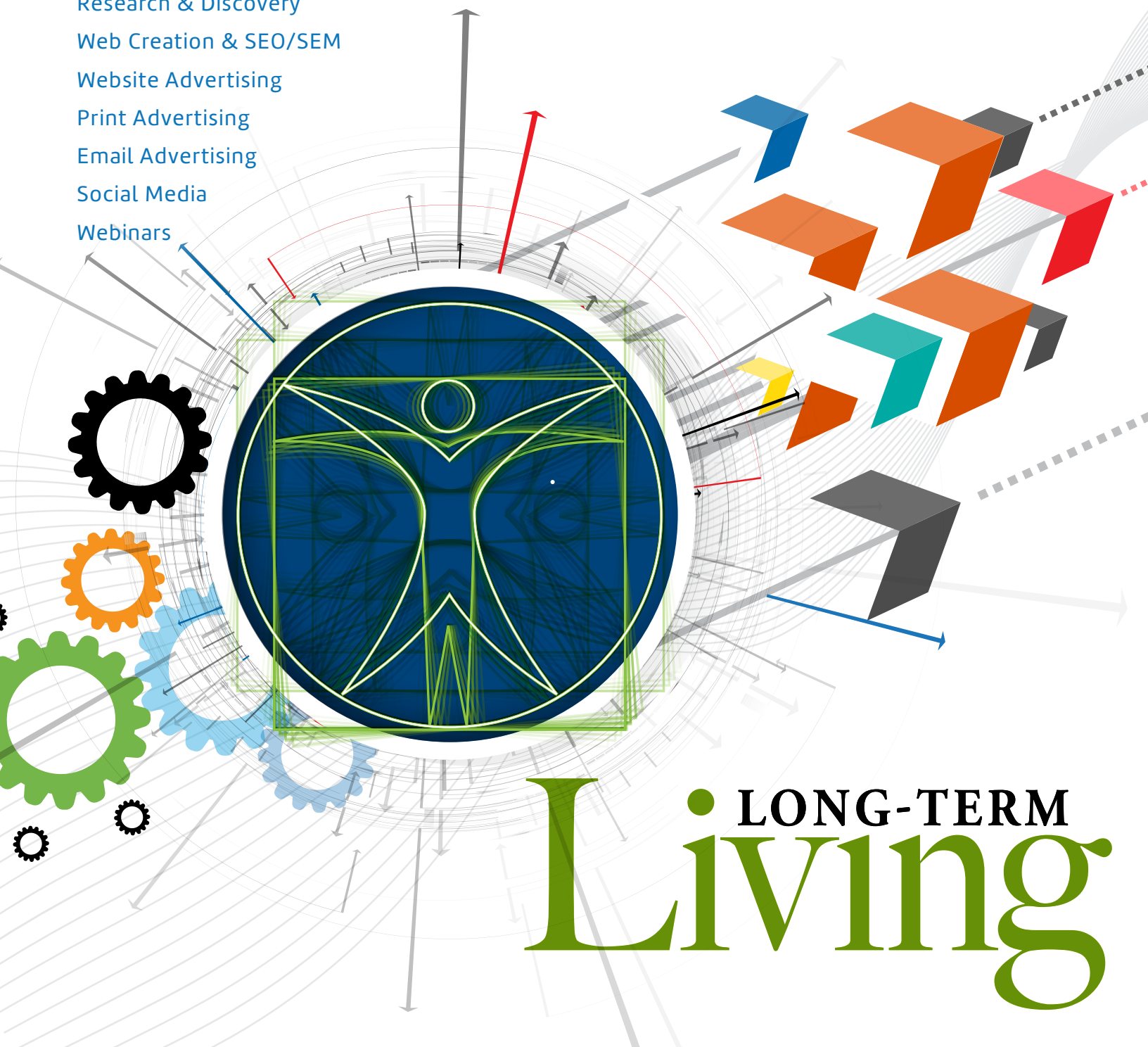
Website Advertising

Print Advertising

Email Advertising

Social Media

Webinars



• LONG-TERM
Living

OUR MISSION

IMPROVING THE BUSINESS OF SENIOR CARE

Improving the business of quality senior care through leadership, innovation and education.

Long-Term Living is the premier resource for practical information, industry insights and management strategies for those engaged in the business of delivering quality senior care. Our audience includes executives, administrators, directors of nursing and department leaders at skilled nursing facilities, assisted living communities and continuing care retirement communities—environments that are increasingly expanding their service lines.

OUR UNIQUE AUDIENCE MIX

60% of our audience has been in the long-term care industry for **more than 15 years.**

Audience by Title

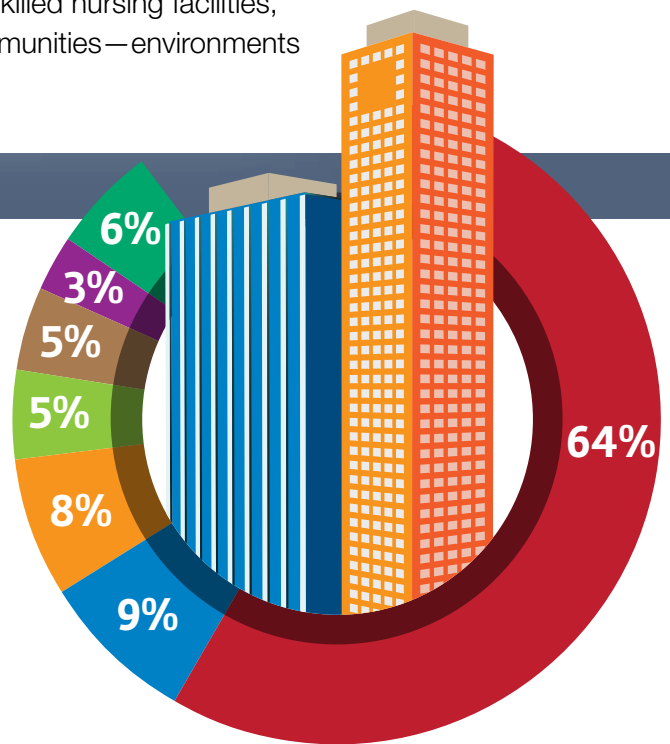
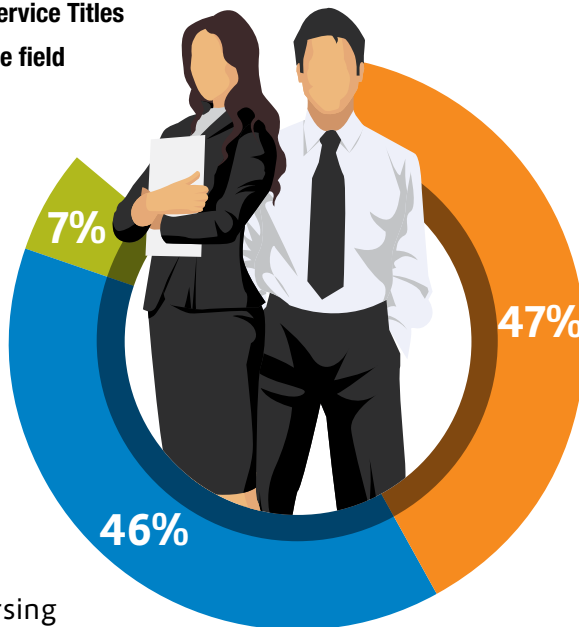
47%: C-Suite, Executive, Financial and Administrative Titles

46%: DONs, ADONs and other Nursing, Medical and Residential Service Titles

7%: Others allied to the field

"Helps keep me up-to-date on hot issues in LTC. Often others are experiencing similar hurdles I am seeing in my position."

– Director of Nursing



Audience by Industry

64%: Nursing Home (SNF, ICF)

9%: Assisted Living/Residential Care

8%: CCRC - Campus/Continuing Care Retirement Community

5%: Rehabilitation/Post-acute Facility

5%: Hospital with LTC Unit

3%: Multifacility Corporate or Regional Office

6%: Others allied to the field

"It covers the entire spectrum of care that is pertinent to our community and the areas we plan to expand into."

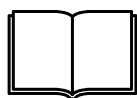
– CEO

BY THE NUMBERS

DELIVER YOUR MESSAGE TO DECISION MAKERS

"Articles are interesting, informative and relevant to my job duties and responsibilities. Concise, easy reading, one article leads you to move on to another. It keeps me informed without being too time consuming. I copy articles that are relevant to other department supervisors and staff to share information they may not be aware of."

— Medical Records Director



31,263

MONTHLY PRINT MAGAZINE
CIRCULATION



34,651

UNIQUE eNEWSLETTER
SUBSCRIBERS



13,418

MONTHLY DIGITAL
PUBLICATION CIRCULATION



5,327

ACTIVE WHITEPAPER
REGISTRANTS



31,483

AVERAGE MONTHLY
DESKTOP VISITS



15,709

TOTAL SOCIAL MEDIA
AUDIENCE



4,470

AVERAGE MONTHLY
MOBILE/TABLET VISITS



72,972

ACTIVE WEBINAR
REGISTRANTS

44,000+

THE NUMBER OF
READERS *LONG-TERM
LIVING* REACHES **WITH
EVERY ISSUE.**

74%

OF OUR
44,000+ READERS
PASS ALONG *LONG-
TERM LIVING* TO AN
AVERAGE OF 9 PEOPLE
— **MAKING OUR TOTAL
READERSHIP 337,040!**

DELIVER YOUR MESSAGE TO READERS YOU CAN'T REACH THROUGH OTHER PUBLICATIONS!

96%

OF OUR READERS DO NOT RECEIVE
SENIOR LIVING EXECUTIVE (ALFA)

92%

OF OUR READERS DO NOT RECEIVE
SENIOR HOUSING NEWS

76%

OF OUR READERS DO NOT RECEIVE
*ADVANCE FOR LONG-TERM CARE
MANAGEMENT*

72%

OF OUR READERS DO NOT RECEIVE
PROVIDER (ACHA)

71%

OF OUR READERS DO NOT RECEIVE
LEADING AGE

36%

OF OUR READERS DO NOT RECEIVE
MCKNIGHT'S LONG TERM CARE NEWS

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AUDIENCE DEMOGRAPHICS

DELIVER YOUR MESSAGE TO DECISION MAKERS

Our unique audience mix of administrative executives and clinical leaders allows you to reach all decision makers in today's team-based senior care delivery environment.

Services Provided

Skilled Nursing/Intermediate Care/MR: 30%

Rehabilitation/Post-Acute: 18%

Assisted Living: 14%

Memory Care: 13%

Hospital with Long-Term Care Unit: 10%

Senior/Retirement Housing: 7%

Home Healthcare: 4%

Adult Day Care: 4%

30%

18%

14%

13%

10%

7%

4%

4%

75% of the LTL audience are decision makers or influencers on these products/services and more:

Bathing Equipment

Clinical Documentation Software

Electronic Health Record

Fall Prevention Technology

Financial Software

Incontinence Products

Infection Control

Laundry Equipment

Maintenance and Housekeeping

Memory Care Products

Mobility Equipment

Nurse Call/Communications

Nutritional Products

Pharmacy Services

Rehabilitation/Wellness Services

Resident Lifts/Transfers

Skin and Wound Care

Training/Staffing Software

Transportation

Wander Management and Safety

Type of Organization

For-profit: 56%

Not-for-profit: 39%

Government: 5%

39%

56%

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AUDIENCE DEMOGRAPHICS

DELIVER YOUR MESSAGE TO DECISION MAKERS

Long-Term Living is the most preferred publication for practical advice and strategic direction.

Facilities: Number of Beds

500 or more: 6%

400-499: 2%

300-399: 3%

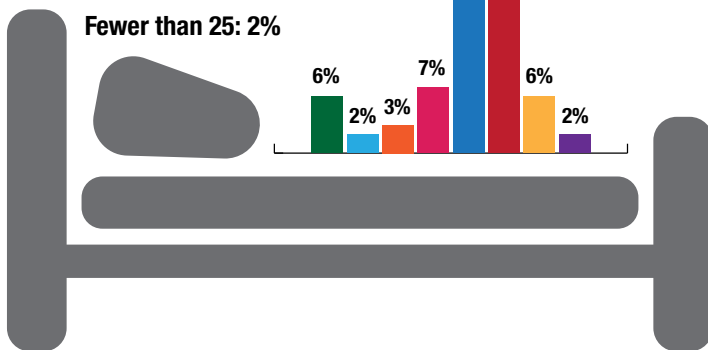
200-299: 7%

100-199: 39%

50-99: 35%

25-49: 6%

Fewer than 25: 2%



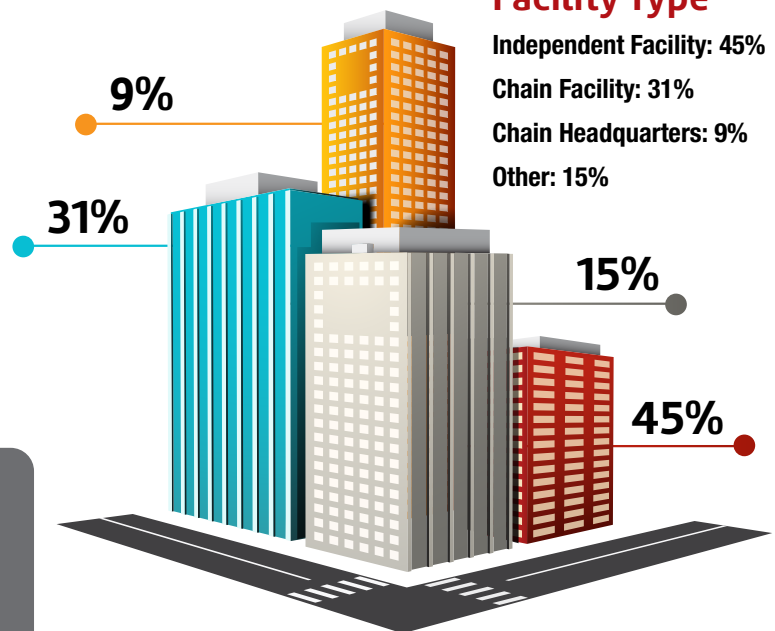
Facility Type

Independent Facility: 45%

Chain Facility: 31%

Chain Headquarters: 9%

Other: 15%



Digital advertising with *Long-Term Living* offers multiple avenues to boost your web traffic and improve your brand awareness. Digital advertising provides easily measured results on your investment, and our marketing team provides standard reporting and performance optimization suggestions. Associate your brand with expert editorial content and reach your target market of long-term care professionals.

eNewsletters

LTL Weekly Enews

Subscribers: 33,312

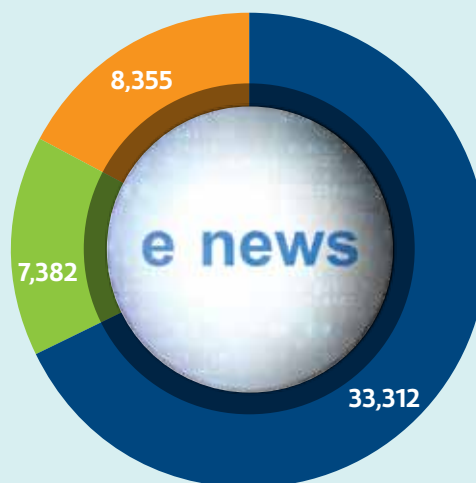
Executive Leadership

Subscribers: 7,382

Clinical Leadership

Subscribers: 8,355

NEW Memory Care



Website

81,852

AVERAGE MONTHLY PAGE VIEWS

28,278

AVERAGE UNIQUE VISITORS PER MONTH

LONG-TERM
Living

EDITORIAL EXPERTISE

STRATEGIC DIRECTION AND CLINICAL GUIDANCE

Since 1951, *Long-Term Living* has maintained a long history of editorial standards. Its editors have earned more than 15 awards for excellence in journalism and industry expertise in the past three years alone, including national gold awards and the prestigious finalist status for the national Jesse H. Neal awards.



Pamela Tabar
Editor-in-Chief



Sandra Hoban
Managing Editor



Nicole Stempak
Associate Editor

Longest standing publication in long-term care

Long-Term Living's team of editors and experts provide strategic direction, clinical guidance and quality innovation in multiple formats daily, to engage audience members wherever and whenever they want to interact with us.

A | S | B | P | E
Fostering 82B editorial excellence

2015 ASPBE gold national award
2015 ASPBE silver national award
2015 ASPBE gold regional award
2015 ASPBE gold regional award
2015 ASPBE gold regional award
2015 ASPBE bronze regional award

AMERICAN SOCIETY OF
HEALTHCARE PUBLICATION EDITORS
ASHPE

2015 ASHPE gold
2015 ASHPE silver

FINALIST
**JESSE H.
NEAL
AWARDS**
Est. 1955

2014 Neal Award Finalist

Finance Wound Care
Disease Management SAFETY
TRAINING CARE COORDINATION
Resident-Centered Care
Memory Care LEADERSHIP Infection Control
MDS CODING WANDER MANAGEMENT
COMPLIANCE Physical Therapy
Medication Management

EDITORIAL CONTENT

THE EDITORIAL CALENDAR

	January/February	March/April	May/June
Ad Close	December 26	February 26	April 29
Materials Due	December 31	February 29	May 2
Editorial Focus	Technology Medication Management Facility Operations Risk Management	Memory Care Regulatory Update Financial Management Coding Compliance	LEADERS OF TOMORROW Nursing Leadership Staff Training Pharmacy
Bonus Distribution	AMDA Orlando, FL (3/17-3/20)	Environments for Aging Austin, TX (4/9-4/12) AANAC Atlantic City, NJ (4/13-4/15) ACHCA Philadelphia, PA (4/16-4/20) ALFA Denver, CO (5/9-5/12)	NADONA Austin, TX (6/24-6/29)

	July/August	September/October	November/December
Ad Close	July 2	September 2	October 28
Materials Due	July 5	September 6	October 31
Editorial Focus	BUYERS GUIDE Facility Operations Resident Care Technology	OPTIMA AWARD Finance Rehab/Therapy Legal Marketing	Infection Control Memory Care Compliance Wander Management
Bonus Distribution	Pioneer Network TBD NIC National Washington, DC (9/14-9/16)	AHCA/NCAL TBD Leading Age Indianapolis, IN (10/30-11/2) ASCP Annual Meeting Dallas, TX (11/3-11/5)	

MARKETING SOLUTIONS

LEAD GENERATION/RESEARCH

LEAD GENERATION

Custom Events

Long-Term Living's professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, *Long-Term Living* will help you plan, market, and produce a successful custom event.

White Papers

Generate qualified leads and pre-qualify key prospects by leveraging thought-leading content. In our White Paper Excerpt Program, you provide us with a case study, white paper, newsletter, or other document. We place it on our website and notify our readers through email that the resource is available. When readers click through to access the document, they answer a few questions before downloading it—and you receive all of the information.

Webinars

Through a turnkey solution, our Webinars increase awareness and interest in your services while our dedicated in-house team builds attendance and manages every detail surrounding the event.

“I follow *Long-Term Living* because I trust it has the most up-to-date information in our industry. It is a proven tool in keeping me and my community up to regulations and industry trends.”

– Administrator

RESEARCH

Focus Groups

Long-Term Living will recruit eight to ten industry professionals who have previously indicated their interest in participating in a focus group with a moderated discussion about an industry issue, product, or challenge as specified by you.

Online Research

Long-Term Living's research team will work closely with your marketing team in the creation of an online research program carefully designed to garner information and opinions from members of the *Long-Term Living* audience.

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MARKETING SOLUTIONS

DIGITAL OPPORTUNITIES

Buyers Guide

Long-Term Living publishes an annual Buyers Guide, containing directory listings of products and services of all types. This valuable guide for the field is printed annually in the July/August issue, and is available online 24/7.

Category Sponsorships

Category sponsorships offer a unique opportunity for advertisers to have a persistent presence associated with a particular topic area on the website. Sponsorships include link and logo presence on the category homepage, along with brand name and link on every article tagged to that topic. There is only one sponsor per category available for this exclusive position.

Digital Edition

Long-Term Living's popular digital editions offer unique advertising choices to stand out in a crowded market. The DigiMag draws readers in and encourages them to engage with your content.

eBook

eBooks are turnkey online mini-magazines on focused topics. *Long-Term Living* works with the sponsor to select a topic that relates to the sponsor's marketing objectives. The content comes from the pages of *Long-Term Living* magazine, the *Long-Term Living* magazine website or a *Long-Term Living* eNewsletter.

Run-of-Site Banners

Long-Term Living's website takes advantage of the latest technologies in development, content management, design and ad-serving. LTLMagazine.com continues to provide an interactive online experience for users, seamlessly integrating rich media with social media to connect with communities of industry leaders for an extended healthcare reach.

Rich Media

- › Welcome Mat - First rich media ad served to all daily unique visitors upon entry to the site
- › Page Peel - High engagement due to animated nature of the panel "dog ear."
- › Footer - High engagement due to panel motion and persistent presence at bottom of page
- › Page Push - Prime position at top of page with large ad unit and persistent presence
- › Wallpaper - High engagement from persistent presence and unique positioning

Weekly eNewsletter

Build your brand recognition and associate your brand with expert editorial content.

Vertical eNewsletters

Long-Term Living's vertical eNewsletters reach specific reader communities. Advertisers have the opportunity to share their message with prospects interested in content updates in the different categories.

MARKETING SOLUTIONS

PRINT OPPORTUNITIES

Annual Calendar

Long-Term Living offers a high-visibility branding package spanning 2016. Each year, we polybag our annual calendar with the Nov/Dec issues. Advertisers can reserve an exclusive month in the 2016 calendar will receive a full-page ad in the corresponding month's issue.

Buyers Guide

Long-Term Living publishes an annual Buyers Guide, containing directory listings of products and services of all types. This valuable guide for the field is printed annually in the July/August issue, and is available online 24/7.

Display Advertising

Ideal for building brand awareness, magazines are the foundation of a successful integrated marketing campaign and the number one influencer of purchase intent. *Long-Term Living's* magazine is distributed to carefully managed circulation bases and provide your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior. Advertisers' brand messages are surrounded by rich, informative content.

Signature Issues

- › **Leaders of Tomorrow** - Many industry programs honor those who have demonstrated achievement in the field of long-term care, but what's next? Where are tomorrow's influencers and leaders? The Leaders of Tomorrow Award program aims to recognize and encourage these future leaders, who are so urgently needed during these times of great change, daunting challenges and uncertainty in long-term care.
- › **Buyers Guide** - *Long-Term Living's* annual Buyers Guide, containing directory listings of products and services of all types, also offers sponsorships and display ad opportunities.
- › **OPTIMA Award Coverage** - *Long-Term Living's* OPTIMA Award program gives national recognition to innovative, outcomes-oriented resident programs and the team work that makes them successful. The OPTIMA Awards are open to all nursing homes and assisted living facilities nationwide.

Specialty Advertising

- › **French/Barn Door** - French/Barn doors feature a two-piece cover with flaps that meet in the middle—giving you the opportunity to entice readers to open the gate to view your full message.
- › **Belly Band** - Advertising on a Belly Band enables your target audience to immediately see your customized message. And because they have to remove the band to open the magazine, readers are highly likely to notice the ads on both the front and back. You can even use the belly band copy to direct the reader to relevant copy inside.
- › **Polybags** - Grab attention before anything else does through a custom-printed polybag—the first thing your prospects see before they even reach the cover.
- › **Business Reply Cards** - Reader service cards provide an easy way to connect to your target audience, and can include perforations, die cuts or additional panels to increase interest and ease of reader response.
- › **Cover Tips** - Let your message make a real impact by prominently displaying it as a removable insert applied to the cover or inside page. Easily removed for later reference or usage, coverts are particularly effective for special issue highlights.

“This magazine focuses on the concerns in the long-term care community and provides current information regarding changes to regulations and standards of practice. I find this magazine to be very beneficial in staying abreast of topics within our community.”

– RN Manager

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MARKETING SOLUTIONS

CUSTOM OPPORTUNITIES

Advertorial Content

Long-Term Living will transform your organization's message into a one-page article on an industry-relevant topic based on an interview with an executive, customer, or other professional submitted by you.

Content Creation

Long-Term Living will work closely with you in showcasing your company's thought leadership, generating new leads, and nurturing existing leads through the creation and distribution of your branded content. In addition to advertorials, we will collaborate with you in determining the topics, sources, and formats that best meet your content marketing goals.

Custom Brand Integration

Integrated multimedia programs enhance the overall impact, brand message and reach of your campaign. *Long-Term Living* will conduct an interview with an executive chosen by you—an in-house thought leader or member of a customer's management team.

Custom eNewsletter

Long-Term Living can create a dedicated eNewsletter that will seamlessly meld new content, your content, and supplemental content from *Long-Term Living*.

Custom Events

Long-Term Living's professional marketing and event operations staff will work closely with you in creating a memorable event tailored to meet your specific goals. With events ranging from intimate roundtable discussions to educational lunchtime presentations to larger-scale half-day or full-day micro-conferences, *Long-Term Living* will help you plan, market, and produce a successful custom event.

Custom Video

Long-Term Living will work with you in the creation of a television-quality HD video asset. Video filming is conveniently scheduled at industry conferences around the country.

eBook

eBooks are turnkey online mini-magazines on focused topics. *Long-Term Living* works with the sponsor to select a topic that relates to the sponsor's marketing objectives. The content comes from the pages of *Long-Term Living* magazine, the *Long-Term Living* magazine website or a *Long-Term Living* eNewsletter.

White Paper Abstract

Long-Term Living can create a one-page abstract of a white paper you provide and publish it in an upcoming issue. *Long-Term Living* will also host the full white paper on its website and promote to members of the digital audience via email and weekly eNewsletter.

Webinars

Through a turnkey solution, our Webinars increase awareness and interest in your services while our dedicated team builds attendance and manages every detail surrounding the event.