

*Family*

# CAREGIVER



## MEDIA KIT

Senior Lifestyle Media, LLC  
734 Walt Whitman Road, Suite 307  
Melville, NY 11747  
631.223.2029 | [seniorlifestylemedia.com](http://seniorlifestylemedia.com)

# OUR MISSION

## SLM HAS CREATED AN EFFECTIVE MEDIA FOR REACHING LONG ISLAND'S CAREGIVERS AND PROMOTING YOUR BUSINESS

The mission of the Long Island Family Caregiver Magazine is to serve as a comprehensive resource for all of Long Island's caregivers and businesses & organizations that address the needs of family caregivers and their care recipients.

The magazine is designed to provide editorial content that's relevant and useful to the over One Million, and growing, caregivers on Long Island. The magazine will help businesses & organizations reach these caregivers in a positive and informative way.

### CAREGIVER TOPICS TO BE COVERED EACH ISSUE:

Local Events	Mobility
Legal	Long Term Care
Financial	Technology
Health & Well Being	Special Features
Dementia	



# READER PROFILE

"ABOUT 44 MILLION AMERICANS PROVIDE 37 BILLION HOURS OF UNPAID, "INFORMAL" CARE EACH YEAR FOR ADULT FAMILY MEMBERS AND FRIENDS WITH CHRONIC ILLNESSES OR CONDITIONS THAT PREVENT THEM FROM HANDLING DAILY ACTIVITIES SUCH AS BATHING, MANAGING MEDICATIONS OR PREPARING MEALS ON THEIR OWN. FAMILY CAREGIVERS, PARTICULARLY WOMEN, PROVIDE OVER 75% OF CAREGIVING SUPPORT IN THE UNITED STATES."

- FAMILY CAREGIVER ALLIANCE

## Facts About Family Caregiving

- The "typical" U.S. caregiver is a 46-year-old man or woman who works outside the home and spends more than 20 hours per week providing unpaid care to her mother. Most caregivers are married or living with a partner.
- While caregivers can be found across the age span, the majority of caregivers are middle-aged (35-64 years old).
- Most caregivers are employed. Among caregivers age 50-64 years old, an estimated 60% are working full or part-time.
- Studies show that ethnic minority caregivers provide more care than their white counter-parts and report worse physical health than white caregivers.
- Many caregivers of older people are themselves elderly. Of those caring for someone aged 65+, the average age of caregivers is 63 years with one third of these caregivers in fair to poor health.
- Nearly half of caregivers provide fewer than eight hours of care per week, while nearly one in five provide more than 40 hours of care per week. A statewide California study of caregivers of adults with cognitive disorders such as Alzheimer's showed that caregivers provided an average of 84 hours of care per week, the equivalent of more than two full-time jobs. Older caregivers often spend the most hours providing care and the amount of time spent caring increases substantially as cognitive impairment worsens.
- Caregiving can last from less than a year to more than 40 years. In a 2003 study, caregivers were found to spend an average of 4.3 years providing care. Older caregivers (50+) are more likely to have been caregiving for more than 10 years (17%).
- Most caregivers live near the people they care for. Eighty-three percent of caregivers care for relatives, with 24% living with the care recipient, 61% living up to one hour away, and 15%—or about 7,000,000 caregivers—living a one- to two-hour drive or more away.



## Why Advertise With Us?

Because of the multi-faceted role that family and informal caregivers play, they need a range of support services to remain healthy, improve their caregiving skills and remain in their caregiving role. Services that improve caregiver depression, anxiety and anger benefit both the caregiver and the care recipient. Families need information and their own support services to preserve their critical role as caregivers, but frequently they do not know where to turn for help. They will turn to the advertisers providing these services.

# DISTRIBUTION

### CAREGIVER MAGAZINE REACHES OUR TARGET AUDIENCE THREE WAYS:

#### Mailed to:

Subscribers  
Doctors Offices  
Dental Offices

#### Distributed to:

Libraries  
Senior Centers  
Hospitals  
Supermarkets

#### Handed Out:

Local Events  
55+ Communities

"36% OF FAMILY CAREGIVERS CARE FOR A PARENT AND 7 OUT OF 10 CAREGIVERS ARE CARING FOR LOVED ONES OVER 50 YEARS OLD."

- NATIONAL ALLIANCE FOR CAREGIVING

## ADVERTISING RATES

INSERTION	1X	2X	3X	4X
<b>Full Page</b>	\$1275	\$1145	\$1020	\$950
<b>1/2 Page</b>	\$825	\$742	\$700	\$615
<b>1/3 Page</b>	\$675	\$605	\$575	\$505
<b>1/4 page</b>	\$475	\$425	\$400	\$355
COVERS	1X	2X	3X	4X
<b>Inside Front</b>	\$1500	\$1350	\$1275	\$1125
<b>Inside Back</b>	\$1500	\$1350	\$1275	\$1125
<b>Back Cover</b>	\$1500	\$1350	\$1275	\$1125

RATES ARE PER ISSUE



# 4 ISSUES A YEAR!

## FALL, WINTER, SPRING, SUMMER

"MORE THAN **65 MILLION PEOPLE**, 29% OF THE U.S. POPULATION, PROVIDE CARE FOR A CHRONICALLY ILL, DISABLED OR AGED FAMILY MEMBER OR FRIEND DURING ANY GIVEN YEAR AND SPEND AN AVERAGE OF 20 HOURS PER WEEK PROVIDING CARE FOR THEIR LOVED ONE."

- NATIONAL ALLIANCE FOR CAREGIVING

# AD SPECIFICATIONS

SPACE	NON-BLEED	BLEED TRIM	BLEED ART
<b>Full Page 11.125</b>	7.325 x 10.375	8.375 x 10.875	8.625
<b>1/2 Page Horizontal</b>	7.325 x 5	x	x
<b>1/2 Page Vertical</b>	3.47 x 10	x	x
<b>1/2 Page Vertical</b>	2.25 x 10	x	x
<b>1/4 page</b>	3.47 x 5	x	x

**Magazine Trim Size:** 8.375 x 10.875.

**Safety:** For full-page ads, safety is .25 from trim and 0.8 from inside gutter.

**Printing and Binding:** Web offset; Saddle-Stitched.

**Paper Stock:** 60# gloss coated text.

**Material Requirements:** Active Lifestyle accepts digital files only.

## DIGITAL REQUIREMENTS:

- Files will be accepted on the following media: CD-ROM, DVD or Email.
- Material submitted on disk may be in either PC or Mac format.
- File formats accepted are: Adobe Illustrator, Photoshop or InDesign.
- All printer and screen fonts must be included on disk.
- Graphic file formats accepted are: Adobe Acrobat PDF, Photoshop Tiff or EPS.
- All images should be saved as CMYK at 300dpi. Otherwise, RGB color will be converted to CMYK for printing.
- Line art should be saved at a minimum of 1200dpi to avoid jagged edges.
- For proper trapping in the computer-to-plate process, all image backgrounds must be set to "NONE."

## MATERIALS PRODUCED BY PUBLISHER:

At the advertiser's request, Active Lifestyle will produce mechanicals. Cost will vary according to ad size, color and complexity. Call 631 223-2029 for details.

## GENERAL INFORMATION:

**Copy restrictions:** Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

**Copy responsibility:** Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

**Position guarantees:** Position is guaranteed for covers only.

**Shipping:** Space contracts, insertion orders, camera-ready copy and proofs should be addressed to:

**Advertising Production**  
**Senior Lifestyle Media, LLC**  
**734 Walt Whitman Road, Suite 307**  
**Melville, NY 11747**

**631 629-4111 fax**  
**production@seniorlifestylemedia.com**