

CHOICES

in *Senior* Living & Care

MEDIA KIT

10

REASONS TO
ADVERTISE

*In a direct mailed
print publication*

Marketing During a Pandemic

Let us show you how we can help you reach consumers at home during this crisis.



PLUS

Rate Sheet,
Marketing
Information and
more inside.



Editor's Note

We are creating a publication that safely provides information to those who need it most. In these uncertain times, we need to reach consumers with a new and effective form of advertising and marketing.



Wikipedia* says that Target Marketing is...A group of customers within a business's serviceable available market area at which a business aims its marketing efforts and resources.

We know that reaching consumers when they need your service the most is the ideal marketing concept, however our current Pandemic has definitely worked against traditional marketing endeavors.

As we launch Choices in Senior Living and Care, a high-quality full size print publication, we are looking for effective ways to increase your visibility to consumers with direct marketing to subdivisions and locations that the consumer is most apt to be in need of your services either now or in the foreseen future.

Is your ideal client a family that has a loved one who needs extended home care or possible assisted living? Do you cater to those looking for the very active retirement community? Whatever your specialty may be, we strive to reach the consumer that needs you most.

We welcome you to our Choices in Senior Care family, we look forward to working with you to expand your business and reach!

Katrina Shrode
KATRINA SHRODE
Editor-in-Chief



Inside this media kit we want to provide you with the information you need to understand how your marketing should be working for you and how you can broaden your exposure to people in your community. There are many different ways to effectively communicate your information, but to do that you need a team that knows how to both market your and why you should utilize print, that's a giant leap forward in the advertising arena.

**Wikipedia is a multilingual, web-based, free-content encyclopedia project. | [wikipedia.com](https://www.wikipedia.com)*

10 Reasons Why

You should be marketing with a company that provides a direct mail campaign.

1. It's Timely

Direct mail offers the ability to be printed and mailed in a matter of days to reach consumers quickly and efficiently.

2. It's Proactive

Unlike online marketing, direct mail educates & entices the consumer about services they may not have considered.

3. It's Targeted

Targeting a particular customer can maximize your marketing dollars.

4. It's Creative

Each magazine will be built with the consumer in mind to find your company quickly and easily based on their needs.

5. It's Affordable

How much do you spend on advertising that reaps no value or ROI? We offer competitive pricing and packages.

6. It's Visible

You can be confident that interested prospects will see your message because they have to pull it from their mailbox

7. It's Tactile

When someone holds print media in their hands, it grabs a consumers interest & can persuade them to take action.

8. It's Effective

A recent Pitney Bowes study found that close to 40% of consumers surveyed have tried a new business for the first time because of information received via direct mail.

9. It Can Be Measured

We can implement your unique tracking numbers or QR codes directly into your advertisement to track ROI.

10. It's Uniquely Ours

We are the area's only printed magazine directly targeting Senior Living and offering a DIRECT MAIL package.

WE REACH YOUR TARGETED CONSUMER DIRECTLY

What to expect

No surprise charges or expenses here. Your base advertising fee covers both print and direct mail.

Quarterly Rate

Full Page Advertisement

Regular Placement \$1500

Premium Placement

Inside Front Cover \$1700

Page 3 \$1700

Inside Back Cover \$1700

Back Cover \$1700

Half Page Advertisement

Regular Placement \$900

Quarter Page Advertisement

Regular Placement \$500

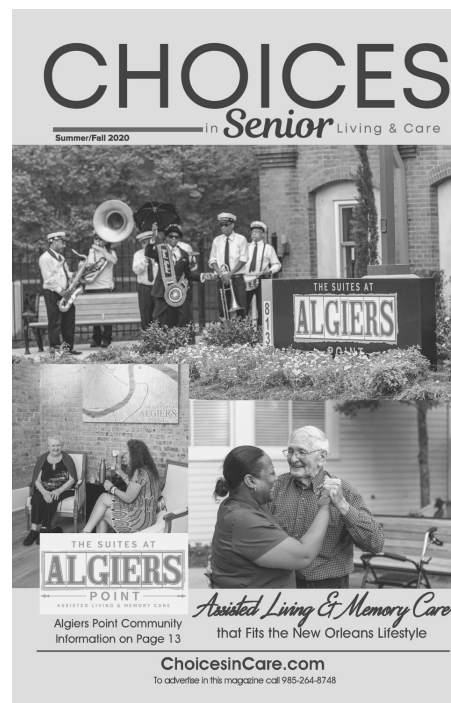
FRONT COVER PACKAGE

Quarterly: \$2,200

INCLUDES: Your company on the front cover of **15,000 magazines direct mailed** to targeted consumers who will see you first when they receive the magazine in their mailbox! Your front cover ad points the reader to your interior ad and includes a front cover masthead section inside the magazine to provide more information about your services.



Are you looking for more information?
Do you need design assistance or recommendations?
We can help! Drop a quick note to
ads@choicesincare.com and someone
get back with you as quickly as possible.



WHY CHOOSE US?

- **15,000 Magazines**
Printed on full size, high quality materials that's **Targeted Direct Mailed** every Quarter.
- We are the area's only printed magazine directly targeting Senior Living **AND** offering a direct mail package.
- Digital Ad
ChoicesInSeniorLiving.com
- Social Media Exposure on: Facebook, Instagram, Google
- Local Customer Representative **Katrina Shrode 941-548-7881**

WWW.CHOICESINCARE.COM