

environments for aging

environments for aging
CONFERENCE

environments for aging
EXCHANGE



2014 Media Planner

VENDOME
HEALTHCARE
MEDIA

Founded and Produced by:

HEALTHCARE DESIGN

LONG-TERM
Living

THE CENTER FOR
HEALTH DESIGN®

In Association With



Association Partner



Education Partner



Media Partner

TherapeuticLandscapesNetwork



FIND US ON:



www.EnvironmentsForAging.com

TO ADVERTISE, CONTACT:
Cate Olszewski / 216.373.1219
colszewski@vendomegrp.com

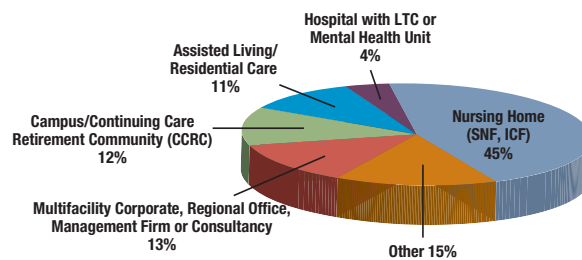
environments for aging



Environments for Aging is the premier resource for architects, designers, facility owners, presidents, c-level and regional executives, and other key influencers responsible for planning, designing, and renovating senior environments.

33,000+ Total Monthly Reach*

Audience Breakdown: By Industry



*Source: Publishers Data, 2013

Our readers specify or purchase products and services including:

- Artwork and Accessories
- Bathing Equipment/Supplies
- Construction Services
- Consulting Services
- Fabrics/Textiles
- Floor Coverings
- Furniture/Furnishings
- Lighting
- Outdoor Furnishings
- Security/Safety Systems
- Signage and Wayfinding
- Technology Solutions
- Wellness/Fitness Equipment
- Windows/Window Treatments
- And more...

2014 Circulation

17,000+ E-Newsletter subscribers

2,000+ Attendees at the Environments for Aging Conference

Circulation

28,000 decision-making professionals, plus additional distribution at key industry events throughout the year, including the Environments for Aging conference, ACHCA, ALFA, AIA, AHCA, LeadingAge, and The Healthcare Design Conference.

*Publishers Own Data, 2013 (Total Reach Numbers Include: Unique website page visits, subscribers to print, digital edition, weekly eNewsletter, content update eNewsletters, webinar attendees, whitepaper registrants or event attendees).

Inspiring the design and functionality of senior environments for more than 17 years

A publication dedicated to the design of environments for our aging population

Environments for Aging covers innovative concepts and resources for creating attractive and functional living environments for our aging population.

In addition to its print and electronic publications, *Environments for Aging* is supported by an annual conference and our annual design awards program, all of which are supported by our industry partners:

The Society for the Advancement of Gerontological Environments (SAGE)
www.sagefederation.org

The Center for Health Design (CHD)
www.healthdesign.org

International Interior Design Association (IIDA)
www.iida.org

Editorial Coverage:

Each issue of *Environments for Aging* covers innovative new projects, facility and industry design trends, challenges and solutions facing senior environments, and firsthand perspectives and insight from the leaders in our field.

2014 Calendar + Conference

Conference

May 3 - 6, 2014 | Anaheim, Calif.

Exhibit, sponsorship, and marketing opportunities are available to reach an audience of architects, owners, developers, facilities managers, design professionals, product manufacturers, government officials, gerontologists & other aging experts.

Visit: www.EnvironmentsForAging.com for complete conference details.

Contact Information:

Cate Olszewski | Conference Sales Manager | 216.373.1219 | colszewski@vendomegrp.com

E-Newsletter

Environments for Aging delivers weekly E-Newsletters to over 17,000 subscribers, which features editorial topics and trends, project features, news, and more.

NEW: ONLINE AT EnvironmentsForAging.com

Daily News: New facility announcements, updates on projects in progress, market trends, regulatory issues, and more.

Photo Tours: A visually driven walk through brand-new facilities across the spectrum of long-term care.

Blogs: Thought-provoking perspectives from the *Environments for Aging* editors and industry insiders.

Industry News: People on the move, new product announcements, awards, and more.

Spring Issue: Annual Design Showcase

Design Showcase: The 18th annual Showcase will highlight dozens of senior living projects from across the country. Some projects will be awarded a Citation of Merit and will be recognized at the Environments for Aging Conference in 2014. All projects accepted by the jury will be published.

Trend Watch: The shifting face of long-term facility design

Focus On: Outdoor spaces

Bonus Distribution:

ACHCA, Las Vegas, NV (4/5-4/9)

Environments For Aging, Anaheim Ca (5/3-5/6)

ALFA, Phoenix, AZ (5/20-5/22)

Bonus Advertising Opportunity:

Design Resource Directory: A resource for finding products and services for new construction and remodel-renovation of senior living environments.

Ad Close: 2/21

Materials Due: 2/25

Fall Issue: Remodel/Renovation Competition

Remodel-Renovation Competition: Our 6th annual competition focuses on the best remodel-renovation designs under specific category settings (to be announced)

Trend Watch: Hospice facilities

Focus On: Rehab, therapy, and activity spaces

Bonus Distribution:

AHCA/NCAL, Washington DC, (10/5-10/8)

The Healthcare Design Conference, San Diego, CA (10/15-10/18)

LeadingAge, Nashville, TN (10/19-10/22)

Bonus Advertising Opportunities:

Product Showcase: 1/6-page product ads, designed by us. Includes photo or logo, headline, 50-word narrative, company contact information.

Design Profiles: Half-page profiles for firms providing services to the senior living industry. Profiles include three projects of note, firm locations, markets served, services provided, company contact information, and a 100-word narrative. Each profile includes one color photograph with caption and credit line.

Ad Close: 9/5

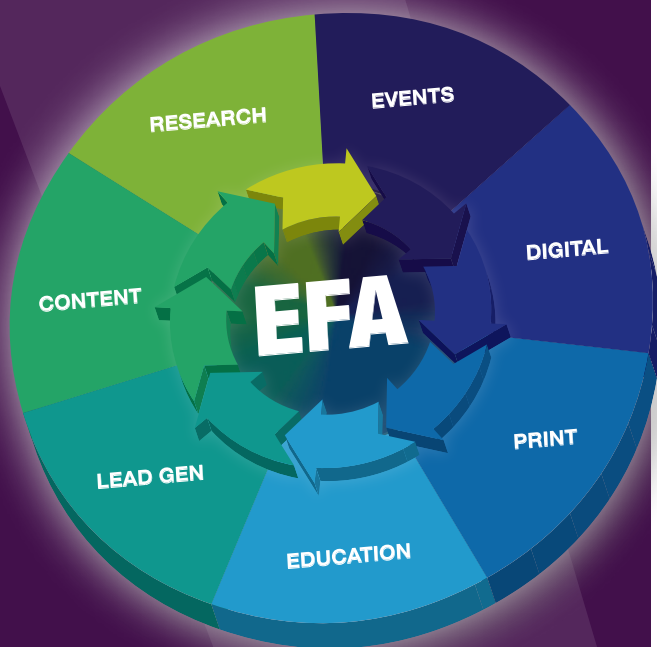
Materials Due: 9/9

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Full Marketing Solution Provider:

Enhance your brand recognition with **Environments for Aging's** marketing solutions to reach over 33,000+ healthcare design professionals.

Our unparalleled reach, expertise and resources provide you with the integrated custom media solutions you need to drive market engagement and revenue.



2014 Marketing Solutions

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EVENTS

The Environments for Aging Conference, and the Environments for Aging Exchange brings together like-minded, forward-thinking professionals passionate about creating innovative healthcare and living environments for our aging population. Exhibitors, sponsors, and advertisers will have the opportunity to engage with their peers through one-on-one or small group discussions, networking receptions, workshops, educational sessions, focus groups, lunch-n-learns, facility tours, panel series, video advertorials and more.

DIGITAL

Digital advertising with Environments for Aging offers a variety of options to drive traffic to your site and improve your brand awareness. EnvironmentsforAging.com is a key online destination, which offers banner and rich media options, topic-specific e-newsletters, content-rich microsites and e-zines that will position your organization above the market noise.

PRINT

Ideal for building brand awareness, print media is an integral part of any successful marketing strategy and the primary influencer of purchase intent. Environments for Aging offers display advertising opportunities, as well as inserts and direct-mail options. During the annual conference, an on-site Show Daily offers significant brand exposure, as do pre- and post-conference direct mail pieces.

EDUCATION

Engaging the Environments for Aging audience with educational content allows you to showcase both your expertise and thought leadership in the form of custom events webinars, whitepapers, pre-conference sessions, panel series, lunch n' learns, videos, and more.

LEAD GEN

Environments for Aging offers multiple lead generation opportunities that enables you to maximize your marketing dollars by generating leads and nurturing prospects through a series of regular communications involving content that includes whitepapers, case studies, eBooks, videos, and more. In addition, all of these opportunities plus the Environments for Aging Conference and Exchange will keep your company top of mind and establish you as a thought leader.

CONTENT

The team at Environments for Aging can produce, edit, and design content that meets your marketing message and branding theme. Options include video advertorials, print case studies, online e-zines and e-newsletters, and more. We can help you define and deliver a comprehensive content marketing strategy.

RESEARCH

Want to know what the market really thinks of your brand? Need insight for planning your marketing strategy? We offer focus groups and online research to provide in-depth marketing intelligence.