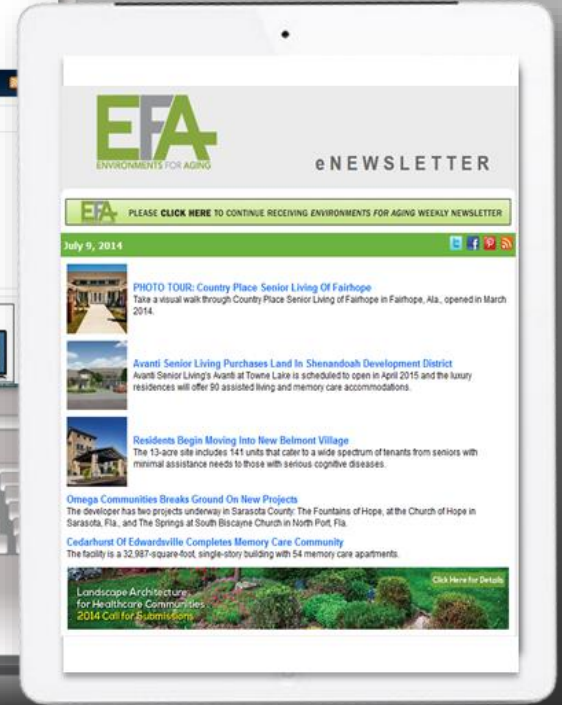
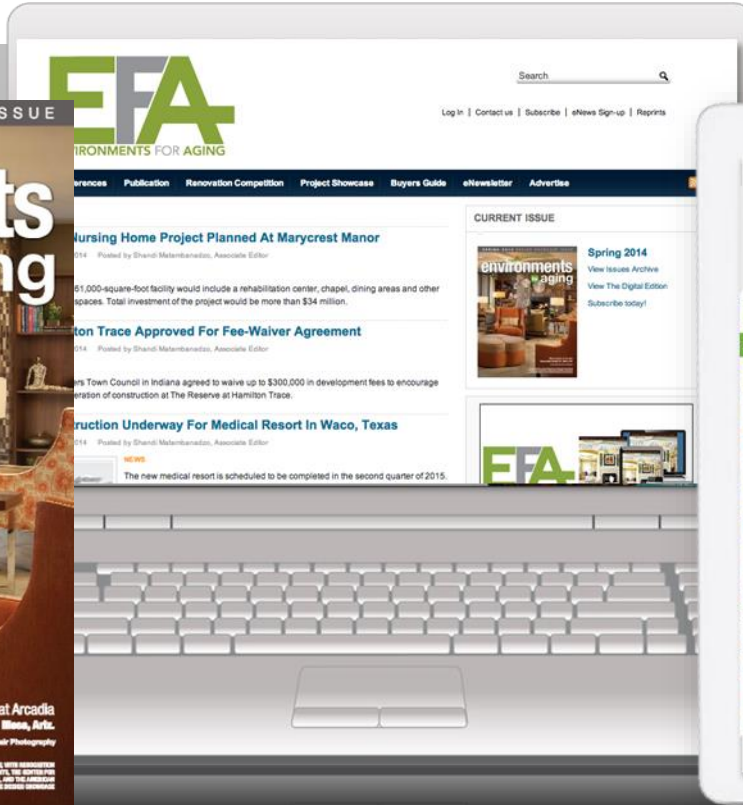
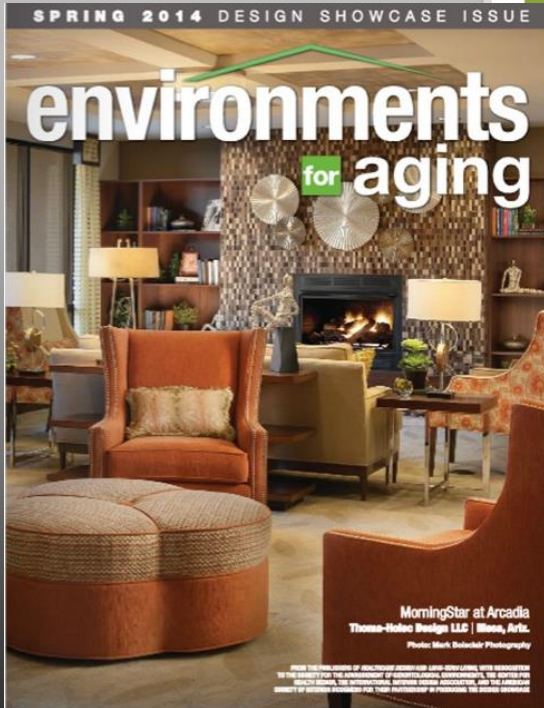




# 2015 Media Planner



## ABOUT EFA

# Innovative concepts and resources for creating functional and attractive living environments for our aging population

In addition to its print and electronic publications, *Environments for Aging (EFA)* comprises 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)
- The Center for Health Design (CHD)
- International Interior Design Association (IIDA)
- American Society of Interior Designers (ASID)

**32,000+ Total Brand Reach\***

**Deliver your message to readers you can't reach through other publications!\*\***

**78%** of our readers **DO NOT** receive *Modern Healthcare*

**79%** of our readers **DO NOT** receive *Provider*

**72%** of our readers **DO NOT** receive *Health Facilities Management*

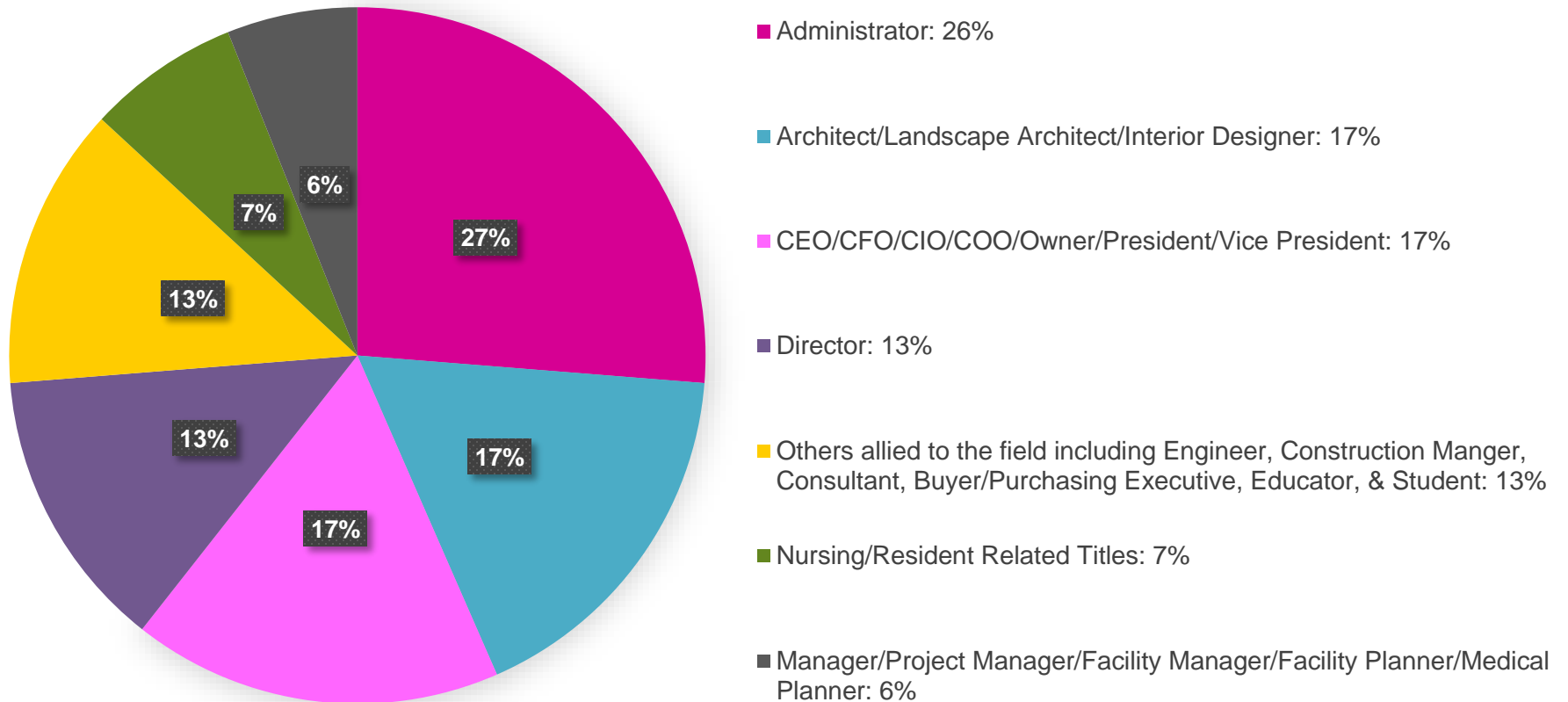
**84%** of our readers **DO NOT** receive *Medical Construction & Design*



\*Publishers own unified audience database, Aug 2014

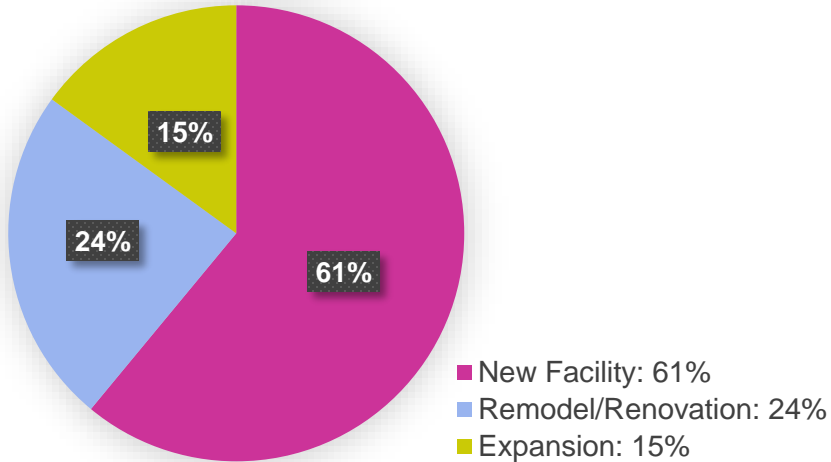
\*\*Readership study, Aug 2014

## Audience Breakdown: By Title

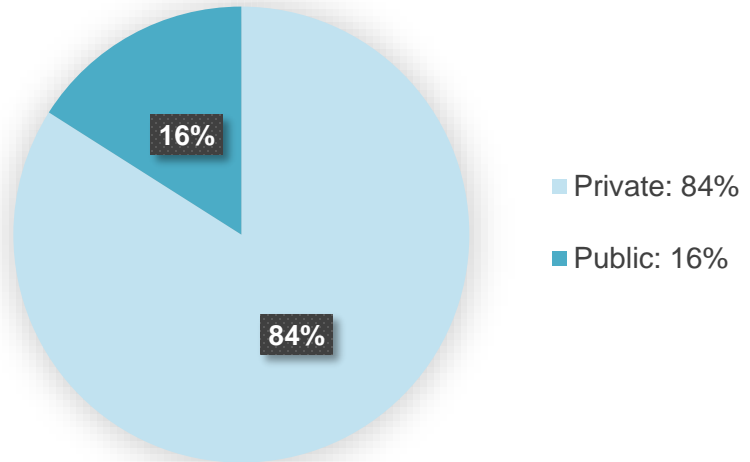


**OVER 3,300+ renovation/construction projects in development**

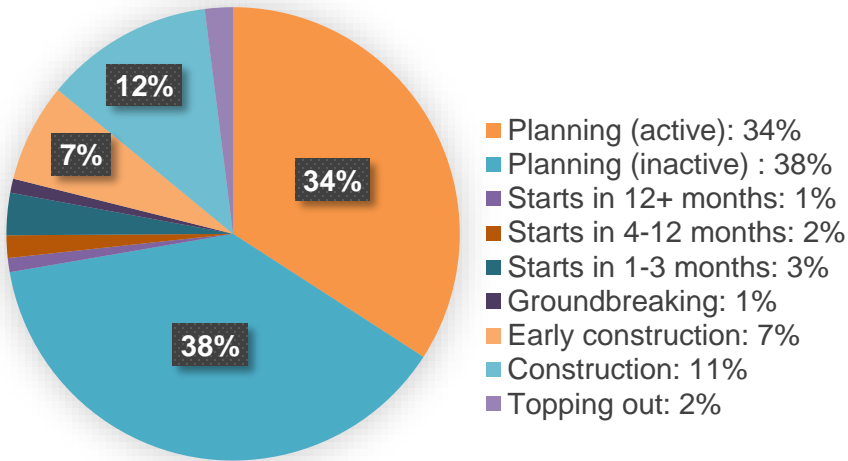
**Project Type**



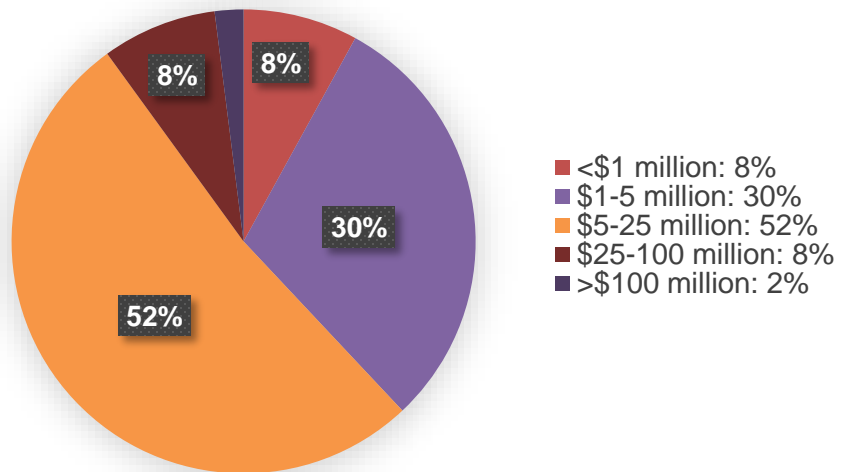
**Sector**



**Stage**

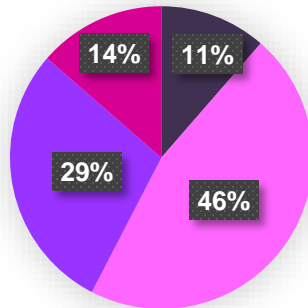


**Budget**



Role in Purchasing Decisions

**86% of our readers are involved in purchasing decisions**



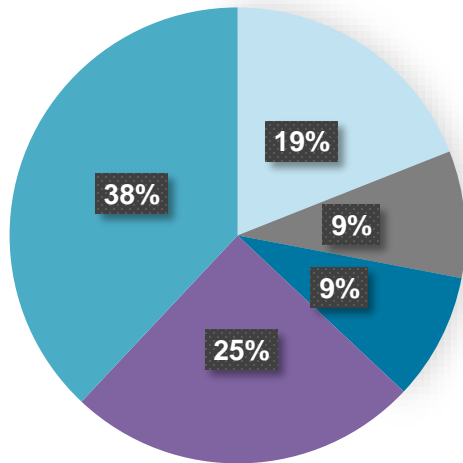
- I am the sole decision maker.
- I am part of a team of decision makers.
- I recommend products and services.
- I have no role in purchasing decisions.

% of our readers who purchase or specify the following products next year:

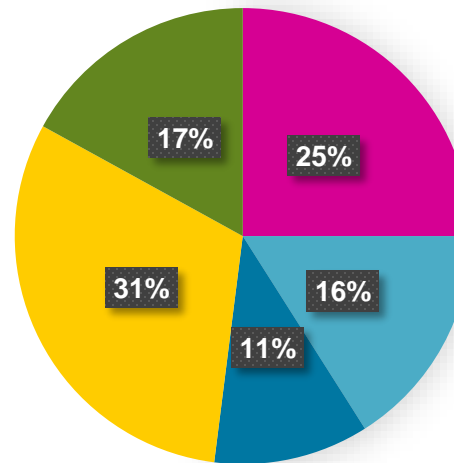
A/V Equipment	28%
Access & Security Systems	40%
Artwork	44%
Bath Equipment, Fixtures, Countertops	66%
Windows	45%
Building Construction Services	30%
Building Envelopes	30%
Building Systems	30%
Carpet/Flooring	65%
Ceiling & Wall Systems	56%
Design Software	22%
Doors/Hardware	63%
Fabrics/Textiles	53%
Furniture, Seating, Case Goods, Work Stations	72%
Handrails/Wall Guards	62%
HVAC	38%
Lighting	68%
Modular Construction	19%
Power Systems	28%
Renewable/Alternative Energy Systems/Controls	29%
Safety/Communication Systems	41%
Signage/Wayfinding	51%
Sound Masking	27%
Storage Solutions	43%
Wall Coverings	54%
Window Treatments	58%
Other	11%

Budget – New Construction Projects

Budget – Renovation Projects



- Less than \$250,000: 19%
- \$250,000 - \$500,000: 9%
- \$500,000 - \$1 Million: 9%
- \$1 Million - \$5 Million: 25%
- More than \$5 Million: 38%



- Less than \$250,000: 25%
- \$250,000 - \$500,000: 16%
- \$500,000 - \$1 Million: 11%
- \$1 Million - \$5 Million: 31%
- More than \$5 Million: 17%

# 2015 MARKETING CALENDAR

## Events

***Environments for Aging*** provides multiple opportunities to interact, either face to face or virtually, with key prospects and customers. Among our targeted solutions are the Environments for Aging Conference and the Environments for Aging Exchange.

## Online at [EnvironmentsForAging.com](http://EnvironmentsForAging.com)

### Daily news

New community announcements, updates on projects in progress, market trends, 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 EFA editors and industry insiders

### Industry news

People on the move, new product announcements, awards, and more

## eNewsletter

*Environments for Aging* delivers weekly eNewsletters to more than 7,000 opt-in subscribers\*, covering editorial topics and trends, project features, news, and more.

## Spring Issue

**Ad Close: 3/5**

**Materials Due: 3/9**

### Annual Design Showcase

The 19th annual Design Showcase features narratives and photos illustrating a variety of new construction, remodel and renovation, and in-progress projects dedicated to serving the aging population.

### Featured content:

Housing models: How they differ, why it matters

Interiors for the ages: The evolution of senior care environments

### Show distribution:

ACHCA

San Antonio, Texas (4/11 – 4/15)

Environments for Aging Exchange  
Baltimore (4/16-4/17)

Environments For Aging Conference  
Baltimore (4/19-4/21)

ALFA

Phoenix (5/4 – 5/7)

### Bonus advertising opportunity:

#### Design Resource Directory

A resource for finding products and services for new construction and remodel/renovation of senior living environments.

## Fall Issue

**Ad Close: 9/4**

**Materials Due: 9/8**

### Remodel/Renovation Competition

Coverage includes a closer look at the winning entries in EFA's annual remodel/renovation competition, including which project takes the top honor in reader voting.

### Featured content:

Designing spaces for memory care

Fitting in and giving back: Senior living and community integration

### Show distribution:

AHCA/NCAL

San Antonio, Texas (10/4 – 10/7)

LeadingAge  
Boston (11/1 – 11/4)

The Healthcare Design Conference  
Washington, D.C. (11/15-11/17)

### 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.

*\*Publisher's own unified audience database (100% opt-in), Aug 2014*

*Note: Enewsletter reach is subject to change as we optimize our list performance.*

TO LEARN MORE ABOUT *ENVIRONMENTS FOR AGING'S* MARKETING SOLUTIONS [CLICK HERE](#)

## EVENTS

*Environments for Aging* offers the latest strategies and ideas for creating functional and attractive living environments that meet the needs of our aging population. EFA provides multiple opportunities to interact, either face to face or virtually, with key prospects and customers. Among our targeted solutions are the Environments for Aging Conference and the Environments for Aging Exchange.



## DIGITAL

*Environments for Aging* offers multiple avenues to boost your web traffic and improve your brand awareness.

- Buyers guide
- Digital edition
- eBook
- Run-of-site banners
- Rich media
- Weekly eNewsletter

## LEAD GENERATION

*Environments for Aging's* lead generation programs provide measured results on your investment and allow your company to be seen as a thought leader in the senior living industry.

- Event marketing/registration
- Webinars
- White papers

## PRINT

*Environments for Aging* magazine is distributed to a carefully managed circulation base and provides your company with the opportunity for cost-effective and consistent messaging that will help drive consumer attitudes and behavior.

- Buyers guide
- Display advertising
- Specialty advertising



## CUSTOM

Acting as an extension of your marketing team, *Environments for Aging's* custom media group offers a wealth of experience in lead nurturing, content marketing, brand development, and other marketing skills to help you achieve your business goals.

- Advertorial content
- Blog posts
- Content creation & editing
- Custom brand integration
- eNewsletter
- Events
- Video
- eBooks
- Special supplement
- Webinars
- White paper excerpt

## RESEARCH

*Environments for Aging's* custom research opportunities enable us to evaluate how your brand is perceived in the marketplace, identify areas for growth, or create assets to highlight your thought-leading position.

- Focus groups
- Online research



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### Leverage Today's Positive Momentum with Vendome Healthcare Media

*Vendome Healthcare Media* produces high-quality publications and premier events for professionals in today's healthcare industry. By leveraging our award-winning magazines and renowned conferences, we are able to improve the productivity and efficiency of our customers by supplying them with the tools they need to effectively—and profitably—bring their services and products to market. Backed by a team of editorial and marketing experts, *Vendome Healthcare Media* serves the needs of customers through a variety of solutions including, print, online, face-to-face engagement, and more.



The leading source of information for architects, designers, administrators, facility managers, and other key members of the design community responsible for planning, building, and renovating current and future healthcare facilities. In print, online, and live events, *Healthcare Design* features eye-catching showcases, design portfolios, and other compelling content on current and future trends, challenges, and opportunities in the industry.

**TOTAL REACH: 57,800+\***



*Long-Term Living* provides business-building resident care information to owners, executives, administrators, and directors of nursing at assisted living communities, nursing homes, and independent living environments. Utilizing multiple media outlets, *Long-Term Living's* team of editors and industry experts provide strategic direction, policy commentary, clinical guidance, news, and perspectives to provide better environments for our aging population.

**TOTAL REACH: 73,000+\***