



LONG-TERM Living

environments for aging

environments for aging EXCHANGE

environments for aging CONFERENCE

LONG-TERM Living RECEIVE MORE INDUSTRY NEWS
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Get More Industry News E-NEWSLETTER

See how easy 99.9% microbe removal can be. **FREE SAMPLE KIT**

Disposable Microfiber System

LONG-TERM Living NEWSLETTER
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Our newest line of Menu & Display Systems
Oct. 4, 2013 In This Issue
SHAPE THE DESIGN OF LONG-TERM AND RESIDENTIAL CARE SETTINGS
ASHPE 2013 AWARD WINNER

TOP STORIES
Beyond rubber gloves: Housekeeping
The housekeeping dept even larger part of its cleanliness initiatives w/ specific protocols for ea...

Need a Ride?
For many long-term care facilities, deciding whether to buy, lease...

One on one with... Larry Wolf
Technology-related issues and Larry Wolf, health information in Kindred Healthcare, recently spoke...

Speaker: Those in assisted living are health care
October 6, 2013 Lisa A. Bowers, Senior Editor

Vendor Corner
White Papers
Webinars
Contact Long-Term Living

The Brand to Know!
It's Time to Make a Change for Better Value and More Product Choices

Beyond rubber gloves
S.C. health

NeoCon Ideas Revealed
Abstract Meeting Rooms for Manufacturers and Office Buildings
Provides by: Archibute

SKILLED NURSING • ASSISTED LIVING • CCRC • POST-ACUTE • INDEPENDENT LIVING

LONG-TERM Living
SEPTEMBER 2013 • VOL. 46, NO. 7 • A WEEKLY PUBLICATION

2013 OPTIMA AWARD WINNER
Eliza Jennings Senior Care Network

Resigning assisted living
Hiring for keeps

www.ltlmagazine.com

Registration
Registration is required for this webcast. Please register now.

Details

Featured Speakers:
Ken Trinder, President and CEO, EGS Surfaces
Dr. Alastair Monk, Director for Clinical and Scientific Affairs, Corvus, Inc.
Dr. Costi Sisti, Director, Hospital Epidemiology/Infection Prevention & Control, University of Virginia Health System

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LONG-TERM Living
AUGUST 2013 • VOL. 46, NO. 6 • A WEEKLY PUBLICATION

2013 RESOURCE GUIDE

Smart alliances can boost marketing power
Minimize expense of disaster recovery
The reality of memory care

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2014 BRANDING SOLUTIONS

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VENDOME HEALTHCARE MEDIA

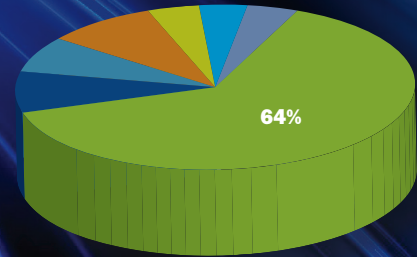


78% of our 50,091 readers pass along Long-Term Living to an average of 5 people – making our total readership 245,445*



CIRCULATION BREAKDOWN: BY INDUSTRY**

- Nursing Home (SNF, ICF): 64% – 33,883
- Assisted Living/Residential Care: 8% – 4,564
- Campus/Continuing Care Retirement Community (CCRC): 7% – 4,050
- Other: 9% – 4,960
- Hospital with LTC Unit: 4% – 2,405
- Rehabilitation/Post-acute Facility: 4% – 2,224
- Multi-facility Corporate or Regional Office: 4% – 2,061

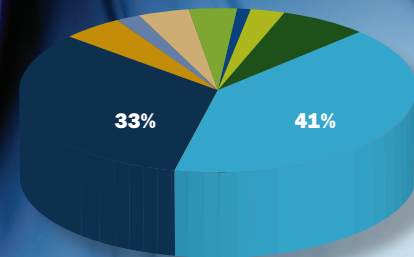


Improving the business and quality of care for long-term care and skilled nursing facilities as well as assisted living and continuing care retirement communities

Long-Term Living provides practical, in-depth, business-building and resident care coverage on the management and operation of long-term care facilities, delivering authoritative and timely content through multiple channels to engage and shape the industry. In addition to its print and online platforms, Long-Term Living's leading conference, *Environments for Aging*, and cost-effective webinars offer educational and networking opportunities. Long-Term Living determines and identifies the highest levels of industry standards, honoring excellence through its annual awards and competitions.

43,503 READERS ARE LOCATED AT 50+ BED FACILITIES**

- 500+ (4%)
- 400-499 (1%)
- 300-399 (3%)
- 200-299 (7%)
- 100-199 (41%)
- 50-99 (33%)
- 25-49 (5%)
- Less than 25 (2%)
- Other (4%)



*Survey Monkey Readership Study, 2013 **BPA Statement, June 2013

FIND US ON:



JANUARY/FEBRUARY	MARCH	APRIL	MAY
Ad Close: 1/29	Ad Close: 2/26	Ad Close: 4/4	Ad Close: 5/5
Materials Due: 1/31	Materials Due: 2/28	Materials Due: 4/8	Materials Due: 5/7
Editorial Focus: Technology Medication Management Facility Operations Risk Management Special Section: Technology Guide	Editorial Focus: Safety Memory Care Leveraging Competitive Edge	Editorial Focus: Regulatory Update LTC Pharmacy Skin/Wound Care	Signature Issue: Leaders of Tomorrow Editorial Focus: Meds Management Nursing Leadership
Baxter Ad Study Bonus Distribution: <i>Senior Living 100:</i> Laguna Niguel, CA (2/23-2/25) <i>NIC (Regional Symposium):</i> Boca Raton, FL (3/16-3/18)	Bonus Distribution: <i>ACHCA:</i> Las Vegas, NV (4/5-4/9) <i>AANAC:</i> Las Vegas, NV (4/9-4/11)	Bonus Distribution: <i>Environments For Aging,</i> Anaheim, CA (5/3-5/6) <i>ALFA:</i> Phoenix, AZ (5/19-5/22)	Bonus Distribution: <i>NADONA:</i> Anaheim, CA (6/7- 6/11) <i>LTPAC HIT:</i> Baltimore, MD (6/23-6/24)
JUNE/JULY	AUGUST	SEPTEMBER	OCTOBER/NOVEMBER
Ad Close: 6/3	Ad Close: 7/29	Ad Close: 9/2	Ad Close: 9/30
Materials Due: 6/5	Materials Due: 7/31	Materials Due: 9/4	Materials Due: 10/2
Signature Issue: Resource Guide Editorial Focus: Facility Operations Resident Care Technology Special Section: Resource Directory	Editorial Focus: MDS/Coding Compliance Staff Training Legal Issues in LTC	Signature Issue: OPTIMA Award Coverage Editorial Focus: Design Finance Rehab/Therapy Special Section: Facility Care Guide	Editorial Focus: Infection Control Meds Management Safety Special Section: Resident Care Guide
Baxter Ad Study Bonus Distribution: <i>Pioneer Network:</i> Kansas City, MO (8/4-8/7)		Bonus Distribution: <i>AHCA/NCAL,</i> Washington DC, 10/5-10/8 <i>NIC, Chicago, IL (10/1-10/3)</i> <i>LeadingAge,</i> Nashville, TN (10/19-10/22)	
DECEMBER	REGULARLY COVERED TOPICS		EDITORIAL FOCUS INCLUDES:
Ad Close: 11/26	Assisted Living Skilled Nursing Continuing Care Retirement Communities Hospice Technology Medicare/Medicaid Reimbursement Memory Care Infection Control Care Transitions Staffing Senior Living Care Models Safety Patient Monitoring		Clinical Care Finance/Development MDS Updates Administration Staffing Regulatory Policy LTC Advocacy Technology Design/Operations
Materials Due: 12/2			
Editorial Focus: Memory Care Compliance LTC Pharmacy			
Baxter Ad Study			COLLABORATIVE PARTNERS AND EDITORIAL CONTRIBUTORS INCLUDE: AANAC's MDS Monitor NIC: Financial Coverage

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TO ADVERTISE, CONTACT:

Bill Rodman / National Sales Manager / 216.373.1227 / brodman@vendomegrp.com

Full Marketing Solution Provider: Enhance your brand recognition with *Long Term Living's* marketing solutions to reach over 340,000+ long-term care professionals. Our unparalleled reach, expertise and resources provide you with the solutions you need to drive market engagement. We offer a wide range of brand-building, lead-generating, lead-nurturing, content-marketing and thought-leadership developing opportunities.

EVENTS

The Environments for Aging Conference offers the latest strategies and ideas for creating attractive and functional living environments that meet the needs of our aging population. Exhibitors and sponsors will have numerous opportunities to engage with their peers and prospects through networking receptions, educational sessions and workshops. By joining us as an exhibitor, sponsor or advertiser, you will not only reach your target market, but also forge new relationships, gain new perspectives and expand your knowledge and opportunities.

DIGITAL

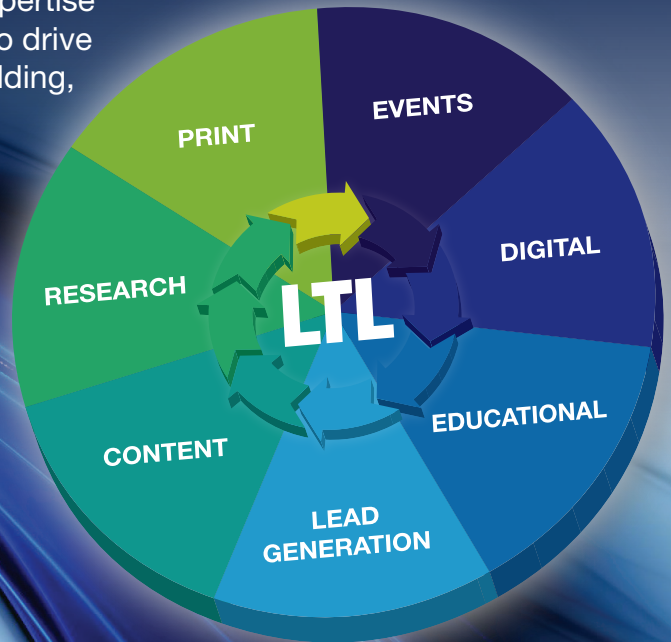
Itlmagazine.com is a key online destination for long-term care professionals and executive leaders in the field. The LTL site offers banners, rich media options, weekly and topic-specific e-newsletters to provide interaction with the community. Customized options, such as content-rich microsites and e-zines position your organization above the market noise.

EDUCATIONAL

Long-Term Living has the expertise to position your organization as a thought leader in the market by delivering relevant, timely, and must-read, must-listen or must-watch content. Our webinars, panel series and custom events provide face-to-face interaction, while content developed for blogs, white papers, e-newsletters and other formats allows you to generate and nurture leads while building brand equity and demonstrating thought leadership.

LEAD GENERATION

Long-Term Living offers multiple lead-generation opportunities, such as Webinars and white paper programs that can link to gated content on Itlmagazine.com to identify key prospects. Ongoing content delivery ensures not only lead generation but continuous lead nurturing as well.



CONTENT

The team at *Long-Term Living* can produce, edit and design content that meets your marketing message and branding theme. Options include video advertorials, print case studies, e-newsletters and more. Our staff 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.

PRINT

Ideal for building brand awareness, print media is the foundation of a successful integrated marketing campaign and the number one influencer of purchase intent. *Long-Term Living* offers display advertising opportunities as well as inserts and direct-mail options. During the annual conference, an onsite show daily offers significant brand exposure, as do pre- and post-conference direct mail pieces.

2014

MARKETING SOLUTIONS

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