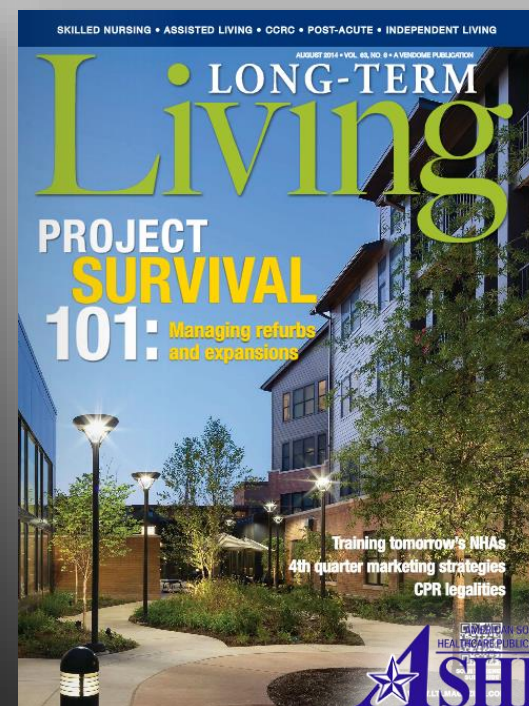
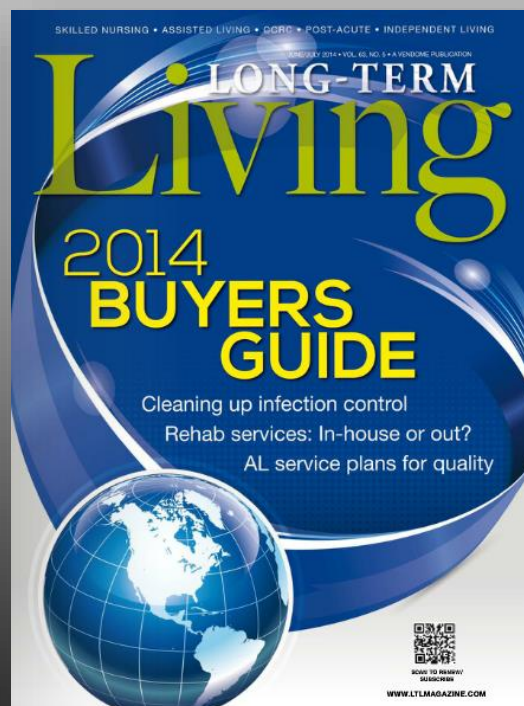
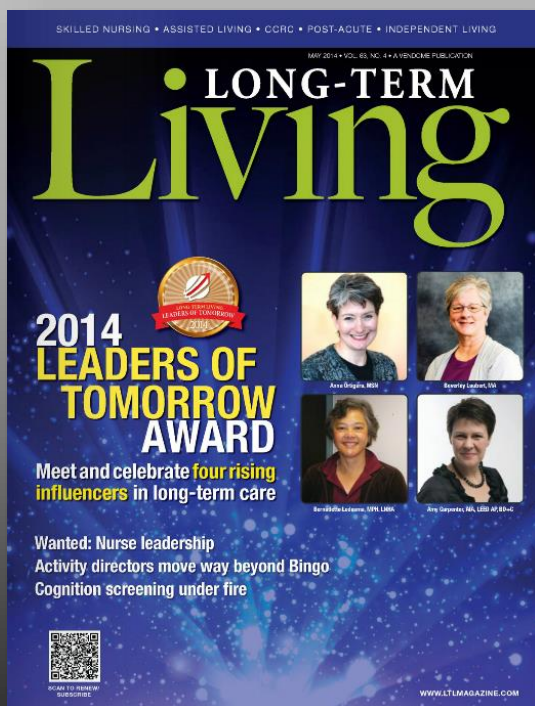


# LONG-TERM Living

## 2015 MEDIA KIT



VENDOME  
HEALTHCARE  
MEDIA

Bill Rodman / National Sales Manager / 216.373.1227 / brodman@vendomegrp.com  
[www.LTMLmagazine.com](http://www.LTMLmagazine.com)



## CIRCULATION AND READERSHIP

### 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.

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

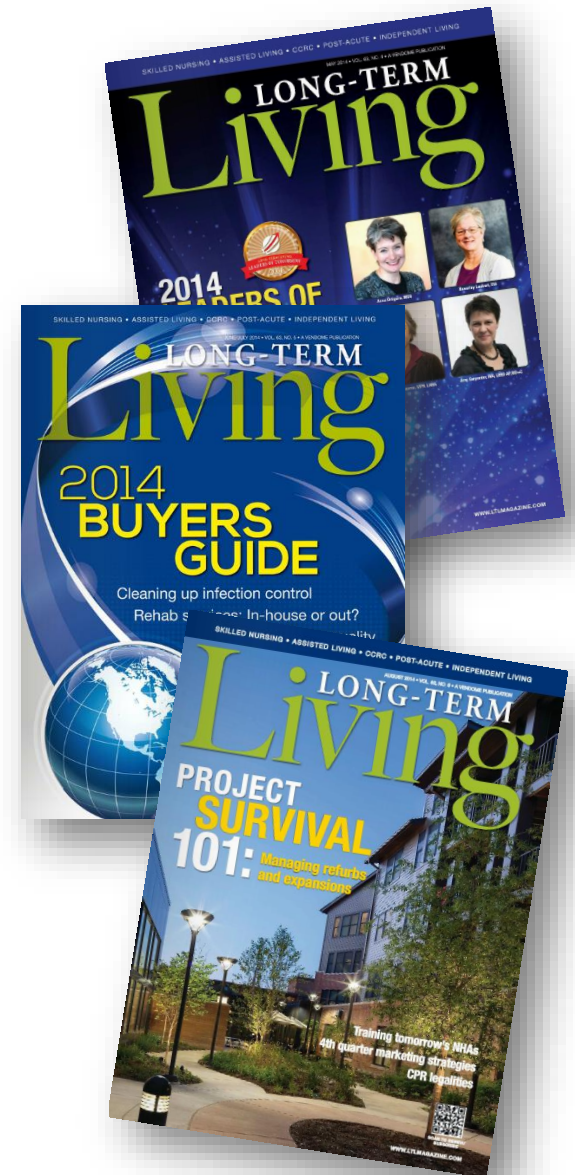
**34%** of our readers **DO NOT** receive *McKnight's Long-Term Care News*

**56%** of our readers **DO NOT** receive *Provider*

**78%** of our readers **DO NOT** receive *LeadingAge*

**Long-Term Living** reaches **45,000+** professionals with every issue\*

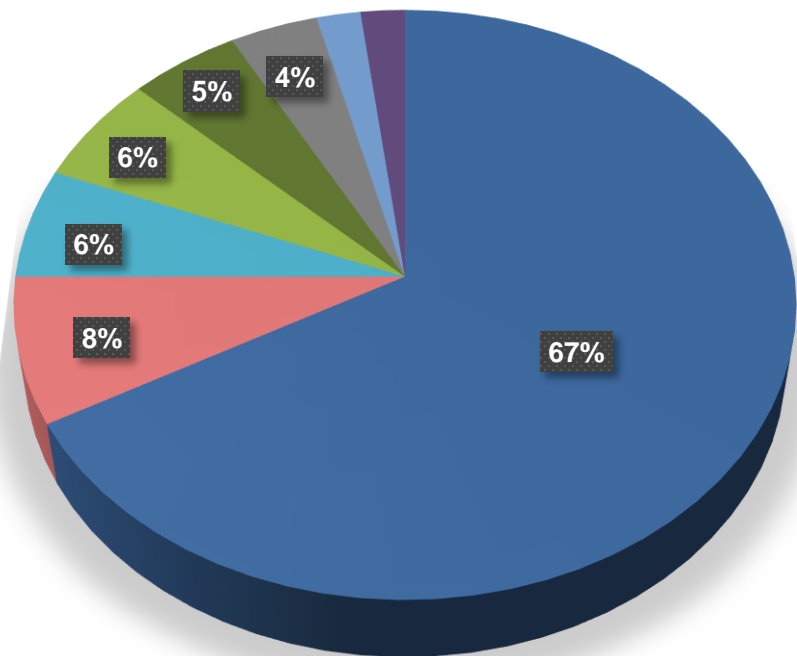
**63%** of our **45,000+** readers pass along **Long-Term Living** to an average of 3 people — making our total readership **130,000+!**\*\*



\*Publisher's own unified audience database, Aug 2014

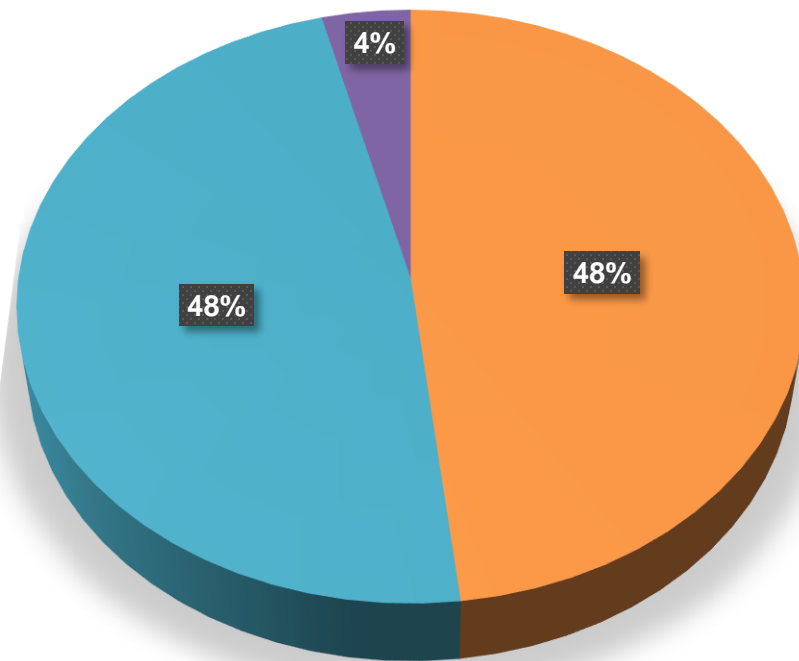
\*\*Readership Study, 2014

Audience Breakdown: By Title\*



- Nursing Home: 67%
- Assisted Living: 8%
- CCRC: 6%
- Rehab: 6%
- Others Allied to the field: 5%
- Hospital: 4%
- Multi-facility: 2%
- Independent Living/Senior Housing: 2%

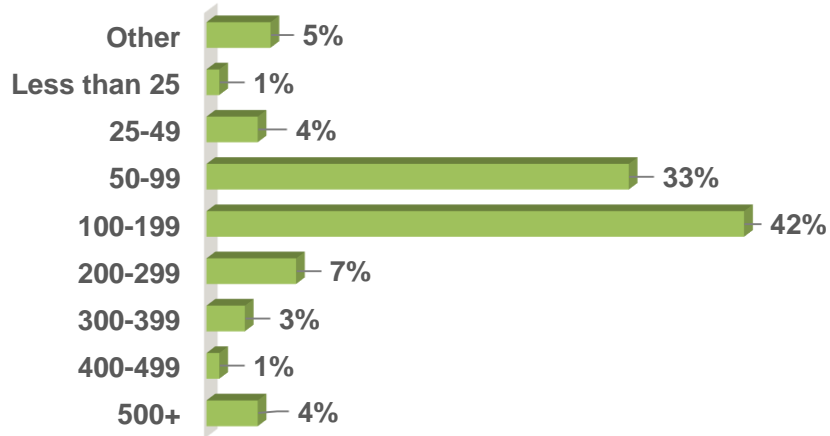
Audience Breakdown: By Industry\*



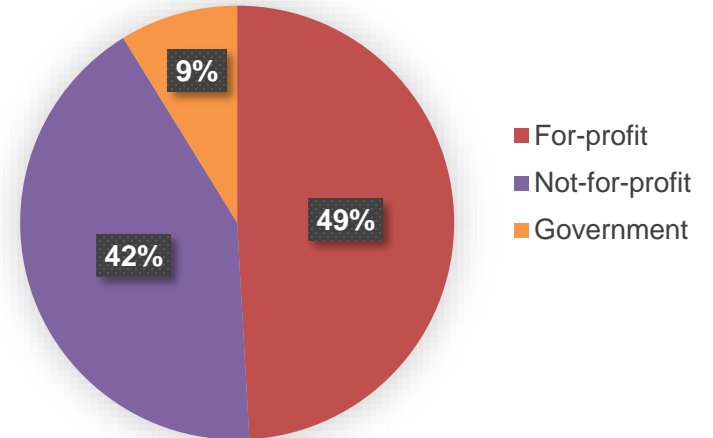
- C-Suite, Executive, Financial and Administrative Titles: 48%
- DONs, ADONs, and other Nursing, Medical and Residential Services Titles: 48%
- Other Allied to the field: 4%

# ORGANIZATION\*

## # of Bed Facilities



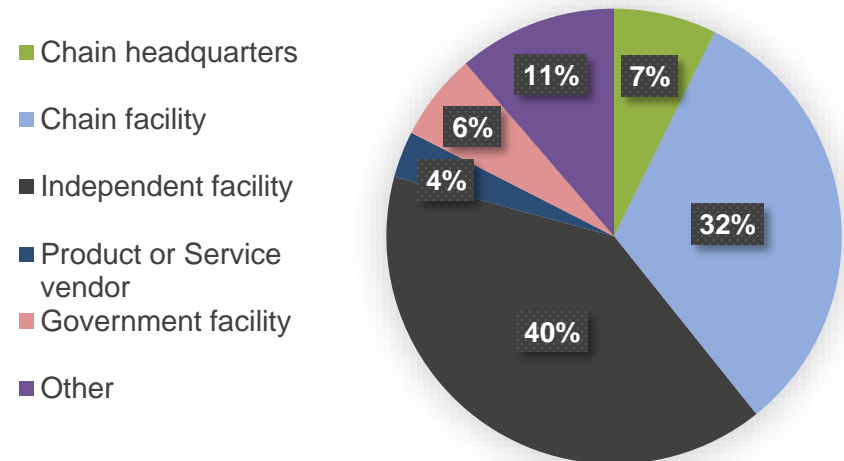
## Organization Type



## Services Provided

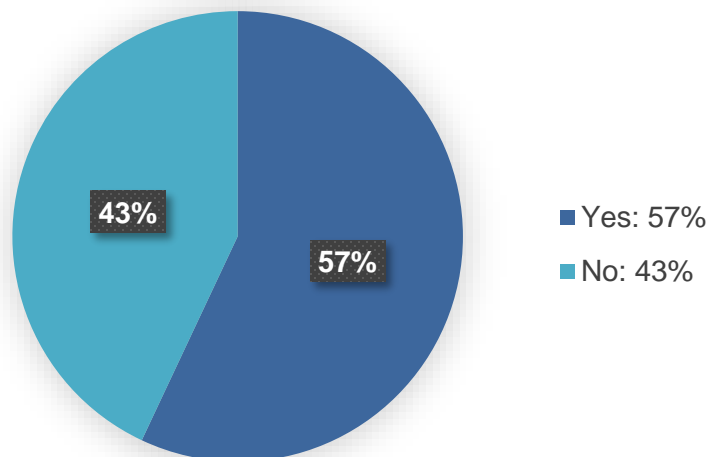
Acute Care	23%
Adult Day Care	16%
Assisted Living	37%
Home Healthcare	14%
Hospice Care	46%
Independent Living	23%
Memory/Dementia Care	53%
MR/DD	4%
Rehabilitation	68%
Residential Care	27%
Skilled Nursing/Intermediate care	79%
Other (please specify)	18%

## Facility Type



# LONG-TERM LIVING READERS' PURCHASING/ANTICIPATED SPENDING BEHAVIOR\*

## Members of 1+ Group Purchasing Organizations



## Percentage of our readers who purchase or plan to purchase the following products next year:

	Regularly	Within the next 6 months	Within the next 12 months
LTC Financial Software	7%	3%	7%
LTC: Clinical Software	9%	4%	15%
LTC Clinical/Financial Outsourcing-ASP	4%	1%	5%
Bath Equipment	12%	9%	19%
Laundry Equipment	13%	5%	23%
Resident Lifts	11%	11%	28%
Maintenance and Housekeeping	44%	7%	14%
Infection Control materials	46%	10%	14%
Transportation	13%	4%	13%
Incontinence Supplies	66%	4%	9%
Rehabilitation Services	33%	3%	8%

# MARKETING CALENDAR

Jan/Feb	Mar/Apr	May/June	Regularly covered topics:
Ad Close: 12/24	Ad Close: 2/12	Ad Close: 4/16	Assisted Living
Materials Due: 12/29	Materials Due: 2/16	Materials Due: 4/20	Care Transitions
<p><b>Featured Content:</b> Technology Medication Management Facility Operations Risk Management</p>	<p><b>Featured Content:</b> Memory care Regulatory update Financial management Coding compliance</p>	<p><b>Leaders of Tomorrow</b></p>	Continuing Care
<p><b>Bonus Distribution</b></p> <p><b>Senior Living 100</b> Miami, FL (3/1-3/4)</p>	<p><b>Bonus Distribution</b></p> <p><b>NIC (Regional Symposium)</b> San Diego, CA (3/31-4/2)</p> <p><b>ACHCA</b>, San Antonio, TX (4/11-4/15)</p> <p><b>Environments for Aging Conference</b> Baltimore, MD (4/19-4/21)</p> <p><b>ALFA</b> ,Tampa, FL (5/4-5/7)</p> <p><b>AANAC</b> , New Orleans (5/6-5/8)</p>	<p><b>Featured Content:</b> Nursing leadership Staff training Pharmacy</p>	Finance
<p><b>Bonus Distribution</b></p>	<p><b>Bonus Distribution</b></p> <p><b>NADONA</b>, Atlanta, GA (6/6 – 6/10)</p> <p><b>WOCN</b>, San Antonio, TX (6/6 – 6/10))</p> <p><b>LTPAC HIT</b>, Baltimore (6/21 – 6/23)</p>	<p><b>Bonus Distribution</b></p>	Hospice
<p><b>Buyers Guide</b></p>	<p><b>OPTIMA Award coverage</b></p>	<p><b>Nov/Dec</b></p>	Infection Control
<p><b>Ad Close: 6/15</b></p> <p><b>Materials Due: 6/18</b></p>	<p><b>Ad Close: 8/12</b></p> <p><b>Materials Due: 8/17</b></p>	<p><b>Ad Close: 10/15</b></p> <p><b>Materials Due: 10/19</b></p>	Legal Issues
<p><b>Featured Content:</b> Facility operations Resident care Technology</p>	<p><b>Featured Content:</b> Designing for care Finance Rehab/Therapy Legal</p>	<p><b>Featured Content:</b> Infection control Memory care Compliance Wander management</p>	Medicare/Medicaid Reimbursement
<p><b>Bonus Distribution</b></p> <p><b>Pioneer Network (TBD)</b></p>	<p><b>Bonus Distribution</b></p> <p><b>LeadingAge</b>, Boston (11/1-11/4)</p> <p><b>AHCA/NCAL</b> San Antonio, TX (10/4 – 10/7)</p>		Memory Care
			Resident Monitoring
			Retirement Communities
			Risk Management
			Safety
			Senior Living Care Models
			Skilled Nursing
			Staffing
			Technology

TO LEARN MORE ABOUT *LONG-TERM LIVING'S* MARKETING SOLUTIONS [CLICK HERE](#)

## EVENTS

*Long-Term Living's* sister publication, *Environments for Aging* offers the latest strategies and ideas for creating functional and attractive living environments that meet the needs of our aging population.



## DIGITAL

*Long-Term Living* offers multiple avenues to boost your web traffic and improve your brand awareness.

- Buyers guide
- Category sponsorships
- Digital edition
- Product gallery
- Run-of-site banners
- Rich media
- Vertical eNewsletter
- Weekly eNewsletter

## LEAD GENERATION

*Long-Term Living's* lead generation programs provide measured results on your investment and allow your company to be seen as a thought leader in the healthcare design industry.

- eBook
- Webinars
- White papers

## PRINT

*Long-Term Living* 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
- Annual calendar

## CUSTOM

Acting as an extension of your marketing team, *Long-Term Living'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 supplements
- Webinars
- White paper

## RESEARCH

*Long-Term Living'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.



*Environments for Aging* is the only industry conference and publication focused on innovative concepts and resources for creating attractive and functional living environments for the aging baby-boomer population. The Environments for Aging Conference and Exchange provide educational and networking opportunities for architects, owners, developers, facility managers, design professionals, and government officials working to enhance the long-term care industry.

**TOTAL REACH: 34,000+\***



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+\***