

# Lifestyles *over 50* Lehigh Valley



## Solutions for the Health and Senior Care Industry

social media management

Video Production

Drone & Aerial Photography / Videography

### Lifestyles over 50 Print Magazines

branded content

Photography

press releases

content marketing professional writing

SEO & SEM

web site development

graphic design

# Creative Services

In the early days when Lifestyles over 50 was all that THRIVE did, advertisers requested that THRIVE's marketing creativity and expertise be applied to their businesses. We obliged.

## Professional Writing



Web site content, case studies, white papers, press releases, social media posts, sales collateral --- we can write it all.

## Web Site Development



Customized web site development of WordPress and Joomla content management web sites for clients with modest budgets who prefer to maintain their own web site with help available if needed.

## Video Production



Short films, TV commercials, testimonials, webisodes, virtual tours, YouTube product videos, talking heads, and other video services.

## Photography



Capture great images of the people, facilities and operations that make your business special. From professional head shots to action shots on the manufacturing floor we capture it all.

## Drone & Aerial Services



Take flight to capture (photo & video) your real estate, event or other project to showcase it from heights and angles not typically seen.

## SEO & SEM



Search Engine Optimization (SEO) and Search Engine Marketing (SEM). Get found on Google and other search engines, bring prospects back to your web site and push them through your sales process.



**Don't worry,  
we speak your  
language**

(e otros idiomas también)

**Our client list includes  
non-medical home care,  
home health, personal care  
homes, assisted living,  
senior living, memory  
care, adult day centers,  
care managers, elder  
care attorneys, hospitals,  
medical practices,  
nonprofits...**

We understand your  
business, your clients  
and the best practices  
in your industry.



**“ As a publisher of a magazine you are in the center of an industry with a huge web of contacts and access to information and solutions. ”**



THRIVE publishes *Brain Krane*, a **senior activity workbook** filled with games, riddles, puzzles, and activities designed for fun and to stimulate the mind. Workbooks are branded and customized with senior living and home care logos and contact information to be used as marketing collateral and for client engagement. Contact us for a subscription to receive your customized Brain Krane senior workbook.

4847 Hamilton Blvd, Suite 201  
Allentown, PA 18106  
Sales@lifestylesover50.com  
**855-233-7034**

## Professional Services



THRIVE has a systematic and analytical approach to all its sales and marketing engagements. Decisions are data driven using THRIVE's proprietary processes to achieve the best outcomes and measure performance.

Since 2006, THRIVE has worked with hundreds of companies on both marketing and operational issues. Over time as THRIVE's relationships developed with clients, THRIVE was positioned to bring solutions to management to achieve their goals.

### Non-Medical Home Care Benchmark Report

Each year THRIVE performs a comprehensive market study for the metro Philadelphia area and the Lehigh Valley home care markets. Each Benchmark study includes over 25 participants whose anonymous responses are averaged into specific metrics (ave. pricing, caregiver pay, ave. weekly billables, etc.) for agencies to measure themselves against. All participants receive a copy of the report. Contact us to participate in the next study. Past benchmark studies are available for purchase.

### Business Broker; Buying or Selling a Business

Given THRIVE's contact with hundreds of owners, managers, and investors in the regional senior care industry, THRIVE is a business broker to those seeking to buy or sell a business in the senior care industry.

### Magazine Publishing Services

For individuals who would like to publish Lifestyles over 50 in their community, THRIVE licenses its branding, content and models for success to independent publishers. Lifestyles over 50 is currently published in the Buxmont (Bucks & Montgomery Counties) area and the Poconos through licensing agreements.

# Lifestyles over 50

More than a magazine -- it's a Community!

Lifestyles over 50 is a FREE magazine published **six times** each year.

**>1,000** <sup>NEW!</sup> copies mailed to professionals

including physicians, medical professionals, hospital discharge planners, social workers, pastoral care staff, parish nurses, financial planners, attorneys, realtors, geriatric care managers, and others. Includes industry professionals such as members of Lehigh Valley Aging in Place Coalition, LV Alliance on Aging, and PA LINK.

**10k+** Printed copies distributed to over 400 locations

Targeted distribution to hospitals, doctors offices, fitness centers, libraries, community centers, pharmacies, diners, active adult communities, senior living facilities, Area Agencies on Aging, government offices and more.

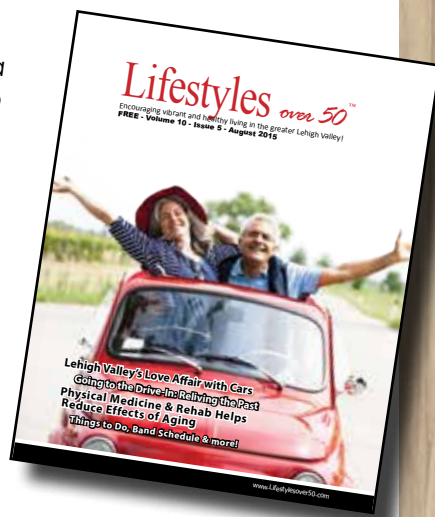


Over the years we have had a wonderful working relationship with Lifestyles over 50 for its informative and relative content for the community!

- Meals on Wheels Association of Pennsylvania Past President

Lifestyles over 50 is a valuable resource that we give to elderly patients and caregivers.

- Internist at Regional Hospital Network Practice



855-233-7034

Lifestylesover50.com

jtintle@Lifestylesover50.com



Since 2006, Lifestyles over 50 has been publishing a monthly print magazine in the Lehigh Valley. Since then, THRIVE Media (parent of L50) expanded to meet the marketing challenges of its clients in the health and senior care industries. THRIVE currently has over 100 clients and is the premier senior care marketing expert in the region. Pictured above: THRIVE's office building.

“Encouraging Vibrant and Healthy Living”

## Community Commitment & Give Back

From the beginning, civic engagement has been a defining principle for THRIVE. Each year THRIVE contributes hundreds of hours of service and thousands of dollars (in cash and donated services) to nonprofits organizations.

# Lifestyles over 50

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## Investment

Below are ad specifications for a 8.5 x 11 publication. Ad pricing based on price per insertion for the contracted commitment over a 12-month period. Costs include color. No ad change fee. \$60 fee to design ad by Lifestyles over 50 creative team, if applicable.

**Deadlines:** Dec 15 for Jan/Feb issue, Feb 15 for Mar/April issue, April 15 for May/June issue, June 15 for July/Aug issue, Aug 15 for Sep/Oct, Oct 15 for Nov/Dec.

**Specifications & Requirements:** Digital files are preferred as PDFs or JPEGs. All digital art & images and fonts must be provided. CMYK only, 300 dpi. Text files should be Microsoft Word. **Additional Charges:** Ads on pages 2, 3, and inside covers as well as specific page placement are subject to a 15% premium space fee.

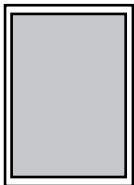
Ad Size	Specs	6 Issues	3 Issues	1 Issue
Web profile	contact info, description, photos, video	\$200 per year, includes print listings		
Eighth*	3.5w x 2.5h	\$475	\$500	\$525
Quarter*	3.5w x 4.5h	\$650	\$700	\$750
Half*	7.5w x 4.5h (horizontal) 3.5w x 10.5h (vertical)	\$1250	\$1340	\$1420
Full*	7.5w x 10h	\$1975	\$2055	\$2185

### \*Advertiser Benefits

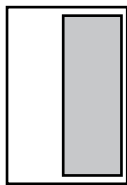
All display advertisers shall receive one free print listing in their respective industry category as well as an online profile page on [Lifestylesover50.com](http://Lifestylesover50.com) that includes contact information, a description, a logo, up to three photos and a video. Also, multi-issue advertisers may submit educational content for editorial consideration in print, subject to the editor's discretion.

**Editorial benefits.** Display advertisers may submit monthly news, press releases, events and articles to Lifestyles over 50 to be promoted online, social media, and the monthly newsletter.

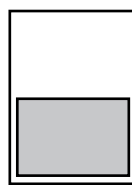
#### Full Page



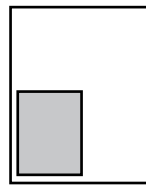
#### Half Page Vertical



#### Half Page Horizontal



#### Quarter Page



#### Eighth Page



#### Digital Ads

Web banners are \$60/month (6-mo. min).  
Email sponsorship is \$75 per month.

## Care Feature / Editorial Calendar

Each issue will spotlight a Care Feature. The Care Feature will offer articles and resources regarding a particular topic and/or industry with a list of organizations and businesses that provide the product or service locally.

**Jan/Feb;** senior centers, senior programs

**Mar/April;** SeniorFest issue, professional services - elder law, senior placement, financial services, etc.

**May/June;** skilled nursing facilities and rehabilitation

**July/Aug;** senior living and memory care

**Sep/Oct;** non-medical home care & home health, Medicare & insurance

**Nov/Dec;** adult day centers, hospice, Alzheimer's related topics