

environments for aging

media kit

2023

print | digital | events



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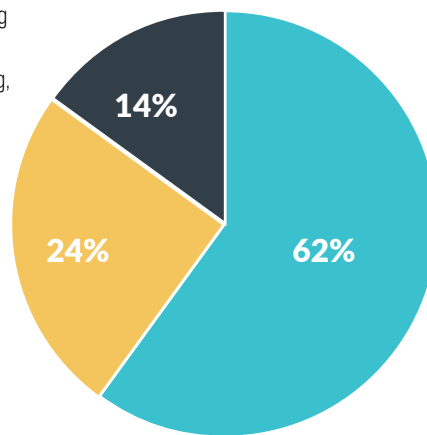
our audience

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. *Environments for Aging* produces print and digital publications, a leading annual conference, newsletters, and more.



READER BREAKDOWN

- **62%** senior living communities (independent living, assisted living, CCRC, rehab, skilled nursing, multiple facilities)
- **24%** architecture, interior design, construction/engineering firms
- **14%** others allied to the field



Source: Publisher's Circulation Statement, Summer 2022

EDITORIAL ADVISORY BOARD

Lori Alford
Avanti Senior Living

CC Andrews
Quantum Age Collaborative

David Banta
Associate Partner BKV Group

Laura Busalacchi
Brookdale Senior Living

Vassar Byrd
Rose Villa Senior Living

Margaret Calkins
Ideas Institute

Daniel J. Cinelli
Perkins Eastman

Michelle Clark
AIM Capital

Andy Coelho
Sunrise Senior Living

Alexis Denton
Perkins Eastman

Mitch Elliott
RDG Planning & Design

Lorraine Hiatt
ImprovAging

Steve Lindsey
Garden Spot Communities

Dean Maddalena
StudioSix5

Eric McRoberts
RLPS Architects

Jane Rohde
JSR Associates Inc.

Jill Schroeder
Pope Architects

Rob Simonetti
LaBella Associates

our audience

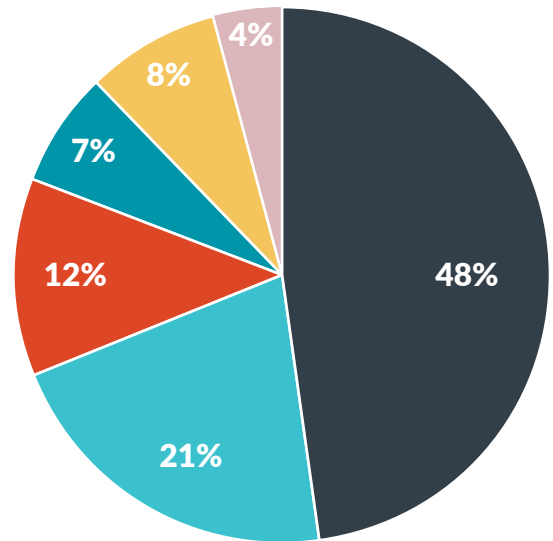
EFA readers are active buyers



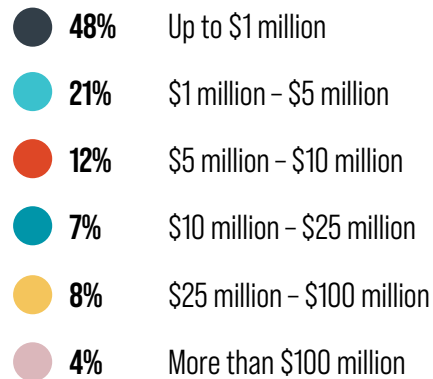
88%

of readers recommend, specify, and/or authorize purchasing decisions

EFA readers have money to spend



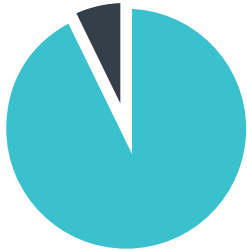
Reported annual senior living purchase specification for our readers' organizations:



Source: Environments for Aging Reader Survey, August 2020

our audience

EFA readers act on what they see



94%

of readers have taken one or more actions as a result of ads/articles they've seen in Environments for Aging



58%

visited an advertiser's website



52%

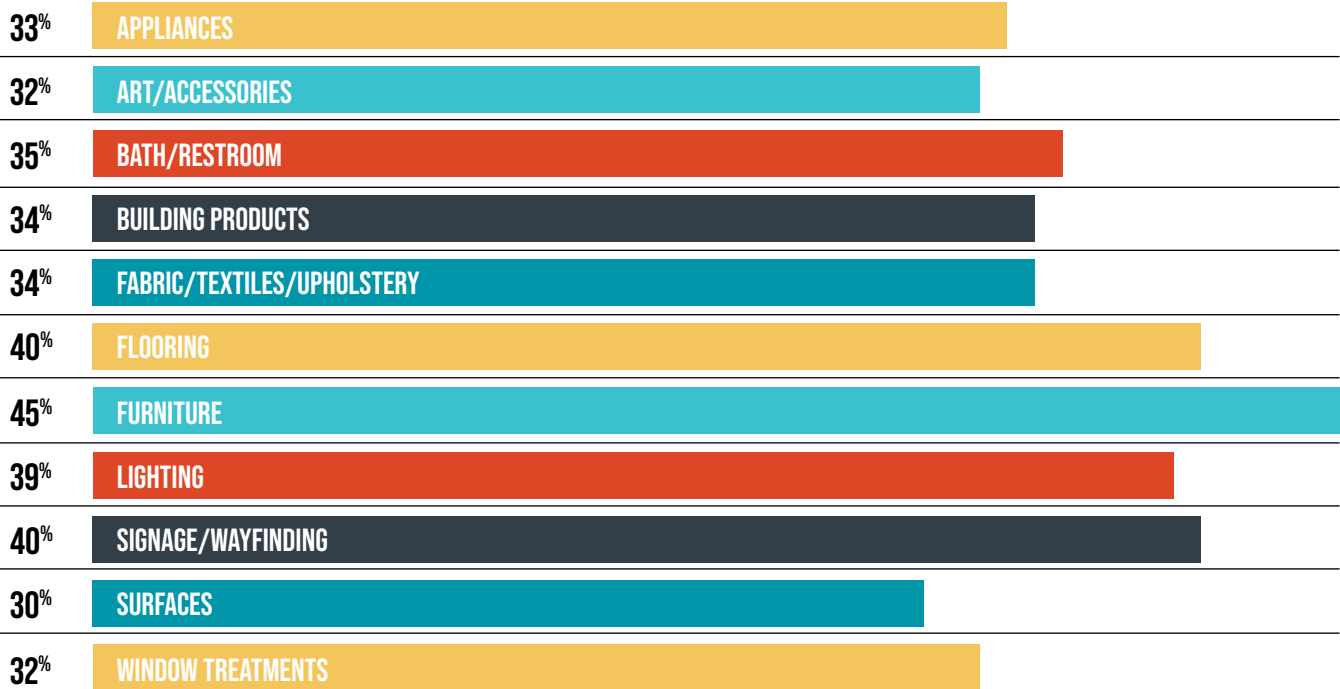
called a manufacturer or the manufacturer's sales rep directly



48%

used EFA to research product ideas

Top products EFA readers plan to purchase



Source: Environments for Aging Reader Survey, August 2020

the magazine



DESIGNERS LOVE PRINT

Print is the ideal medium for detail-rich photos, eye-catching layouts, and rip-it-out-and-tape-it-to-the-wall inspiration.



Environments for Aging serves
33,000+
qualified subscribers with each issue

ENVIRONMENTS FOR AGING MAGAZINE 2023

Issue	Ad Close	Ad Materials	Issue Highlights	Featured Editorial Content	HCD Events & Show Distribution
Spring	3/3/23	3/14/23	<p>2023 EFA Conference + Expo Issue</p> <p>EFA Design Showcase</p> <p>Thought Leader Q+As</p>	<ul style="list-style-type: none"> EFA Conference + Expo Preview Showcase Coverage: Winner Insights, Trends, and More 	<p>EFA Conference + Expo</p> <p>NeoCon</p>
Summer	5/25/23	6/2/23	<p>Buyers Guide*</p>	<ul style="list-style-type: none"> EFA Conference + Expo Wrap-up Dining Design Update 	<p>Healthcare Design Conference + Expo</p>
Winter	10/13/23	10/20/23	<p>EFA Remodel/Renovation Competition</p> <p>Design Profiles</p> <p>Thought Leader Q+As</p>	<ul style="list-style-type: none"> EFA Design Champions All Inclusive: A Look Inside Today's CCRCs 	<p>Senior LivingPoint</p>

* Contact Elana Ben-Tor (elana.bentor@emeraldtx.com; 216-373-1202) for Buyers Guide details and ask about enhanced listing opportunities with your logo, images, and more.

print rates & specs

Bleed sizes:

Spread 18-1/4" x 11-1/8"	Full Page 9-1/4" x 11-1/8"	1/2-vert. 4-1/2" x 11-1/8"	1/2-horiz. 9-1/4" x 5-1/2"	1/3-horiz. 9-1/4" x 4-1/4"	1/3-vert. 3-1/8" x 11-1/8"	1/4-page —
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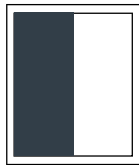
Non-Bleed (Live Area) sizes:



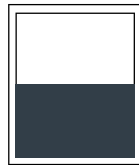
Spread
17-1/2" x 10-3/8"
(gutter bleed only)



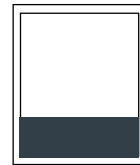
Full Page
8-1/2" x 10-3/8"



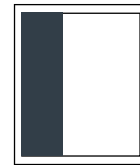
1/2-vert.
3-7/8" x 10"



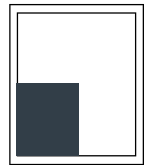
1/2-horiz.
7-7/8" x 4-7/8"



1/3-horiz.
7-7/8" x 3-5/8"



1/3-vert.
2-1/2" x 10"



1/4-page
3-7/8" x 4-7/8"

Trim sizes:

Spread 18" x 10-7/8"	Full Page 9" x 10-7/8"	1/2-vert. 4-1/4" x 10-7/8"	1/2-horiz. 9" x 5-1/4"	1/3-horiz. 9" x 4"	1/3-vert. 2-7/8" x 10-7/8"	1/4-page —
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Ad Size	1x	3x
Spread	\$7,650	\$7,300
Full Page	\$4,350	\$4,100
1/2 Page	\$2,400	\$2,300
1/3 Page	\$2,450	\$2,300
1/4 Page	\$2,050	\$1,950

Specifications

All PDFs and proofs should be directed to:

Terri Hill
Production Manager, *Environments for Aging*
Emerald X, LLC
1145 Sanctuary Pkwy, Ste. 355
Alpharetta, GA 30009
Phone: 770-291-5481

All print ad materials should be emailed to:

terri.hill@emeraldX.com

Or upload materials electronically to:

wettransfer.com

General Mechanical Requirements

Printing method: Web offset

Binding method: Perfect bound

Trim Size: 9" x 10-7/8"

2-page Spread Trim: 18" x 10-7/8"

Bleeds: Bleed supplied 9-1/4" x 11-1/8"

Keep live matter 1/4" from all trim sides on all bleed ads and 3/8" in gutter for spread ads.

Colors Available: 4-color process and 4A standard colors

Insert Requirements

Consult publisher.

Preferred Material

Material should be submitted as a PDF-X1A:high-res 300 dpi CMYK.

Crop and bleed marks should appear outside of the bleed of the ad. When creating the PDF, crop and bleed marks should be turned on, with the Offset set to at least 12 points, or .1667". We will only guarantee color reproduction with a supplied SWOP proof containing quality control bars.

Mail Date

Environments for Aging is distributed to subscribers 3 times per year.

digital rates & specs

Digital content is the go-to source for the most recent insights and inspiration, and the Environments for Aging website serves it up to the buyers and influencers you need to reach. Our popular weekly newsletter, along with our growing social media presence on Facebook, Twitter, LinkedIn, and Instagram, deliver that content directly to readers, as well.

Size	Expanded Size**	File Size	Subload Size	Max Host Requests	Animation Length*	FPS	Max CPU Usage
300x250	600x250	200 KB	300 KB	15	15 sec	24	30%
300x600	600x600	200 KB	300 KB	15	15 sec	24	30%
728x90†	N/A	200 KB	300 KB	15	15 sec	24	30%
600x400 prestitial††	N/A	200 KB	300 KB	15	15 sec	24	30%
970x90†††	N/A	200 KB	300 KB	15	15 sec	24	30%
1920x1080 wallpaper	N/A	200 KB	300 KB	15	15 sec	N/A	30%
300x50 mobile banner	N/A	50 KB	Not Allowed	15	15 sec	N/A	30%

† 728x90 ad will be replaced by responsive 300x50 when applicable

†† Requires 3rd party tags. Optional 300x250 mobile prestitial may be submitted to serve on mobile devices.

††† 970x90 ad is an optional size but 728x90 should also be submitted, as the different sizes will be served based on the user's platform

* No looping, audio must be user initiated

** Control = "Close X" on expanded panel and "Expand" on collapsed panel
Font = 8pt (11px) - 16pt (21px) - See more at IAB.com

Digital Rates

Banner Ad Top Leaderboard (728x90)	monthly	\$1,450
Banner Ad Top Rectangle (300x600)	monthly	\$1,750
Banner Ad Top Rectangle (300x250)	monthly	\$1,450
Banner Ad 2nd Rectangle (300x250)	monthly	\$1,150
Banner Ad 3rd Rectangle (300x250)	monthly	\$1,000
Banner Ad Anchor (728x90)	monthly	\$800
Prestitial	monthly	\$1,650
Interstitial	weekly	\$750
Wallpaper	monthly	\$2,300
Native Advertising	monthly	\$1,400
Custom Webinar	12 months	\$9,995

White Paper (1 month)	monthly	\$350
White Paper (3 months)	monthly	\$750
White Paper (6 months)	monthly	\$1,100
Weekly Newsletter Top Leaderboard (728x90)	monthly	\$1,150
Digital Edition Left of Cover Sponsor	monthly	\$950
Digital Edition Top Leaderboard	monthly	\$1,150
Digital Edition Skyscraper Left	monthly	\$1,150
Digital Edition Skyscraper Right	monthly	\$1,150
Custom eBlast	discuss with ad rep	
Social Targeting Extension Program (STEP)	monthly	\$50/CPM, minimum spend of \$1,500/month for 2 months



Environments for Aging



@EFAging



@environmentsforagingmag



@efamagazine



www.efamagazine.com

custom content

WE
KNOW
YOU'VE
GOT
YOUR
OWN
STORIES
TO TELL.
LET US
HELP
YOU TELL
THEM.

The custom content division of Environments for Aging is powered by talented, knowledgeable writers and graphic designers who know how to connect with this industry. You tell us the message you want to get across, and we'll create the perfect custom content piece—and deliver it to our highly qualified, highly engaged audience of operators and senior living design professionals. Alternately, you can provide your own content, and we'll get it in the right hands.

SEE THE ENVIRONMENTS FOR AGING **CUSTOM CONTENT MEDIA KIT** FOR DETAILS AND PRICING

CONTENT OPTIONS

- benchmark studies
- trend reports
- ask the expert Q+As
- audience survey research
- checklists
- white papers
- webinars

DELIVERY AND LEAD GEN OPTIONS

- native advertising
- print advertorials
- social media marketing
- retargeting campaigns
- email blasts

events

The Environments for Aging & Conference + Expo offers the latest strategies and ideas for creating functional and attractive living environments that meet the needs of our aging population. During this comprehensive three-and-a-half-day learning experience, attendees will network with peers while learning the latest innovations and best practices in senior-friendly design for long-term and residential care settings.



environments for aging

Conference + Expo | April 15-18, 2023
Charlotte Convention Center, Charlotte, NC



FOR MORE INFORMATION

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