environments
for aging

media kit | 2023

print | digital | events
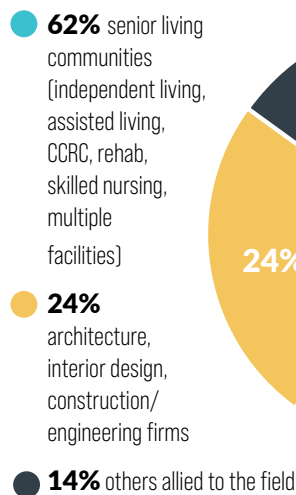
contents

(click on page number to take you directly to page)

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

our audience

EFA readers are active buyers

88%

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

EFA readers have money to spend
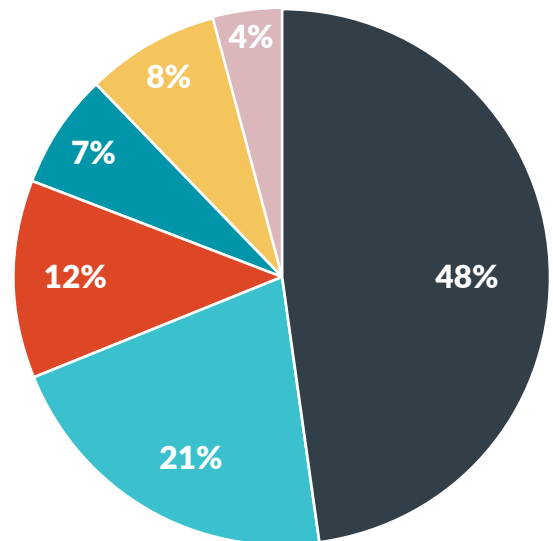
Reported annual senior living purchase specification for our readers' organizations:

⬤	**48%**	Up to $1 million
⬤	**21%**	$1 million – $5 million
⬤	**12%**	$5 million – $10 million
⬤	**7%**	$10 million – $25 million
⬤	**8%**	$25 million – $100 million
⬤	**4%**	More than $100 million
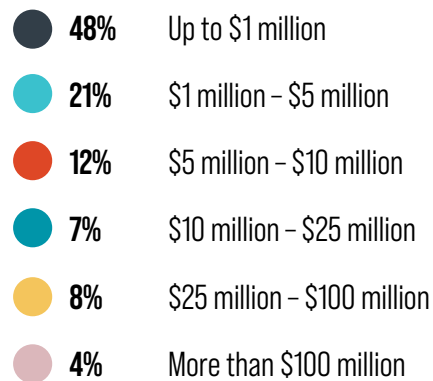
our audience

EFA readers act on what they see
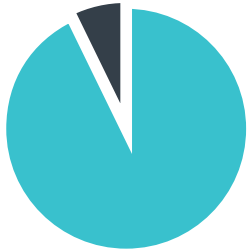
94%
of readers have taken one or more actions as a result of ads/articles they've seen in Environments for Aging

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

33%	APPLIANCES	
32%	ART/ACCESSORIES	
35%	BATH/RESTROOM	
34%	BUILDING PRODUCTS	
34%	FABRIC/TEXTILES/UPHOLSTERY	
40%	FLOORING	
45%	FURNITURE	
39%	LIGHTING	
40%	SIGNAGE/WAYFINDING	
30%	SURFACES	
32%	WINDOW TREATMENTS	
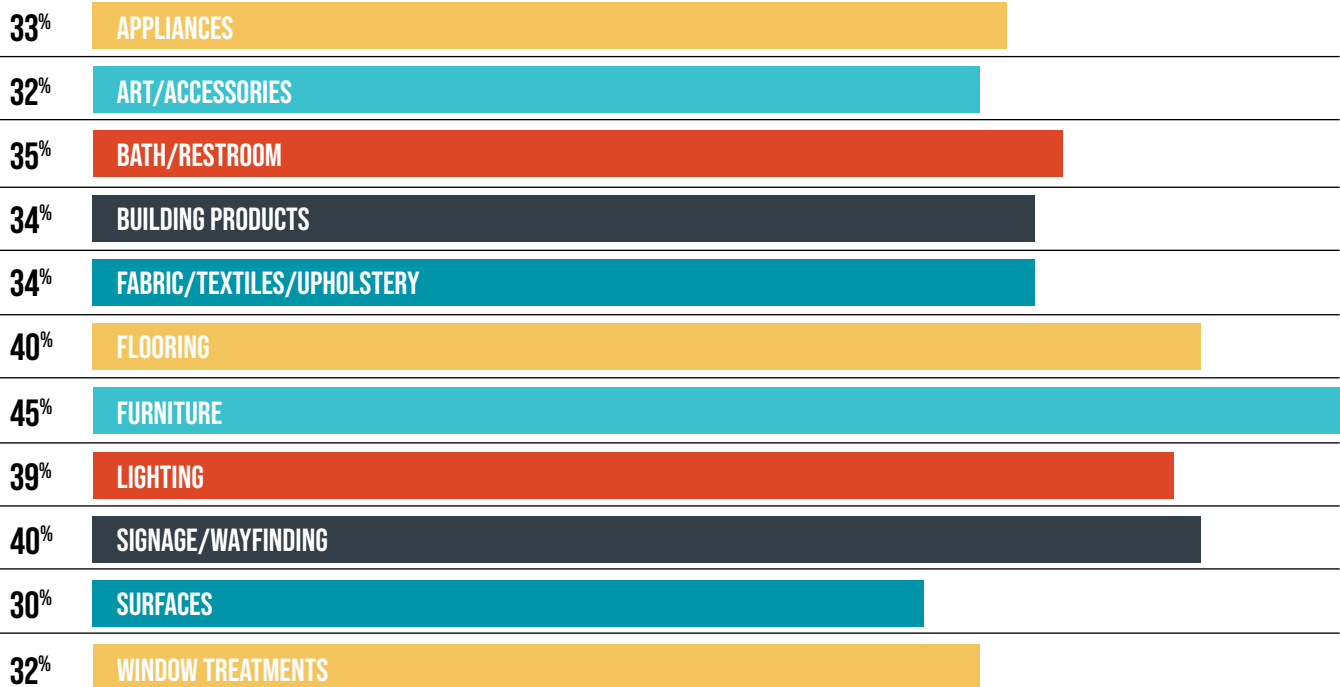
the magazine

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

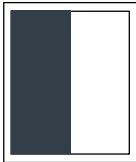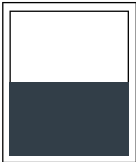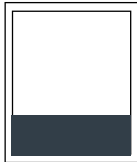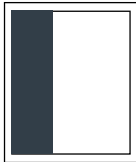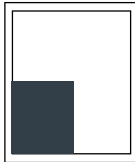| Issue	Ad Close	Ad Materials	Issue Highlights	Featured Editorial Content	HCD Events & Show Distribution
Spring	3/3/23	3/14/23	2023 EFA Conference + Expo Issue EFA Design Showcase Thought Leader Q+As	· EFA Conference + Expo Preview · Showcase Coverage: Winner Insights, Trends, and More	EFA Conference + Expo NeoCon
Summer	5/25/23	6/2/23	Buyers Guide*	· EFA Conference + Expo Wrap-up · Dining Design Update	Healthcare Design Conference + Expo
Winter	10/13/23	10/20/23	EFA Remodel/Renovation Competition Design Profiles Thought Leader Q+As	· EFA Design Champions · All Inclusive: A Look Inside Today's CCRCs	Senior LivingPoint

* Contact Elana Ben-Tor (elana.bentor@emeraldx.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	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
	18-1/4" x 11-1/8"	9-1/4" x 11-1/8"	4-1/2" x 11-1/8"	9-1/4" x 5-1/2"	9-1/4" x 4-1/4"	3-1/8" x 11-1/8"	—

Non-Bleed (Live Area) sizes:

	Spread	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
	17-1/2" x 10-3/8"	8-1/2" x 10-3/8"	3-7/8" x 10"	7-7/8" x 4-7/8"	7-7/8" x 3-5/8"	2-1/2" x 10"	3-7/8" x 4-7/8"
	[gutter bleed only]						

Trim sizes:

	Spread	Full Page	1/2-vert.	1/2-horiz.	1/3-horiz.	1/3-vert.	1/4-page
	18" x 10-7/8"	9" x 10-7/8"	4-1/4" x 10-7/8"	9" x 5-1/4"	9" x 4"	2-7/8" x 10-7/8"	—

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*

Phone: 770-291-5481

All print ad materials should be emailed to:

terri.hill@emeraldx.com

Or upload materials electronically to:

wetransfer.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 300×50 when applicable
†† Requires 3rd party tags. Optional 300×250 mobile prestitial may be submitted to serve on mobile devices.
††† 970×90 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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