

2023

KIT

MEDIA

CAREGIVING

SUPPORT AND RESOURCES FOR AGING LOVED ONES

Mission

Caregiving magazine informs and educates adult children and seniors at a time when a loved one is transitioning from a life of independence to one that requires some level of care. *Caregiving's* award-winning content empowers its readers and influences its choices on this journey.



Accolades

Published since 2020

Illinois Woman's Press Association

1st Place, Writing, *Dying to Leave the Earth Better* - 2022

1st Place, Writing, *Lifelong Learners* - 2022

1st Place, Writing, *Family Trees* - 2022

1st Place, Writing, *Passive Neglect* - 2022

1st Place, Graphics and Design, *Spice of Life: Embracing cultural traditions engages seniors, honoring their heritage* - 2022

2nd Place, Graphics and Design, *Caregiving* magazine cover Winter/Spring 2022

2nd Place, Writing, *End-of-life midwives ease the final passage with compassion* - 2022

3rd Place, Writing, *A Life with Meaning* - 2022

1st Place, Newsletter format with magazine-style writing and design - 2021

1st Place, Graphics and Design, *Power to the People: Senior Activists Make Their Voices Heard* - 2020

1st Place, Photo Essay, *The Passions Project: Capturing lives filled with enthusiasm, vitality and meaning* - 2020

National Federation of Press Women

1st Place, Graphics and Design, *Power to the People: Senior Activists Make Their Voices Heard* - 2020



3+ Years
250+ Industry Voices
400+ Stories
1M+ Readers
(estimated per issue)



UI HEALTH SPECIALTY CARE BUILDING

OPENING FALL 2022
YOUR NEW HOME FOR
STATE-OF-THE-ART CARE

- Ear, Nose, Throat
- Gastroenterology
- Ophthalmology
- Same-day Surgery
- Transplant



COVER

POSITIVE PURPOSE

Finding connections through the fog of dementia

By Joe Baker

A LIFE WITH MEANING
Enhancing quality of life for people with dementia

By Sarah Lindquist Hall

WANDERING & DEMENTIA
Tips to prevent a loved one from leaving home and losing their way

By Alexander Camp

COVER

MUSIC AND MEMORY

Making music engages the brain and improves mood

By Jennifer Rodriguez

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WANDERING & DEMENTIA
Tips to prevent a loved one from leaving home and losing their way

By Alexander Camp

TRY THESE TIPS TO PREVENT A LOVED ONE FROM WANDERING UNACCOMPANIED

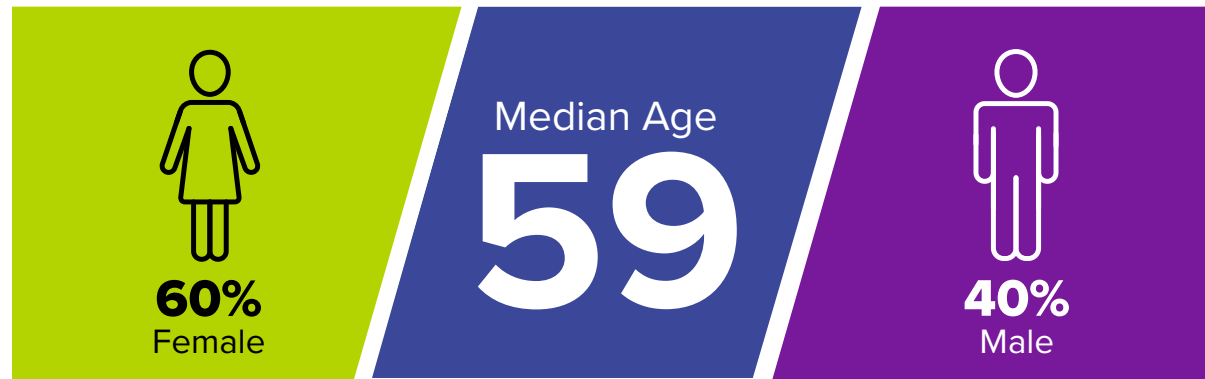
- Avoid nighttime bathroom trips. Use a nightlight and a clock to help them know the time.
- Stash the keys. Give away the car keys to a trusted friend or family member.
- Hide outside clothes. Keep clothes such as hats and shoes out of sight so that wearing them doesn't trigger ideas associated with leaving the house.
- Camouflage doors. Disguise doors and doorbells by painting them the same color as the walls. This means it's harder for someone with dementia to tell the difference.
- Install alarms. Use devices that alert you when someone opens a door or window. You can also use a small sensor that sends a signal to your phone when someone enters a room.
- Track location. Use your phone to track the location of your loved one. This can be done by using a tracking app or by using a GPS device.

Total Brand Reach

1 Million+

1M active healthcare consumers*

ESTIMATED PRINT READERS



Our Readers

88%
Have a primary care physician

94%
Visit doctors regularly

72%
Exercise regularly

29%
Have been hospitalized in the past 12 months

47%
Have single or employee sponsored health insurance

47%
Are covered by Medicare or medicaid

85%
Agree that our stories or advertisements influence where they will seek care for themselves or a loved one.

75% of our readers acknowledge that our stories and advertisements have influenced where they would seek care for themselves or a loved one.

TOP AREAS OF INTEREST

- HOUSING OPTIONS
- HOME CARE OPTIONS
- AVOIDING SCAMS
- FINANCIAL PLANNING
- DAILY MONEY MANAGEMENT
- END-OF-LIFE MATTERS
- TECHNOLOGY AS HELP
- AID FOR HEARING IMPAIRED
- MENTAL HEALTH
- DEMENTIA
- FITNESS
- MEDICARE AND MEDICAID
- TRAVEL
- LIFE-LONG LEARNING
- MUSIC
- COMMUNITY RESOURCES

ONLINE READERS*

26,000+ Monthly Visitors



65k Monthly Ad Impressions



85% Organic Traffic



43% Local Readers



81% Mobile Users



5000+ Newsletter subscribers



0.5% CTR
(industry average 0.3%)

*ADSENSE, GOOGLE ANALYTICS 2023

STATISTICS ARE FROM SIMILAR DISTRIBUTION OF SISTER PUBLICATION CHICAGO HEALTH MAGAZINE.

Circulation ●

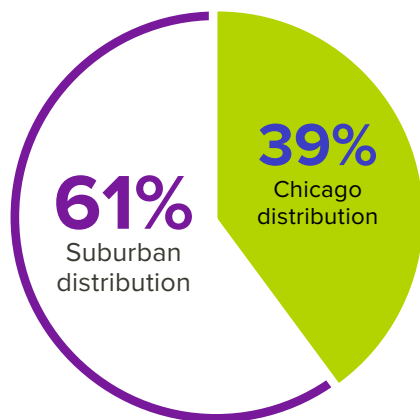
Caregiving has a semi-annual print run of 65,000 copies, using four major distribution channels:

Demographic Targeting: 50,000 copies are placed in waiting rooms of approximately 4,000 physician offices, health clinics, fitness clubs, community centers and senior residential properties.

Industry Leaders: 7,500 copies of *Caregiving* are sent to area healthcare professionals, discharge planners and social workers who influence the selection of services for patients.

Direct Residential: 6,000 copies are made available within more than 550 lakefront condominiums and co-op buildings.

Digital Edition: E-mailed to 5,000 health conscious readers throughout Chicagoland and beyond.



DISTRIBUTED IN...

- WAITING ROOMS
- PHYSICIAN OFFICES
- CANCER AND DIALYSIS CENTERS
- REHABILITATION FACILITIES
- PHYSICAL THERAPY CLINICS
- HEALTH CLUBS
- COMMUNITY CENTERS
- SENIOR RESIDENTIAL PROPERTIES



2023 Editorial Calendar

Each issue of *Caregiving* provides more relevant and award-winning health content than any other magazine in the Chicago metro area. Our readers have interest in many subjects including options for housing, home care, end-of-life services, financial management, resources, technology assistance, and many more. The voices and expertise of more than 250 caregivers and healthcare professionals have filled our stories, and we seek these top professional sources from all over the Chicago region.

Summer/Fall 2023

EDITORIAL

Cover: *Traveling as we age*
Features: *Food security for the elderly*

ADVERTISING

Sponsored Content
Q+A Round Table
Ask The Expert

Winter/Spring 2024

EDITORIAL

Cover: *How and what to plan to ease your life during retirement years*
Features: *When you need it, will there be Social Security, Medicare, or Medicaid?*

ADVERTISING

Sponsored Content
Q+A Round Table
Ask The Expert

