

2025

KIT

MEDIA

CAREGIVING

SUPPORT AND RESOURCES FOR AGING LOVED ONES



Mission

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



Accolades

Since 2020, twenty-three of our writers and designers have won national and regional awards for healthcare content including:

American Society of Journalists and Authors
Association of Healthcare Journalists
Chicago Headline Club
Illinois Woman's Press Association
National Federation of Press Women



5+ Years
300+ Industry Voices
400+ Stories
1M+ Readers
(estimated per issue)



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

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

C In Brief

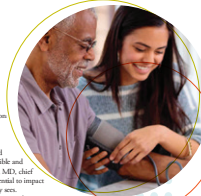
Rush-CVS Partnership for People on Medicare

Rush University System for Health recently partnered with CVS MinuteClinics to reach more people on Medicare. The collaboration enables people with Medicare who utilize CVS's participating MinuteClinics in Chicago and some suburbs to access follow-up

primary and specialty care at Rush. The partnership — through a Center for Medicare & Medicaid Services initiative called ACO REACH — makes care more accessible and affordable to people in underserved communities, says Paul Casey, MD, chief medical officer for Rush University Medical Center. It has the potential to impact local Medicare beneficiaries beyond the 35,000 that Rush currently sees.

Rush and CVS aren't the only leading partnerships. With a nationwide primary care shortage, there's a need for retail outlets, including Amazon and Walgreens, to partner with comprehensive healthcare providers. Casey says Rush will ultimately measure this partnership's success through annual wellness visits and whether people need hospital — and out of the hospital.

According to Casey, the CVS partnership provides another way for Rush clinicians to address social determinants of health for Medicare patients. Social determinants — transportation, housing, primary care, and food access, as well as financial ability — drive 90% of successful health outcomes. —*Kathleen Ahern*



Smart Seating

People who use wheelchairs are at high risk for potentially complicated and painful pressure injuries, also called bedsores or pressure ulcers. These sores when a person remains seated or prone for long periods of time, which inhibits circulation. Not always visible or obvious, pressure injuries can cause tissue in the body to become infected or die.

Enter the smart wheelchair cushion, which aims to solve this dilemma and save lives. "This is an excellent example of how smart technology can be used to solve a real-world challenge. I expect to see smart technology incorporated into devices like this becoming more commonplace over the next decade," says Tony LaPatis, founder of Seniors Tech Support, which provides remote and in-person tech support, training, and education for individuals and senior living communities.

The Kalligee Online Smart Cushion, designed by former Google engineers, is one of the most advanced smart cushions currently on the market. The cushion detects and targets pressure points, providing weight shifts and pressure relief. It is priced at \$2,000, not yet covered by insurance, and is available to manufacture the cushions.

"Enhancing certain types of smart technology provide a real solution for an immediate need,"



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Same-Day Joint Replacement?

Same-day joint replacement surgeries are increasingly popular. Beyond age, overall medical and fitness levels are also important.

"With the techniques and protocols we have, some patients are able to go home as soon as two to three hours after their operation," says Ravi K. Bahadur, MD, director of outpatient hip and knee replacement surgery at NorthShore

University HealthSystem. "But keep in mind, it doesn't apply to everybody." Bahadur specializes in ultra-minimally invasive joint replacement surgery. These minimally-invasive procedures result in the least amount of disruption to the soft tissue — less pain, less inflammation, and more rapid recovery.

"The way we are doing these things has them get up and back on their feet more quickly, but also decreases their use of opioid medications," Bahadur says.

While there's no age restriction, Bahadur recommends same-day procedures to those who are healthy, physically fit, and have adequate support systems. He estimates that approximately 30% of his joint replacement cases are outpatient. "It's really comfortable to be able to sleep in your own bed, on your own food, be around your own family," he says. "Within a few days — or even a week — despite all the heavy pain meds and getting back to their lives."

During recovery, home health nurses and physical therapists provide care, building upon skills learned after surgery in the hospital. After one to two weeks, people choose how often they continue with physical therapy. "It's about working with them to the level of their enthusiasm," Bahadur says. "We utilize the disruption to help accelerate that [recovery] process." —*Catharine Renner*

New Biomarker for Parkinson's Disease

Research published in the journal *Brain* describes blood biomarkers that can identify the likelihood for cognitive impairment in people with Parkinson's disease. National Institute on Aging researchers, along with investigators in New Zealand and France, collected blood samples from more than 200 people — one group with Parkinson's disease and standard cognition and one with Parkinson's disease and cognitive impairment or dementia.

The researchers compared three proteins involved in neurodegenerative disease and found that samples from the group with Parkinson's and cognitive impairment or dementia had two of biomarkers alpha-synuclein and insulin receptor substrate-1 than the sample from people with Parkinson's and standard cognition. The samples also had more of the biomarker phosphorylated tau, a biomarker for Alzheimer's disease. MD, PhD, neurologist and movement disorder specialist at NorthShore University HealthSystem, says this finding can help physicians advise medications to treat Parkinson's cognitive effects. The research can also guide caregivers and family



THE CALL OF THE ROAD

By Jennifer Bellack

There's nothing like travel. To experience new worlds and flavors, to watch the sun rise over a part of the world — or your own community — that you haven't yet explored. But as we age, travel can become more difficult to manage. Maybe you need certain medications, you have mobility requirements, or require a lot of support. Leaving your routine can feel like too much of an undertaking, even if it's a version of yourself

around you — travel fosters connection to the world, how old you are or how you feel. Here, we connect you with inspiring people who continue to pursue travel to the full extent of their ability. You'll learn new ways to make solo-traveling work for you, regardless of age, ability, company needs, or finances.

It's never too late to travel on your own or wherever you please, you need a caregiver to make up with you, or you're planning to head out and learn more about the community

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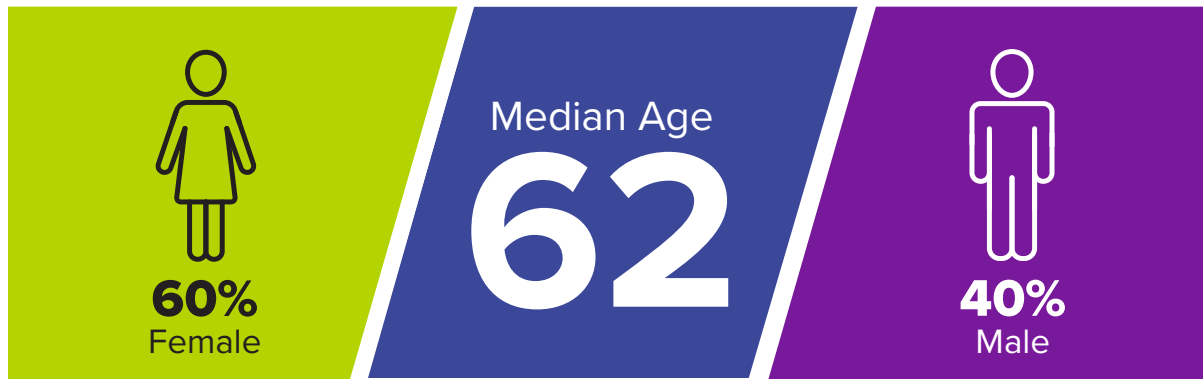


Total Brand Reach

1 Million+

1M active care 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*

20,000+ Monthly Visitors



25k Monthly Ad Impressions



85% Organic Traffic



43% Local Readers



81% Mobile Users



4500+ Newsletter subscribers



0.5% CTR
(industry average 0.3%)

*GOOGLE ANALYTICS 2024. STATS ARE COMBINED WITH SISTER WEB SITE CHICAGOHEALTHONLINE.COM.

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

Circulation

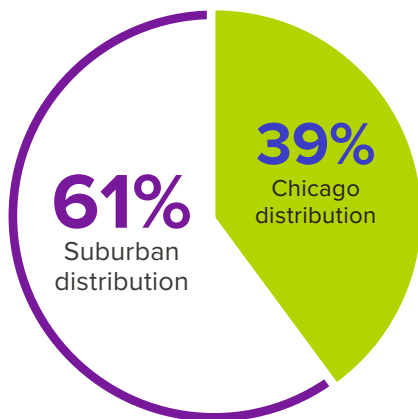
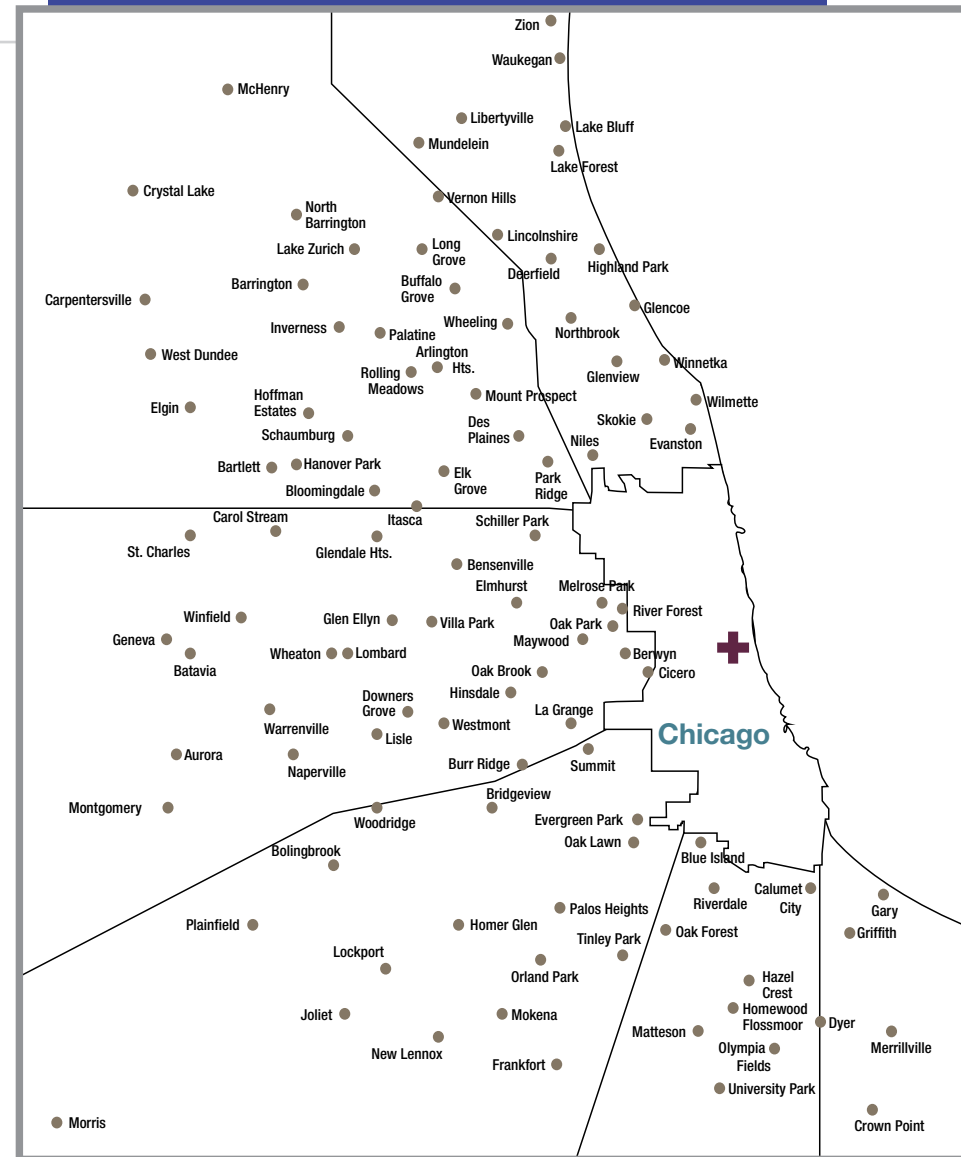
Caregiving has a semi-annual print run of 65,000 copies. Its content uses four major distribution channels:

Demographic Targeting: Adult children and seniors. 55,000 copies are placed in waiting rooms of approximately 4,000 physician offices, health clinics, emergency rooms, fitness clubs, community centers and senior residential properties.

Industry Leaders: 7,500 copies of *Caregiving* are sent to area health and care 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: A digital flipbook version appears before 20,000 monthly visitors to ChicagoCaregiving.com.



DISTRIBUTED IN...

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

2025 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.

June 2025

EDITORIAL

Cover: *Tips on dealing with non-compliant family members*

Features: *When you need it, will there be Social Security, Medicare, or Medicaid?*

ADVERTISING

Sponsored Content

Q+A Round Table: Professionals candidly discuss how they deal with non-compliant care recipients

Ask The Expert

December 2025

EDITORIAL

Cover: *Caregiver personal stories**

Features: *TBD*

ADVERTISING

Sponsored Content

Q+A Round Table: Challenges today in home care

Ask The Expert

**Subject to change*

