



Adult
LIFESTYLE
Communities

MEDIA KIT 2022

ABOUT ADULT LIFESTYLE COMMUNITIES

A powerful brand new website and online search engine to provide a 'one-stop-shop' resource for Active Adults seeking their next home in an Adult Lifestyle Community.

More than a website, adulthoodlifestylecommunities.com (abbreviated as "ALC"), is a unique Canadian resource combining all aspects of the purchasing and relocation process as well as lifestyle content, catered towards energetic, vibrant active adults 55+.



OUR AUDIENCE

The most influential generation alive is the Baby Boom and they will continue to strongly influence the Canadian economy for at least the next 20 years.

- Between 56 and 75 years old as of 2022
- Control 71% of the wealth across Canada
- Hold the most power as consumers on the market

Our audience is seeking everything from real estate and decor to travel and events, providing a huge opportunity for advertisers to reach a diverse wealthy audience. View our Content Categories to learn more.



FEATURED COMMUNITY

Our primary purpose begins with helping our members find the perfect Adult Lifestyle Community to suit their needs. By becoming one of our Featured Communities, your Community will be prominently displayed on the homepage of our website. This draws immediate attention to your Community, highlights its benefits and uniqueness, and drives users to interact more frequently which creates reliable lead conversion rates.

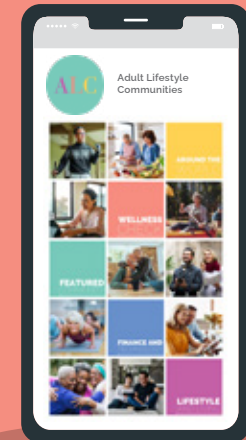
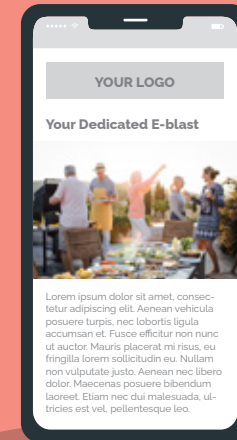


	Monthly Rate	Annual Rate
Regular Rate	\$500 per month (min. 6 months)	\$4,999 per year (over 15% discount)

FEATURED COMMUNITY

What do you get with a one-year Featured Communities commitment?

- Appear at the top of related search results
- One sponsored content article per quarter
- Digital display ad in rotation for one year
- One social post per quarter
- One dedicated eblast to our entire database
- One ad in our monthly e-newsletter per year

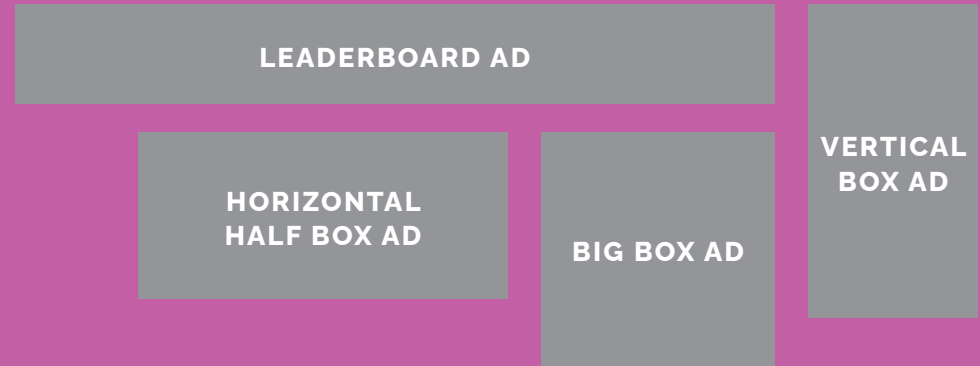


DIGITAL DISPLAY ADS

Our ad units are strategically placed to integrate into the look and feel of the website to create an aesthetically pleasing display.

We also offer ad designs included in our placement fees. Just provide your images and copy and we will design your ad for free!

The below ad mock-ups are scaled to 25% of their actual size.



	Regular Rate
Homepage Leaderboard (1140x150px)	\$2,000 per year
Homepage Horizontal Half Box (555x250px)	\$1,500 per year
Our Communities Page Vertical Box (255x470px)	\$1,500 per year
Our Communities Page Big Box (350x350px)	\$1,500 per year
Resource Page Leaderboard (1140x150px)	\$2,000 per year

EMAIL MARKETING

Email Marketing

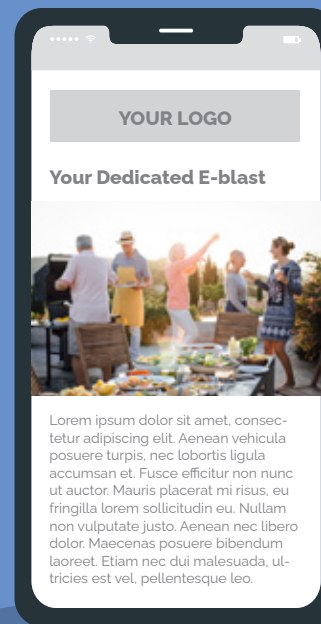
At first monthly, the ALC Newsletter will be distributed to our database on a weekly basis as our audience grows.

Ad Units in newsletter - \$ 250

Dedicated E-blast

Provide your content and we will send an e-blast to our database dedicated to promoting your content.

Dedicated E-blast - \$ 500



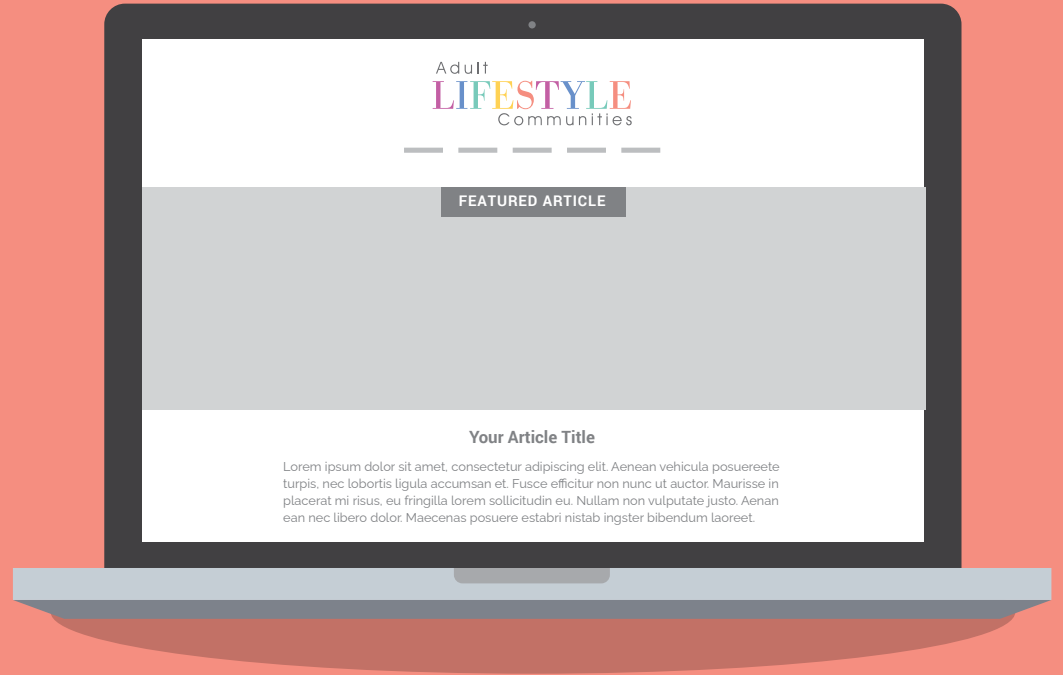
SOCIAL MEDIA

We anticipate quickly growing our social media following with engaging and interesting content. As more and more people 55+ are active on Social Media such as Facebook and Instagram – engaging with your audience through ALC's channels is another great way to reach YOUR audience.



BRANDED CONTENT

Our editorial team is excited to help tell your brand's story. We offer integrated editorial content to introduce our readers to your brand, build interest, and naturally communicate to those who would benefit most.



ALC MEMBERSHIP PARTNERS

Our members will be our most engaged prospects for you to appeal to. These are active members of the community who are constantly looking for new opportunities, products, and experiences. If you have a product or offering you think would be interesting to our Members, we can help drive them toward your brand, build awareness, and bolster your advertising efforts.

For a custom membership package, contact our team.



ADVERTISING OVERVIEW

	Regular Price (Starts April 20, 2022)
Featured Community	\$500/month (6 months min.) or \$4,999/year
Digital Display Ads	\$1,500 per year to \$2,000 per year
Email Newsletter	\$ 250 per Ad
Dedicated E-blast	\$ 500 per E-blast
Social Media	N/A
Branded Content	N/A
ALC Membership Partner	Custom Package

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Contact the ALC Team

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