

MEDIA KIT 2023

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 like a private Benefits Club than just a website, adultlifestylecommunities.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 are the Baby Boomers and they will continue to strongly influence the Canadian economy for at least the next 20 years.

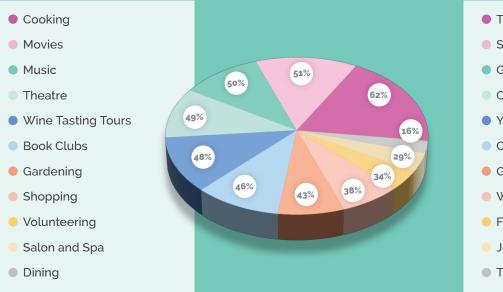
- Between 56 and 75 years old as of 2022
- Control 71% of the wealth across Canada
- Hold the most power as consumers on the market
- Less affected by rising interest rates as they have seen rates much, much higher when they bought their first homes and have strong equity or paid-off mortgages
- Have parents seeking retirement residences or are considering a residence for themselves
- Are retired from work or preparing to retire and are looking forward to the next phase of their life





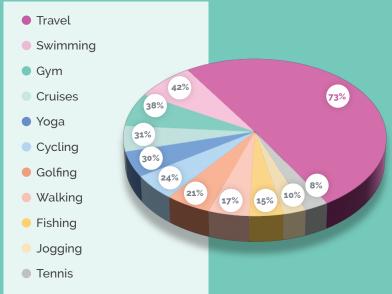
OUR AUDIENCE INTERESTS

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.



ALC Member Favourite Activities (January 2023)

ALC Member Active Activities (January 2023)



WEBSITE TRAFFIC TO DATE JANUARY 2023

In the few months since we launched we have registered:







1.5 Minute Average Engagement Time



1200+ Committed Members



27,000 Unique Visitors

... and we are just getting started! Our digital team is hard at work promoting the website through Facebook, Instagram and Google to 55+ markets across Canada





SPONSORED 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.

You can provide your own content and images to be shared on our website or our professional team of writers can write and create a custom article highlighting your brand for a fee.



Content Categories include:

Lifestyles and Living Real Estate Wellness Check Finance and Technology Around the World

ALC MEMBERSHIP PARTNERS (\$299 ANNUAL RATE)

Our members are very 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.

All Member Partners receive a dedicated page on our website and inclusion on our Member E-Blasts for a \$299 annual rate.

For a custom membership package, please contact our team.





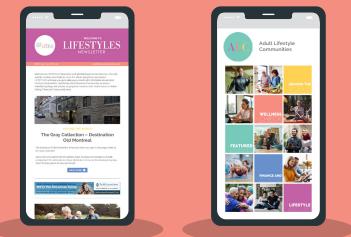
FEATURED COMMUNITY (INTRODUCTORY RATE - \$249/MONTH)

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

- Appear at the top of related search results
- Digital display ad in rotation
- One social post per quarter (Instagram AND Facebook)
- One ad in our monthly e-newsletter per quarter

Annual Rate available at a discounted fee.





COMMUNITY LISTINGS (\$75/MONTH WITH 6 MONTH MINIMUM)

Want to be included as an ALC Community at a lower cost? We offer an introductory listing package with a 6 month minimum, so our thousands of visitors can contact you directly from our site!

What do you get with a one year Community Listing?

- Community Contact Information included
- Link to your website included
- Customized "Blurb" and images on your community page

Annual Rate available for a discounted fee.



ASK THE EXPERT (\$500 FOR 6 MONTHS)

No matter what stage of life you're in, things are always changing. As you take the next step in your journey, many questions will come up – often for the first time.

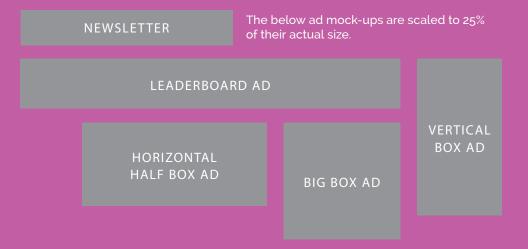
Introducing **Ask the Expert**, an exciting new service for the ALC community. ALC partnership professionals are ready to assist users with their questions on subjects from Moving to Wealth Management; Legal matters to Estate Planning; Mortgage Financing and Insurance; to Health & Wellness, Travel and more.



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 design at an additional cost. (Prices reflect creative provided by advertiser)



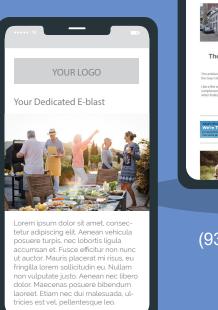
	Regular Rate
Homepage Leaderboard (1140x150px)	\$200/month (3 month minimum)
Homepage Horizontal Half Box (555x250px)	\$150/month (3 month minimum)
Our Communities Page Vertical Box (255x470px)	\$150/month (3 month minimum)
Our Communities Page Big Box (350x350px)	\$150/month (3 month minimum)
Resource Page Leaderboard (1140x150px)	\$200/month (3 month minimum)
Newsletter (937×135px)	\$250 an issue (3 month minimum)

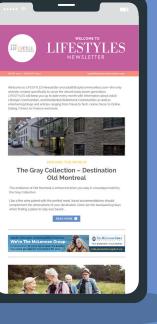
EMAIL MARKETING (AD UNITS IN NEWSLETTER \$250/ISSUE OR DEDICATED E-BLAST-\$500)

Our Monthly ALC Newsletter consistently receives 50 to 60% open rates. Our Membership list grows weekly so lock in your rate as our audience grows.

Dedicated E-blast

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





(937 px x 135 px)

SOCIAL MEDIA (10 PACK OF POSTS FOR \$250)

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.

Provide your content and we will post to our followers on days of your choosing.



ADVERTISING OVERVIEW

Featured Community	\$ 249/month (3 months min.)
Community Listing	\$ 75/month (6 months min.)
Ask the Expert	\$ 500 for 6 months
Digital Display Ads	\$ 150 to \$200/month
Email Newsletter	\$ 250/Ad/Issue
Dedicated E-blast	\$ 500/ISSUE (Limited Opportunities available)
Social Media	10 pack of posts for \$250
Sponsored Content	Custom Package
ALC Member Partnership	\$ 299/year or Custom Package

Adult LIFESTYLE Communities

Contact the ALC Team:

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