

A photograph of a middle-aged couple sitting on a wooden boat. The man, on the left, has short grey hair, wears glasses, a dark vest over a striped long-sleeve shirt, and blue jeans. The woman, on the right, has long brown hair and is wearing a grey t-shirt. Both are smiling and holding glasses of beer. The background is a body of water.

Adult
LIFESTYLE
Communities

ADULTLIFESTYLECOMMUNITIES.COM

A UNIQUE ONLINE COMMUNITY FOR THE ACTIVE 55+ CANADIAN MARKET

MEDIA KIT 2024

ABOUT ADULT LIFESTYLE COMMUNITIES

Adult Lifestyle Communities is a unique Canadian resource designed to meet the diverse needs of individuals aged 55 +

Providing a comprehensive range of services, [Adulthoodlifestylecommunities.com](https://adulthoodlifestylecommunities.com) (abbreviated as “ALC”), offers various housing options tailored to active adults, informative articles covering topics relevant to this demographic, and exclusive member benefits to enhance their quality of life.



THE BABY BOOMER GENERATION

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



WEBSITE TRAFFIC TO DATE

Since we launched in March 2022, we have registered:



4600+ Committed Members



280,000 Page Views



110,000 Unique Visitors



1.5 Minute Average Engagement Time

Our digital team is hard at work promoting the website through Facebook, Instagram and Google to 55+ markets across Canada and the United States.

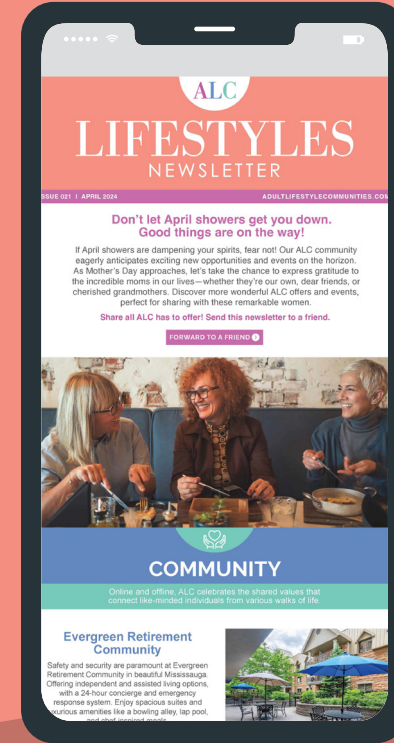


SPONSORED CONTENT AND NEWSLETTER

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 and in our newsletter, 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
Finance and Technology

Real Estate

Wellness Check
Around the World

ALC EVENTS & EXPERIENCES

ALC works with Partners/Sponsors to offer members the opportunity to participate in unique travel and cultural events. ALC Events include:

- Informative Webinars
- Live Theatre Performances
- Member-Exclusive Trips including Myrtle Beach, Nashville and Memphis
- Wine Pairing Dining Events

This has allowed us to take our online audience offline.



ALC MEMBERSHIP PARTNERS (\$299/YEAR)

Our membership program has attracted a community of engaged subscribers 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 in our newsletter/social media for a \$299 annual rate.

For a custom membership package, please contact our team.

Reach your audience for only \$24.92 a month!

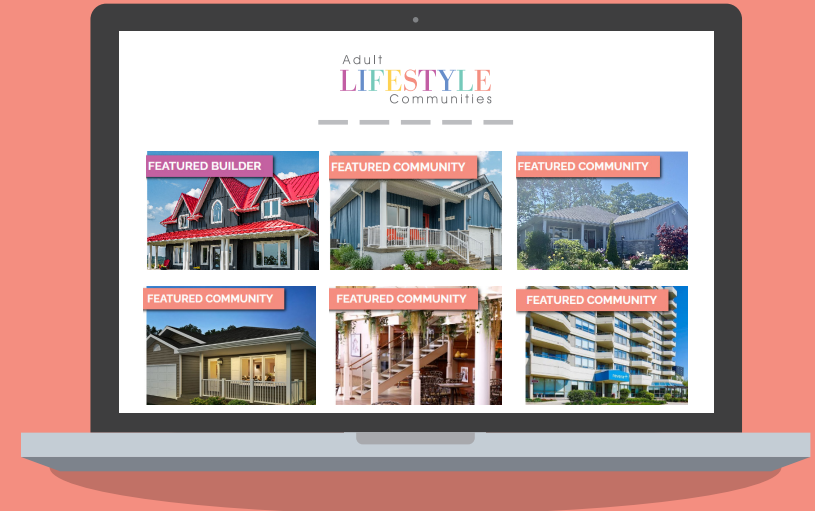
You're in good company!



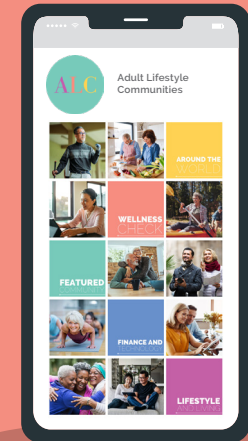
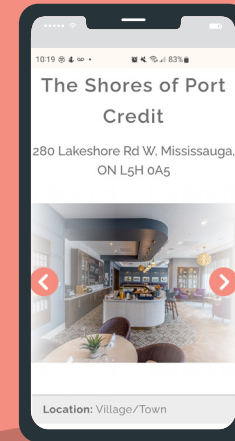
FEATURED COMMUNITY (\$2000 FOR 12 MONTHS)

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 feature in our monthly e-newsletter
- Marketing collateral displayed at community engagements



Reach your audience for only \$166.67 a month!



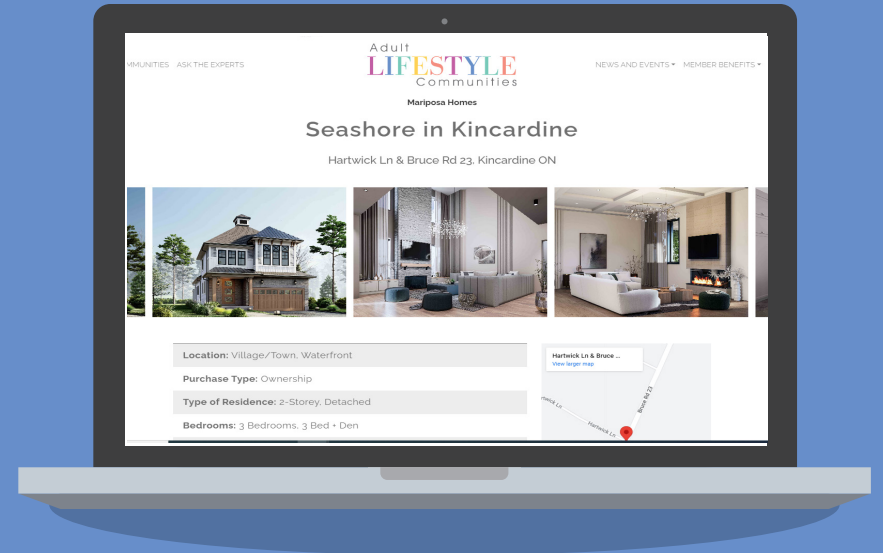
COMMUNITY LISTINGS (\$600 FOR 12 MONTHS)

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

What do you get with a Community Listing?

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

Reach your audience for only \$50.00 a month!



ASK THE EXPERT (\$1000 FOR 12 MONTHS)

As our members enter a new stage of life, many questions will come up – often for the first time.

This is why we created **Ask the Expert**, a directory of qualified professionals eager to assist the ALC community. ALC Experts are given direct access to members interested in a variety of services, including:

- Moving/Downsizing
- Wealth Management
- Estate Planning
- Mortgage Financing and Insurance
- Health and Wellness
- Custom Travel/Cruise
- And More!

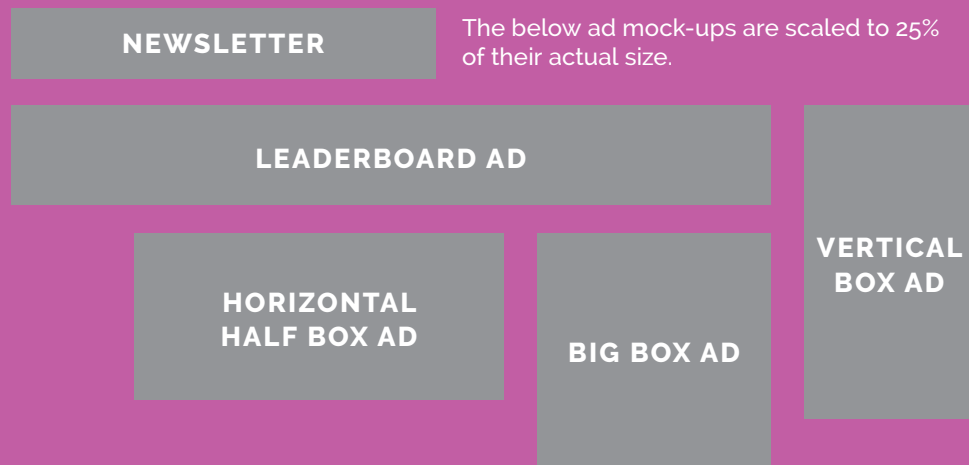
Reach your audience for only \$41.67 a month!



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)



Digital Options	Size	Rate
Homepage Leaderboard	1140x150px	\$200/month
Homepage Horizontal Half Box	555x250px	\$150/month
Our Communities Page Vertical Box	255x470px	\$150/month
Our Communities Page Big Box	350x350px	\$150/month
Resource Page Leaderboard	1140x150px	\$200/month
Newsletter	937x135px	\$150 an issue

PARTNER SPONSORED WEBINARS (\$500 OR CUSTOM PACKAGE)

An online webinar can be the best way to put your brand in front of our audience, allowing ALC members from across the country learn more about your services.

With ALC hosted webinars, we offer promotion across all of our platforms, featuring your event on our website, monthly newsletter, Instagram and Facebook. (Sponsor to provide webinar and platform.)

Never hosted a webinar before? We offer many custom options to help create, host and promote your event.



OUR SUPPORTERS



Adult
LIFESTYLE
Communities



Contact Rose Bilak for more details!

Manager Brand Experiences & Partnerships
rose@helloalc.com | 416-889-7673
adultlifestylecommunities.com