

A photograph of a middle-aged couple sitting on a wooden boat deck. 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 shows a body of water under a bright sky.

Adult  
**LIFESTYLE**  
Communities

**ADULTLIFESTYLECOMMUNITIES.COM**  
**A UNIQUE ONLINE COMMUNITY FOR THE ACTIVE 55+ CANADIAN MARKET**  
**MEDIA KIT 2024**

## INTRODUCTION - THE LIFESTYLE GENERATION

Baby Boomers have been one of the most influential markets in North America over several decades. The first boomers were born in 1948 and the youngest, born in the 1960s, entered this demographic in 2022.

- The 55+ market controls 71% of the wealth across Canada and holds the most power as consumers
- The 55+ market will continue to grow and influence the Canadian economy for at least the next 20 years
- As Consumers, the lifestyle interests of this audience embraces real estate, finance, physical health, legal, creative and cultural activities and more
- There are over 9 million Baby Boomers in Canada. In 2023, over 28 000 of them moved to the US according to Statistica.com.



## CURATED CONTENT MEANS QUALIFIED CUSTOMERS

- ALC curated web design provides Clients and Partners with a qualified audience for products and services.
- Dedicated destinations each offer a specific focus of interest
- Streamlined navigation ensures visitors swift access to their chosen destination.
- Comprehensive content ensures that each destination meets the interests of the audience under several umbrellas, including:
  - o ALC Communities: 800 Communities and growing! US Communities page launching soon!
  - o Ask The Expert – access to a roster of professional services
  - o Member Benefit Partners – unique savings on products
  - o Events & Experiences
  - o Articles (Editorial & Sponsored)

At ALC, our curated audience of Canadian customers are interested in moving to the US. **With the strength of the US dollar in a Canadian market, you'll be receiving a 30% discount!**

## ALC – YOUR CUSTOMERS ARE OUR AUDIENCE

Adultlifestylecommunities.com has been designed specifically as an online community to appeal to a 55+ audience. Our mandate is to provide a broad range of content which informs, entertains and engages ALC Members, resonating to their wants and needs. Since launching in 2022, ALC has successfully developed a brand loyalty from an online community through our committed and growing membership.



**5,500+ Committed Canadian Members**

*From a per capita perspective, this is like  
55,000 US members*



**120,000 Unique Visitors**

*From a per capita perspective, that is like  
1,200,000 US visitors*



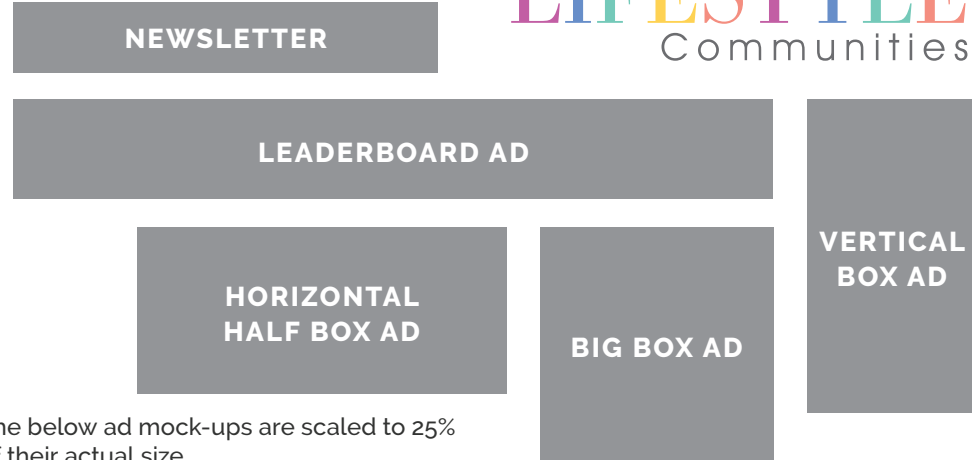
**300,000 Page Views**

*From a per capita perspective, that is like  
3,000,000 US page views*



## DIGITAL DISPLAY AD OPTIONS

ALC Advertising ad units are strategically placed to integrate into the visual appeal of the website design. Pricing reflects client supplied artwork. ALC Creative Team artwork provided on approved quote.



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

	Size	Regular Rate (3 month min.)
<b>Homepage Leaderboard</b>	1140x150px	\$145 USD/month
<b>Homepage Horizontal Half Box</b>	555x250px	\$110 USD/month
<b>Our Communities Page Vertical Box</b>	255x470px	\$110 USD/month
<b>Our Communities Page Big Box</b>	350x350px	\$110 USD/month
<b>Resource Page Leaderboard</b>	1140x150px	\$145 USD/month
<b>Newsletter</b>	937x135px	\$183 USD an issue

# DIGITAL DISPLAY AD OPTIONS

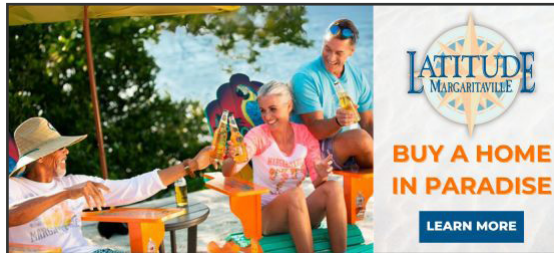
## NEWSLETTER



## LEADERBOARD AD



## HORIZONTAL HALF BOX AD



## BIG BOX AD



## VERTICAL BOX AD



## ALC COMMUNITIES COMMUNITY LISTING BASIC PACKAGE - \$525 USD FOR 12 MONTHS



This package includes:

- One listing on the community listing page with contact information
- Custom copy and Images on your community page
- Link to your website

**Reach your audience for only \$62.50 USD a month!**



## ALC COMMUNITIES

**FEATURED COMMUNITY PACKAGE - \$1399 USD FOR 12 MONTHS**



This package includes:

### COMMUNITIES HOME PAGE

- Landing Page Priority Placement rotation and "Flag" in roster of communities

### ALC HOME Page

- Featured Community in rotation
- Half-page horizontal Box (555x250px) in rotation

### ALC ARTICLES

- Client supplied Feature Article included in Articles Section plus mention on ALC Home Page

### ALC NEWSLETTER

- One Featured Community

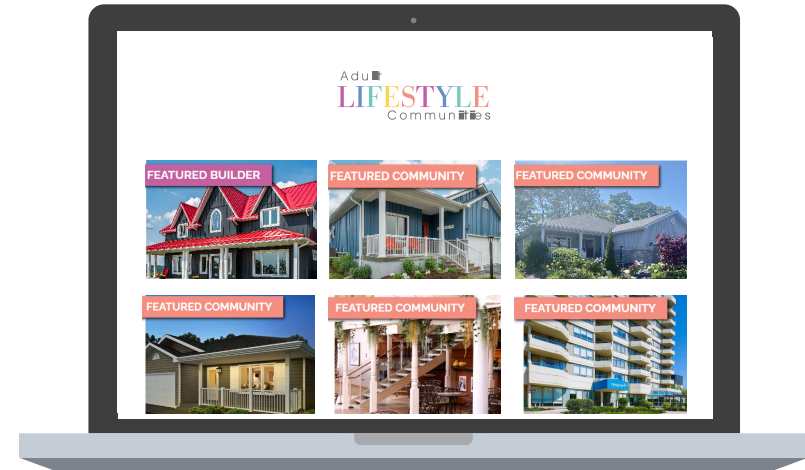
### ALC SOCIAL MEDIA

- 1 x social post promoting specific community or event

### ALC VIDEO LIBRARY

- Client supplied video of an event, or a community

**Reach your audience for only \$125 USD a month!**





# OUR SUPPORTERS

# Adult LIFESTYLE Communities



Adult

LIFESTYLE

Communities

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adultlifestylecommunities.com