

AssistedLiving

BUSINESS STRATEGIES, RESIDENT CARE, AND NEWS

Market Position

McKnight's *Assisted Living* specializes in covering business practices, news, trends, financing, regulatory issues, marketing, design & development, and activities.

We reach into three key settings: assisted living facilities, continuing care retirement communities (CCRCs), and current and evolving seniors housing options.

Audience

Assisted Living targets owners/operators, chain executives, facility administrators, directors of nursing, admissions directors, marketing directors, and activity directors in facilities with 30 units or more.

Industry Growth

The assisted living business is poised for solid growth in the years ahead. Signs that the market is turning around include recent consolidations of some larger players in the industry and evidence that overbuilding has subsided.

What is driving growth in this \$30 billion industry? Three things: more facilities, favorable demographics, and a new approach to caregiving. Nearly all of the 17 largest providers that grew by more than 10% this year did so through acquisitions (Report, Assisted Living Federation of America, 2003). In addition, the number of privately held companies increased from last year. That more stable companies control more of the available units, and more private money is being invested in this industry, are signs that herald further good growth.

Assisted Living will help marketers grow as this industry grows because we cover the events that affect it, and discuss the strategies business leaders use to prosper within it.

Research Proves

Assisted Living is Needed

The editorial concept of *Assisted Living* was tested by a survey of readers working in the assisted living industry in May/June 2003. Readers were asked about the types of articles that are currently available as well as those articles that they'd most like to read.

Readers' answers showed a tremendous interest in receiving more news about the events affecting the assisted living and seniors housing business and reflected a huge need for information on how to better manage the various operating departments and their staffs.

PREMIER ISSUE—OCTOBER 24, 2003

Cover Story *The Changing Face of Seniors Housing*

- Features**
- Will Assisted Living Facilities Become Tomorrow's Nursing Homes? (Government Oversight)
 - Are You Using The Right Positioning Strategy? (Sales & Marketing)
 - Activities Planning

- Departments**
- Design Decisions
 - Looking at the Law
 - Alzheimer's Outreach
 - ADL's
 - Resident Safety
 - Products You Need
 - Finance Talk

McKnight's *Assisted Living* Is DIFFERENT

McKnight's *Assisted Living* views operations management within the context of a changing regulatory environment and offers solutions to the business problems operators face. We fill that need as no other publication can.

We track the industry's business news effectively and discuss how events affect the overall business. No publication currently provides this information or has the infrastructure in place to do so effectively. With our staff at *McKnight's Long-Term Care News* already tracking the assisted living business, we have the resources to bring readers the best, most current, and most accurate business information available.

While other publications may run articles about operations, only *Assisted Living* creates added value by putting this information in the context of the news and the events that shape decisions.

With the expected growth and changes facing the industry there has been no business news magazine to document it all, to provide readers with business statistics about running profitable facilities, to discuss the numbers behind the operating departments, or get industry professionals to share their ideas on what works and what doesn't – until now.

Our contacts with key industry leaders give us access to the best industry insight available, and our long-term care publishing experience assures advertisers a highly credible editorial environment for marketing communications messages.

Plus - Our tabloid news magazine format allows advertisers the chance to make a bigger impact with tabloid page ads!

Plus – *Assisted Living* has a reader service card!
No other magazine offers one, limiting the advertisers' chance for responses.

Reach the Core of the Market

McKnight's *Assisted Living* lets you reach the best and most active part of the assisted living and seniors housing marketplace – facilities with 30 units and more, plus the headquarters of the largest chains in the business.

Our circulation is **18,000** starting with the first issue!
That's **20%** larger than our nearest competitor!

Existing publications have not done the job because their circulation is too low. Most serious marketers know there are more than 12,000 or 15,000 readers who buy products and services in this segment.

Circulation

Assisted Living's 18,000 readers work in assisted living facilities, CCRCs, seniors housing facilities, corporate headquarters of chains, and management companies operating multi-facility companies.

Titles include: Owners, Presidents, CEOs, CFOs, COOs,
Administrators, Executive Directors, Facility Managers
Directors of Nursing
Sales & Marketing Directors
Activity Directors

Circulation breakdown: **60%** Facility management
25% Top management – “C Suite” titles at chain headquarters and facilities
15% Department heads at individual facilities

A BPA audit will be applied for after our first full year of publication.

Assisted Living Editorial Calendar

DEPARTMENTS INCLUDE:

ADL's	Helping residents manage their daily lives
Alzheimer's Outreach	Caring for dementia and Alzheimer's residents
Design Decisions	Solving facility design challenges
Finance Talk	Operations management for improved financial performance
Looking at the Law	Legal actions from around the nation
Products You Need	New products and services
Resident Safety	Monitoring and ensuring resident safety

FEBRUARY 2004

Space Reserve Deadline: January 2, 2004 **Materials Deadline:** January 5, 2004

Special Supplement: CCRC Operations

Cover Story *Assisted Living Hits Adolescence:*

Lessons Learned and Not Learned So Far (Operations)

Features

- Avoiding "Cost Creep" - Making sure rising acuity among residents doesn't infiltrate your bottom line. (Financial)
- Washington Preview (Government Oversight)

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APRIL 2004

Space Reserve Deadline: March 1, 2004 **Materials Deadline:** March 5, 2004

Cover Story *How Safe is Your Facility? (Operations)*

Features

- Where the Capital Investment Dollars Are - Or Aren't (Finance)
- Pro Formas that Actually Perform - Putting realistic numbers into your fill-up/revenue projections. (Operations & Finance)
- ALFA Spring Conference May 5-7, Chicago, IL Preview

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JUNE 2004

Space Reserve Deadline: May 1, 2004 **Materials Deadline:** May 5, 2004

Cover Story *Who Are Your Competitors? (Increasingly, it's not just nursing homes and hospitals) (Sales & Marketing Strategy)*

Features

- Where Have all the Prospects Gone? (Sales & Marketing)
- Does the Way You Try to Find and Keep Employees Make Sense? (Operations)
- Activities Planning

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AUGUST 2004

Space Reserve Deadline: July 1, 2004 **Materials Deadline:** July 5, 2004

Cover Story *Key Budgeting Considerations (Financial)*

Features

- Turning Around a Troubled Community (Operations/Financial)
- Who Are Your Customers and Business Partners? It's not just residents and their children (Marketing & Operations)

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OCTOBER 2004

Space Reserve Deadline: September 1, 2004 **Materials Deadline:** September 5, 2004

Cover Story *Are You Pricing Yourself Out of the Market? (Marketing & Operations)*

Features

- How Residents Rate Your Food Service (Operations)
- 10 Ways to Keep Your Loan Officer Happy (Financial)
- AHCA Autumn Conference Oct. 3-6, Miami, FL Preview
- AAHSA Autumn Conference Oct. 25-28, Nashville, TN Preview

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DECEMBER 2004

Space Reserve Deadline: November 1, 2004 **Materials Deadline:** November 5, 2004

Cover Story *When Your Market is Oversaturated (Strategy/Marketing)*

Features

- Washington in Review (Government Oversight)
- Time for Tiered Pricing? (Marketing/Strategy/Financial)

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Editorial

We examine business situations, the news that impacts those situations, and the problems that your products and services help solve. That's the perfect backdrop for your marketing communications messages!

Delivered in the same timely “in the know” style as *McKnight's Long-Term Care News*, operators find useful business information to help them zero in on the strategies and the news they need to succeed in assisted living and seniors housing. Every issue of McKnight's *Assisted Living* includes business features and departments that address specific operational issues.

Features focus on everything from initial design and development of assisted living, CCRCs, and seniors housing projects, to successful and profitable running of the various departments. Articles outlining successful amenities packages, activities programs, ancillary services and ideas for new ones, are all part of our editorial package.

Readers are interested in reading about creative ways to collect fees, keep residents secure and in touch with their families as well as tracking the overall health of residents — these stories and more are what readers will find in McKnight's *Assisted Living*.

Facility Statistics

As the assisted living business is not federally regulated and state rules vary, getting an exact total has proven problematic. Current figures estimate that approximately 25,000 facilities exist, offering care for about 750,000 residents — or approximately 30 residents per facility.

Most assisted living residences are stand-alone

Freestanding	61.2%
Part of a CCRC	19.4%
Part of a congregate living facility	12.4%
Part of an SNF	7.1%

Source: ALFA/NIC

Assisted living residents are not quite the same as nursing home residents

	Nursing home	Assisted living
Age at entry	83	82
Private pay	< 30%	> 95%
Medicaid pays	68%	< 2%
Medicare pays	8%	None
ADLs	3.7	1.7-2.5

Source: Nursing Facility Sourcebook

Assisted living residents who require ADL assistance

Need help with	Percent
Bathing	61.0%
Dressing	35.0%
Toileting	25.1%
Mobility	16.2%
Eating	6.2%

Source: ALFA/NIC

Where residents come from

Home	63.3
Retirement community	10.2
Relative's home	8.7
Other assisted living	8.3
Skilled nursing	7.1
Hospital	1.4
Rehab center	1.0

Source: ALFA/NIC

Display Advertising Rates

Display Advertising Rates

Tabloid Page – Black & White Rates

	1x	4x	8x	12x	16x	20x	24x	36x	48x
Tabloid Page	3300	3135	2970	2838	2706	2607	2475	2310	2145
3/4 Tabloid	2904	2759	2614	2497	2381	2294	2178	2033	1888
2/3 Tabloid	2607	2477	2346	2242	2138	2060	1955	1825	1695
Half Tabloid	1975	1876	1777	1698	1619	1560	1481	1382	1284
1/3 Tabloid	1584	1505	1426	1362	1299	1251	1188	1109	1030
1/4 Tabloid	1254	1191	1129	1078	1028	991	941	878	815
1/8 Tabloid	1056	1003	950	908	866	834	792	739	686

Standard size – Black & White Rates

	1x	4x	8x	12x	16x	20x	24x	36x	48x
Standard Page	2310	2195	2079	1987	1894	1825	1733	1617	1502
Standard 2/3	1848	1756	1663	1589	1515	1460	1386	1294	1201
Standard 1/2	1502	1426	1351	1291	1231	1186	1126	1051	976
Standard 1/3	1155	1097	1040	1109	947	912	866	809	751
Standard 1/4	924	878	832	795	758	730	693	647	601
Standard 1/6	762	724	686	656	625	602	572	534	495

Color Rates

4 Color	1300
2c Match	700
2c Stand	500
Metallic	Call Rep

Position Rates

Cover 2	15% Extra
Cover 3	10% Extra
Cover 4	20% Extra
Center	15% Extra
Page 1	15% Extra
Edit Page	10% Extra

Representatives

Auggie James, Midwest Account Manager
847-784-8706 ext.19
Email: auggie.james@mltcn.com

Cheryl Hackos, East Account Manager
603-898-9969
Email: chackos@mltcn.com

Bob Santini, Publisher
646-638-6003
Email: bob.santini@mltcn.com

Classified rates

	1x	4x	8x	12x	16x
One-Inch: 1 Column x 1"	\$135	130	125	120	115
Two-Inch: 1 Column x 2" or 2 Column x 1"	\$270	260	250	240	230
Three-Inch: 3 Column x 1" or 1 Column x 3"	\$405	390	375	360	345
Four-Inch: 2 Column x 2" or 1 Column x 4"	\$540	520	500	480	460
Six-Inch: 3 Column x 2" or 2 Column x 3"	\$810	780	750	720	690
Eight-Inch: Quarter Page Standard 4 Column x 2" or 2 Column x 4"	\$1080	1040	1000	960	920

For additional fractions of inches, add appropriate percentage of an inch, to the earned rate.
(e.g., 2 Column x 2.25" is computed @ 8x Rate plus 25%). 2 Color-Add \$90.00 - Publisher's Choice 4 Color-Add \$200.

Inserts and Postcards

Furnished Inserts: Maximum paper stock weight (25" x 38" basis) is 100 lb. coated text or 80 lb. uncoated text. Inserts jog to top unless otherwise specified.

Insert Rates: Inserts are charged at the regular black & white earned frequency rate per page less applicable discount:

- 2-page insert – less 10% discount
- 4-page insert – less 25% discount
- 6-page insert – less 30% discount
- 8-page insert – less 35% discount

For quotes on inserts larger than 8 pages or regional inserts, contact account manager.

Furnished Postcards: Must run a standard page (7" x 10") or larger run-of-book advertisement. Contact account manager for rates, mechanical specifications, quantity and shipping instructions. Due Date: Five days after issue closing date.

Mechanical Specifications

Accepted Materials: Electronic Digital File. A copy of our Electronic Digital Guidelines is available from the production department. A digital proof of the file supplied at 100% size is required for all ads. Typesetting, camera work, stripping, scanning, film conversion and file manipulation will be billed at cost when required to convert to a useable electronic digital file.

Line Screen: (B/W, 2/C, 4/C): Maximum 133; acceptable 120

Density: B/W, 2/C maximum 160% to 170%; 4/C maximum 260% to 280%

Standard Colors: Red (100% magenta and 100% process yellow), magenta, process yellow, cyan and green (100% cyan and 100% process yellow). Colors conform to Standard Web Offset Printing (SWOP) specifications.

Proofs: B/W, 2/C, 3/C ads require a digital proof at 100% size of the file supplied. 4/C ads require a Kodak Approval or equivalent color proof at 100% size of the file supplied. If color proof is not furnished, one will be produced at advertiser's expense.

Printing: Web heatset offset

Paper Stock: 38 lb. #5 Greenwood Gloss Stock

Binding: Saddle stitched

Disposition: Electronic files and film will be returned six months from last use if requested in writing.

Shipping Instructions

Printing materials and instructions to:

Ad Production Department
McKnight's Long-Term Care News
One Northfield Plaza, Suite 521
Northfield, IL 60093-1216
Phone: (847) 784-8706 ext. 12
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