

2015 MARKETING CALENDAR

Events

Environments for Aging provides multiple opportunities to interact, either face to face or virtually, with key prospects and customers. Among our targeted solutions are the Environments for Aging Conference and the Environments for Aging Exchange.

Online at EnvironmentsForAging.com

Daily news

New community announcements, updates on projects in progress, market trends, and more

Photo tours

A visually driven walk through brand-new facilities across the spectrum of long-term care

Blogs

Thought-provoking perspectives from the EFA editors and industry insiders

Industry news

People on the move, new product announcements, awards, and more

eNewsletter

Environments for Aging delivers weekly eNewsletters to more than 7,000 opt-in subscribers*, covering editorial topics and trends, project features, news, and more.

Spring Issue

Ad Close: 3/5

Materials Due: 3/9

Annual Design Showcase

The 19th annual Design Showcase features narratives and photos illustrating a variety of new construction, remodel and renovation, and in-progress projects dedicated to serving the aging population.

Featured content:

Housing models: How they differ, why it matters
Interiors for the ages: The evolution of senior care environments

Show distribution:

ACHCA
San Antonio, Texas (4/11 – 4/15)

Environments for Aging Exchange
Baltimore (4/16-4/17)

Environments For Aging Conference
Baltimore (4/19-4/21)

ALFA
Phoenix (5/4 – 5/7)

Bonus advertising opportunity:

Design Resource Directory

A resource for finding products and services for new construction and remodel/renovation of senior living environments.

Fall Issue

Ad Close: 9/4

Materials Due: 9/8

Remodel/Renovation Competition

Coverage includes a closer look at the winning entries in EFA's annual remodel/renovation competition, including which project takes the top honor in reader voting.

Featured content:

Designing spaces for memory care
Fitting in and giving back: Senior living and community integration

Show distribution:

AHCA/NCAL
San Antonio, Texas (10/4 – 10/7)

LeadingAge
Boston (11/1 – 11/4)

The Healthcare Design Conference
Washington, D.C. (11/15-11/17)

Bonus advertising opportunities:

Product Showcase

1/6-page product ads, designed by us. Includes photo or logo, headline, 50-word narrative, company contact information.

Design Profiles

Half-page profiles for firms providing services to the senior living industry. Profiles include three projects of note, firm locations, markets served, services provided, company contact information, and a 100-word narrative. Each profile includes one color photograph with caption and credit line.