



2011 Media Kit

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About Impowerage

Launched in 2008, Impowerage is a unique online community that connects vibrant older adults with inspiring and informative content. Living well is at the core of a fulfilled life. At Impowerage, we believe the later years should be amongst the best. With a commitment to providing education, empowerment and motivation to the experienced population, Impowerage is dedicated to lifestyle strategies that encompass passion, purpose and joy.

Impowerage is a division of the multimedia company *CK Impower Strategies Inc.* and is the inspiration of Dr. Carolyn Anderson, eye surgeon, author, entrepreneur and motivational speaker. Impowerage was founded to raise money for macular degeneration and 20% of all profits will be donated towards macular degeneration research.

Dr. Anderson regularly blogs inspiring advice and health information. We also have resident experts on fitness, retirement psychology, housing, technology tips and retirement financial strategies. We are a trusted source of information on issues affecting the 50 plus population.

Why Advertise with Impowerage?

Impowerage has a dedicated team running the website and continually offers fresh content. We have a detailed marketing strategy in place to continually attract new readers through search engine optimization, social media, attending and hosting events.

There are few websites dedicated to active older adults and even fewer focusing on older Canadians. People over 60 have the highest growth rates of Internet use as they recorded use rates in 2007 that were nearly four times higher than in 2000. According to Statistics Canada, older adults use the internet for e-mail and to read news and information. They look for information on travel, health and retirement planning. They are becoming increasingly comfortable with purchasing online and also use the internet to research products before purchasing in-store.

People over 55 control over 55% of all discretionary income and currently spend over \$7 billion online each year. About one fourth of all consumer purchases are made by persons 55 and over. They are responsible for 75% of all prescription drug spending and consumers aged 50+ also account for nearly half of the market share in items such as food, housing, health, transportation and personal insurance.

Currently one in ten people are age 60+ years, and by 2050 one in five will be over the age of 60. The huge baby-boomer generation is entering their senior years and have large disposable incomes. Impowerage is marketed directly to this demographic and is offering advertising options for companies interested in promoting their brand to this vibrant community.

Website Advertising

Please contact us for the most up-to-date readership statistics.

If you would like prepay for a year's worth of advertising and save up to 20% you have the option to change your advertisement copy up to once a month.

Location	Details	Size (L x H)	Price
Top Banner	Top of the page on all website pages. Ad is in rotation of 5 or less images	679 x 188 pixels	\$125 /month \$1200 / year
Sidebar (top)	Square ad on right-hand side of the website above the fold.	230 x 230 pixels	\$100 / month \$1000 / year
Sidebar (below)	Square ad on right-hand side of the website below the fold.	230 x 230 pixels	\$75 / month \$750 / year

Email Newsletter Advertising

Our monthly newsletter features the latest articles and goes out on a monthly basis to our opt-in readership of over 2,000 older adults.

Location	Details	Size (L x H)	Price
Top Banner	*Placed above the introduction paragraph and links to your website	600 x 200 pixels	\$125 /month \$1200 / year
Sidebar	*Placed on the left sidebar and links to your website	140 x 140 pixels	\$75 / month \$750 / year

Article Specific Advertising

Many times people come across our articles while searching for specific information on health, fitness, retirement and more. If you would like to advertise to people that are already searching for information related to your products you can purchase advertisements in specific articles of your choice. The ads will appear in between the article text and appear above the fold.

Advertisements will be restricted to one per article.

Location	Details	Size (L x H)	Price
In Article	*Place above the fold usually between the 2 nd and 3 rd paragraph.	500 x 100 pixels	\$50 /month \$500 / year \$125/ month for 3 articles



Website Sponsorship

Become a sponsor of the rapidly growing dynamic community – Impowerage. Sponsor a section of the website such as It's Never Too Late..., Health & Wellness, Finances or Fitness. Enjoy high profile logo placement, banner ads and content contribution options. Please contact Kelly Neufeld for rates.

Contest Sponsorship

Impowerage regularly holds contests for its readers. In 2011, Impowerage sponsored a writing contest called "It's Never Too Late" which collected inspiring stories of life after 50. There was such a great response that Impowerage held another writing contest on changing careers after 50. In the Fall of 2011, Impowerage launched 50+ Scholarship to encourage lifelong learning.

If you would like to sponsor any of these contests in 2012 or would like to hold a giveaway for one of your own products or services please contact Kelly Neufeld for more details.

Contests are widely promoted through social media networks, press releases and an outreach program to bloggers and related websites.