

**INTRODUCING  
A NEW VISION  
FOR AGING  
AND CARE**



**YOUAREUNLTD**



**LAUNCHING  
FALL 2017**

**INAUGURAL  
PUBLICATION  
SPRING 2018**

 **SPONSORSHIP KIT**



## OVERVIEW

# WE ARE CREATING A COMMUNITY TO CHANGE THE CONVERSATION ON AGING AND CARE

Society has trained us to talk about aging and care in a way that hasn't changed for decades upon decades. We have spoken about it in a way that is not always inspiring but, at times, quite the opposite. We often speak about what can, what is and will go wrong instead of what can, what could and what should go right.

**It is time for this conversation to come of age.**

We are going to change the way we talk about aging and care. We are going to encourage Canadians to live life optimistically, with passion and celebration. We are going to show them that their world, despite the hurdles they may face, has just as many doors waiting to be opened. We are going to send them a message that **while their bodies may have limits, their spirit never has to.**

**YOUAREUNLTD** is a new and radical B2B2C media platform with magazine, digital, social, content management and event assets. We are creating a **NEW COMMUNICATIONS ENGINE** to showcase authoritative and transformational news and stories, thought leadership, new business strategies and care models. Our goal is to reshape the way we think about aging.

**“There is a fountain of youth: it is your mind, your talents, the creativity you bring to your life and the lives of people you love. When you learn to tap this source, you will truly have **defeated age.**”**

Sophia Loren

**ENGAGING LEADERS ACROSS THE FULL HEALTHCARE COMMUNITY AS PARTICIPANTS AND SPONSORS**

### LEAD BRAND SPONSOR & DISTRIBUTION PARTNER:

Wellwise™ by Shoppers Drug Mart



### LEAD INSTITUTIONAL SPONSOR & CONTENT PARTNER:

AGE-WELL NCE. Canada's Technology and Aging Network



We are building an engagement model of strategic partners, product and service providers, non-profits and academic institutions, all passionate about the future of aging and care.



# UNPRECEDENTED AND INTEGRATED AUDIENCE REACH

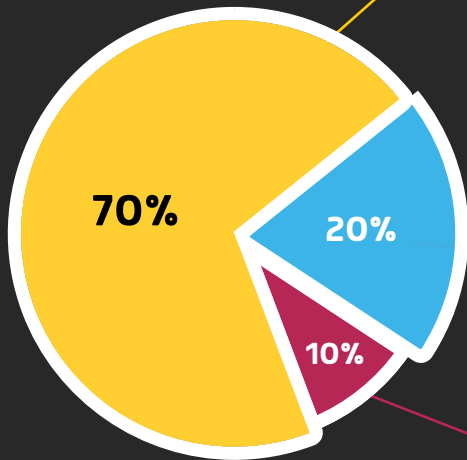
### AUDIENCE FOCUS

**70%**  
**CONSUMERS: 9.6 MILLION BABY BOOMERS, UNPAID CAREGIVERS**

**20%**  
**PAID CARE PROFESSIONALS AND PROVIDERS**

**10%**  
**INNOVATION LEADERS**

Stats Canada 2015\*\*



**"We don't stop playing because we grow old. We grow old because we stop playing."**

George Bernard Shaw

### BUSINESS TO CONSUMER: B2C

#### 9.6 MILLION BABY BOOMERS\*: AGES 45 TO 70

- 29% of the population, and 38% of all households.
- Defined by their mindset, not their age.
- Act young and want to feel it
- Increasing healthcare needs
- Heavy magazine readers\* (139)
- Heavy social users\* (118)
- Medium internet users\* (108)

\*Source: CCS Survey 2015

#### UNPAID CAREGIVERS

- 8.1M and growing at 15% per annum
- Influenced by advertising for education (63%/115)
- Medium magazine users\* (128)
- Medium social users\* (110)
- Medium internet users\* (113)

\*Source: CCS Survey 2015

### BUSINESS TO BUSINESS: B2B

#### PAID CARE PROFESSIONALS AND CARE PROVIDERS

- A 750,000 person+ ecosystem consisting of healthcare professionals, therapists, personal support workers, senior living care providers, community care professionals and others.

#### SECONDARY AUDIENCE

#### INNOVATION LEADERS IN AGING AND CARE

Academics, researchers, innovators and entrepreneurs from Canada and across the world

# YOUAREUNLTD

## COMMUNICATION ENGINE

2017

FALL  
WEBSITE



FALL  
SOCIAL



2018

SPRING  
MAGAZINE - PRINT AND DIGITAL



SPRING  
EMAIL



- 4 issues with guaranteed distribution through 200+ Wellwise, Shoppers Home Health Care and Shoppers Drug Mart stores. **170,000** copies per issue.
- Plus distribution to **10,000+** select healthcare professionals and providers
- Plus e-Magazine
- National, English-speaking Canada

2019

COMING IN 2019  
EVENTS





**“Age is an issue of mind over matter. If you don’t mind, it doesn’t matter.”**

Mark Twain

## TARGETED REACH



### IMPRESSIONS AND REACH

**PRINT: 1,920,000+\***



**1.8 MILLION** English Canadians or 25% of boomers

**1.8 MILLION** English Canadians or 30% of unpaid caregivers

**120,000** English paid care providers or 22% of ecosystem

**DIGITAL: 1,500,000+\***



**TARGETED, QUALITY TRAFFIC** through: lead brand sponsor, institutional partner, healthcare professional network and youareunltd assets

**PLUS** vendor and partner network assets

**MAGAZINE** e-distribution ++

\* Based on a Catalyst Package.



**“Understanding the diverse goals of adults in later life, imagining alternate ways to meet those goals and building technologies that create access – these are all exciting opportunities for the future.”**

Jan E. Mutchler Ph. D.  
Professor of Gerontology  
University of Massachusetts

## TELLING STORIES THAT ARE DISRUPTIVE, HUMANISTIC AND OPTIMISTIC

CURATED, EXPERT CONTENT DIRECTED BY THE EDITORIAL BOARD COMPRISED OF INDUSTRY AND ACADEMIC THOUGHT LEADERS

### SECTION EXAMPLES:



#### AGING

- Trends
- Thought Leadership
- The New Aging Consumer
- Policy and Awareness



#### CARE

- For Me
- For Others
- Prevention
- Treatment and Recovery
- Living Solutions
- Mobility



#### PEOPLE

- Meet the Expert
- Thought Leaders and Disruptors
- Difference Makers
- Adventure Capitalists



#### INNOVATION

- Health Tech
- Editor's Choice
- What's New
- New Practice Models
- Research



#### RESOURCES

- Care Navigation
- Directories
- Glossary

# SPONSORSHIP PROGRAM: THREE PACKAGE TIERS

## SPONSORSHIP PACKAGES

PRINT	DIGITAL	PRODUCT MENTION	CUSTOM CONTENT	SPONSORSHIP COST
Spring 2018 to spring 2019	Beginning fall 2017 to spring 2019	Based on editorial selection	Sequenced with customer	
<b>ADVOCATE</b>				
2 FULL PAGE ADS	Website display ads Email display ads 4 Social posts (Facebook; Twitter; Instagram and LinkedIn)	"What's New" section product feature (print and digital)	N/A	<b>\$48,750</b>
900,000 Impressions	750,000 Impressions	Included in print and digital		
<b>1,675,000 IMPRESSIONS</b>				
<b>CHAMPION</b>				
4 FULL PAGE ADS	Website display ads Email display ads 8 Social posts (Facebook; Twitter; Instagram and LinkedIn)	"What's New" section product feature (print and digital)	N/A	<b>\$85,000</b>
1,800,000 Impressions	1,000,000 Impressions	Included in print and digital		
<b>2,800,000 IMPRESSIONS</b>				
<b>CATALYST</b>				
3 FULL PAGE ADS PLUS 1 FULL PAGE CUSTOM CONTENT ARTICLE	Website display ads Email display ads 16 Social posts (Facebook; Twitter; Instagram and LinkedIn)	"What's New" section product feature (print and digital)	N/A	<b>\$97,500</b> Custom content adds \$10,000 of value at no additional charge
1,800,000 Impressions	1,500,000 Impressions	Included in print and digital		
<b>3,300,000 IMPRESSIONS</b>				

**THIS IS AN OPPORTUNITY TO  
STRENGTHEN YOUR BUSINESS  
AND BRAND AGAINST THE  
NEW AGING HEALTHCARE  
CONSUMER AND ECOSYSTEM**

UNPRECEDENTED AUDIENCE REACH  
AND INTEGRATION

CONSOLIDATED MESSAGING ACROSS  
MULTIPLE CHANNELS DRIVES EFFICIENCY

PRIVILEGED CONNECTIONS TO LIKE-MINDED  
STAKEHOLDERS TO RESHAPE THE MARKET  
FOR AGING AND CARE

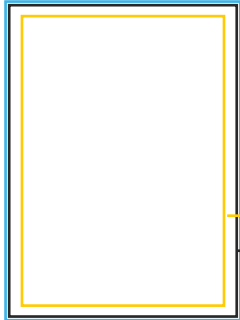
OPPORTUNITIES TO SUBMIT EDITORIAL CONTENT  
FOR CONSIDERATION







## PRINT AD SPECIFICATIONS



Live area – 7" x 10"  
 Trim size – 7.875" x 10.75"  
 Bleed size – 8.125" x 11"

### AD SPECS:



### DOUBLE PAGE SPREAD

Live: 15" x 10"  
 Trim: 15.75" x 10.75"  
 Bleed: 16" x 11"



### FULL PAGE

Live: 7" x 10"  
 Trim: 7.875" x 10.75"  
 Bleed: 8.125" x 11"

### FILE FORMAT & DELIVERY:

- The preferred file format is PDFx1A
- Please ensure the colour format is CMYK only (no Pantone or spot colours)
- Ads can be uploaded to **ensembleiq.sendmyad.com**
- Ads are preflighted, approved and automatically delivered through this free, web-based ad preflight portal

### FOR MORE INFORMATION CONTACT:

Michael Kimpton  
 Production Manager  
 647.557.5075  
 Toll free: 1.877.687.7321 ext. 1016  
 mkimpton@ensembleiq.com

## CUSTOM PUBLICATION OPTIONS

PRINT	SPECIFICATIONS	COMMITMENT	COST/ISSUE
OBC POSITION*	Full Page	4 issues	25% premium
IFC & IBC POSITION*	Full Page	4 Issues	15% premium
WHAT'S NEW	Content of 50 words max, with photo mention	Full circ.	\$ 2,500.00

Positions Limited\*. Must be approved by Publisher prior to booking.  
 All custom production requests must be discussed and booked separately through your Sales Representative. Publisher reserves the right to reject requests at their own discretion to ensure all editorial integrity is maintained.



## DIGITAL AD SPECIFICATIONS

**LEADERBOARD** 728x90

**BIG BOX**  
300x250

\* Not actual size

AD UNIT	INITIAL DIMENSIONS (WxH IN PIXELS) OR ASPECT RATIO	MAX INITIAL FILE LOAD SIZE
LEADERBOARD	728x90	40 KB
BIG BOX	300x250	40 KB

### DIGITAL TERMS

- All packages include a digital pre-launch phase in advance of the magazine launch: Up to 4-month period beginning November 2017.
- Digital Flights will be implemented to align with print issue/advertising placement and will run for a 3-month flight.
- All custom digital media requests must be discussed and booked separately through your Sales or Brand Studio representative.
- Publisher reserves the right to reject requests at their own discretion to ensure editorial integrity is maintained.

### DISPLAY/RUN-OF-SITE/RICH MEDIA/ ENEWSLETTER

- All display-advertising units adhere to the IAB Canada standards
- 3rd party ad serving available
- All ad materials due 3 business days prior to posting date(s)
- Acceptable file type(s): GIF, JPG, SWF
- SWF Animated and GIFs cannot be used in eNewsletters, must include "universal clickTAG"
- SWF submissions must be accompanied by a backup image in JPG/GIF format
- Ad must click through to one URL (supply separately, not embedded); URL to PDF or "mailto" are not accepted

### CUSTOM DIGITAL OPTIONS

Please discuss all custom digital options with your Sales or Brand Studio representative. Options such as: section sponsorships, surveys, polls and social pre-roll video are available and will be priced separately.



# YOUAREUNLTD



## HAS CREATIVE REQUIREMENTS THAT ALIGN WITH THE NEW VISION FOR AGING AND CARE

You can use your own resources or those of the **YOUAREUNLTD Brand Studio**. We create brand content and experiences aligned with the new healthcare consumer. Let us show you what's possible.

For further details or to discuss your Digital Trafficking requirements, please contact: [cass@youareunltd.com](mailto:cass@youareunltd.com)



### MATERIAL DEADLINES

ISSUE	MATERIAL DEADLINE
LAUNCH ISSUE: APRIL 30, 2018	January 29, 2018*
SUMMER: AUGUST 13, 2018	May 11, 2018
FALL: NOVEMBER 12, 2018	August 10, 2018
WINTER: FEBRUARY 11, 2019	November 9, 2018

\*Digital launching November 30, 2017.

## PRINT & DIGITAL SPONSORSHIP CONTRACT TERMS AND CONDITIONS

ENGLISH

### Contract and Copy

- a. All advertising copy and artwork subject to approval of the publisher, who reserves the right to reject any advertising which they feel is not in keeping with the publication's standards.
- b. Advertiser and advertising agency assumes the liability for all content (including text, representation and illustrations) of advertisements, in printed or in digital form, and will also assume the responsibility for any claims arising therefore against the publisher, their affiliated sponsors and associated companies & agents.
- c. The words "Sponsored Content" will be placed above advertiser copy, which in the opinion of the publisher resembles editorial material.
- d. There will be an additional cost for any materials that do not conform to the Material Specs as outlined in the mechanical specifications as identified in the YouAreUNLTD Sponsorship Kit.
- e. All rates quoted in NET dollars, unless specified otherwise.
- f. Payment is due upon receipt of invoice. Half (50%) of the Total Contract Price is due upon signing the contract and the remaining balance is due on or before April 20, 2018. All past due invoices will be charged an additional 1.5% interest on outstanding balances per month.
- g. All costs associated with the publication to be payable in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.
- j. Prices are subject to the addition of 13% HST, where applicable. In most cases HST is recoverable and does not affect the price of advertising.

### General

- a. Advertiser and advertising agency agree that publisher shall be under no liability for their failure for any cause to insert any advertisements.
- b. Photographs, imaging and additional custom content costs undertaken for advertisers are charged separately, in addition to space charges. Additional charges for final art, modification to existing art, photographs will be charged separately.
- c. Verbal agreements are not recognized by the company.
- d. Rates subject to change without notice. E&O apply.
- e. Publisher is not bound by any conditions, printed or otherwise, appearing on contract or copy instructions when, such conflict with policies covered by this Sponsorship Package rate card.
- f. A signed sponsorship contract is non-cancellable. All contracted items must be fulfilled within the contracted term of the acceptance date, as noted on the booking contract.
- g. Computer images are just a representation of color and graphics/layout. The actual colors will be determined by the information you provide. Proofs that are provided will be matched as closely as possible, exact matches are not guaranteed.

## CONTACT

### SPONSORSHIP SALES

**Bonnie Hall**  
**SIR2N Partners Inc.**  
**416.459.4827**  
[bonniehall@sir2n.com](mailto:bonniehall@sir2n.com)

### DIGITAL TRAFFICKING AND BRAND STUDIO

**Cass Enright**  
**416.520.5817**  
[cass@youareunltd.com](mailto:cass@youareunltd.com)

### PRINT PRODUCTION AND TRAFFICKING

**Michael Kimpton**  
**647.557.5075**  
[mkimpton@ensembleiq.com](mailto:mkimpton@ensembleiq.com)

## LAUNCHING FALL 2017



**YOUAREUNLTD.com**



**@YOUAREUNLTD**

Legal: YOUAREUNLTD is a trademark of SIR2N Partners Inc.

**“AGING IS NOT  
LOST YOUTH BUT  
A NEW STAGE OF  
OPPORTUNITY AND  
STRENGTH.”**

Betty Friedan



**YOU ARE  
UNLTD.**