

SPONSORED SUBSCRIPTIONS

Caregiver's HOME COMPANION

"Helping Those Who Help Others"

Pederson Publishing is a full service marketing and publishing company building mutually beneficial relationships between family and professional elder-caregivers and the companies and organizations that market to them and the elderly. The result is a better informed caregiver, armed with information, resources and support, and quality marketers successfully connected with decision-making caregivers.



THE PRODUCT: *Caregiver's Home Companion* stands alone, unsurpassed as the most trusted source of objective information for caregivers. Our monthly newsletter is winning acclaim for its up-to-date and impartial reporting of valuable information, tips, advice, how-to and first-person articles dedicated to meeting the needs of today's elder-caregivers. The newsletter is published both in print and online, in an attractive, concise and inviting format.

Caregiver's Home Companion appeals to readers who are generally the spending decision-makers for their aging family members. The content is meaningful to this audience that strives to be better informed, and the practical approach of the *Home Companion* makes it a "keeper" among caregivers (on average, caregivers are responsible for decisions affecting more than \$40,000 in eldercare expenditures per year in the United States). Coverage addresses the very topics caregivers ultimately must make spending decisions on, from home care to financial services, from medical equipment to medications and personal products.

Companies and organizations can underwrite mini subscriptions of the *Home Companion* for clients, prospects, employees, conferences, exhibitions and field sales/marketing staff. For a modest additional charge, underwriting organizations can co-brand the newsletter. This concept bridges the regular publication with the private label branding and exclusive content offered with Pederson's custom published offerings (*see separate Rate Card*).

Bulk purchases of single edition(s) or longer term subscriptions can be used effectively for waiting room or public place exposure to clients, patients and prospects. Any edition can be shipped directly to field offices, reps and headquarters in 100-copy increments. Pederson Publishing can individually address and fulfill to home and business addresses, with strict adherence to company and subscriber privacy and ownership guidelines. Alternatively, newsletters can be shipped in bulk to a fulfillment center of the client's choice for subsequent addressing and distribution.



For more information:
Pederson Publishing, Inc.
P.O. Box 693
Southport, Connecticut 06890
(203) 254-3538 • (203) 254-0380
marketing@caregivershome.com

Pederson Publishing, Inc.

Home of the *Caregiver's Home Companion*
www.caregivershome.com

SPONSORED SUBSCRIPTIONS

"Helping Those Who Help Others"

Standard Offering:

End-of-Run to *Caregiver's Home Companion* regular edition print order

8 ½ x 11, 8-page newsletter

Minimum quantity 100

70# coated paper stock

Monthly frequency

4-color text, graphic elements, logos, illustrations

Bulk (standard) mail, folded, wafer sealed, inkjet addressed to recipients on client-supplied list

Typical Rates

Quantity	3-Month Term	6-Month Term	1 Year Term
100 - 999	\$7.50	\$12.75	\$23.95
1,000 +	\$7.00	\$12.00	\$22.45

Options:

Term 24 months

9 x 12 Printed envelope and enclosure with other collateral material (coupons, monographs, advertising)

Co-branded with Pederson and *Caregiver's Home Companion*, includes sponsor's imprint and otherwise identical content and frequency as *Caregiver's Home Companion*

First class mail, non profit rate, Pederson or organization's indicia/permit

Blow in cards announcing gift subscription to Pederson-branded *Caregiver's Home Companion*

Bulk shipment FOB client-designated inventory or field sales location, destination quantities of 100 copies

Ask About Our Other Offerings: *The Caregiver's Hotline*, www.CaregiversHome.com, Custom Publishing, Special Reports, Caregiver Coupons, Syndicated Research, List Rental, Resource Directory, Content Licensing, Radio/TV, Hispanic Marketing, eCommerce ... and MORE!

For more information:

Pederson Publishing, Inc.

P.O. Box 693

Southport, Connecticut 06890

(203) 254-3538 • (203) 254-0380

marketing@caregivershome.com

Pederson Publishing, Inc.

Home of the *Caregiver's Home Companion*

www.caregivershome.com