



2010 Media Kit

20434 64th Avenue, Unit 201
Langley, BC, V2Y 1N4

www.Impowerage.com

E-mail: Kelly@impowerage.com
Phone: 604-850-4313



About Impowerage

Launched in 2007, Impowerage is a unique online community that connects vibrant seniors with inspiring and informative content. Living well is at the core of a fulfilled life. At Impowerage, we believe the senior 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.

Dr. Anderson regularly blogs inspiring advice and information. We also have two resident experts on senior fitness and senior financial strategies. We are a trusted source of information on senior issues.

Why Advertise with Impowerage?

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

There are few websites dedicated to seniors and even fewer focusing on Canadian seniors. Seniors 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, seniors 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.

Seniors 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 the senior demographic and is offering advertising options for companies interested in promoting their brand to this vibrant community.

Advertising and Sponsorship Opportunities

Website Advertising

The Impowerage website features articles, senior spotlights, ebooks, events, contests, host blogs and more. Please contact us for the most up-to-date readership statistics.

Home Page	*Top banner home page placement – max. 3 rotations	Leaderboard (188 pixels x 679 pixels)	\$100 /month \$1000 / year
Subpages	*Shared advertising block on right-hand side of page	(125 x 125 pixels)	\$75 / month \$750 / year

Impowerage e-newsletter

Our monthly newsletter features events and articles and goes out on a monthly basis to our opt-in readership of over 500 seniors. Our readership is growing rapidly and is directed specifically at the needs of our site visitors.

Banner Ad	*Placed above the Introduction paragraph, with logo, 30 words text, URL	\$100/monthly e-newsletter
Sidebar Ad	*Placed on the left hand side of newsletter	\$75/monthly e-newsletter

Sponsored E-mails

Sponsored e-mails are sent out on behalf of your company to our opt-in subscribers list. Readers trust the Impowerage brand and are interested in receiving advertisements targeted to them. The e-mails can introduce products and services or offer special discounts to our readers.

The content is clearly labeled as sponsored. The e-mails will contain high quality pictures featuring your products and business with professionally written sales copy. Available in a limited quantity for \$500.

Website Sponsorship

Become a sponsor of the rapidly growing dynamic community – Impowerage. Sponsor a section of the website such as Power of 60+, Health & Wellness or Fitness. Enjoy high profile logo placement, banner ads and content contribution options. Please contact Kelly Neufeld for rates.

Bootcamp Sponsorship

Become a Senior Boot Camp sponsor. The Impowerage Senior Boot Camps are extremely successful events held in the Lower Mainland that bring motivational speakers and fitness experts together for a fun-filled evening of age-appropriate exercise and informative discussion. The bootcamp was widely covered in the local news and on our website. The first Impowerage Seniors Boot Camp sold out and people were turned away at the door! The market demand is very high. Be a part of the event of the season for this demographic. Sponsorship space is limited.

Silver	<ul style="list-style-type: none"> - prominent brand exposure on all promotional materials and PR - opportunity to distribute materials at event - prominent logo placement on Impowerage website - 2 tickets to event 	\$1,500 per event
Gold	<ul style="list-style-type: none"> - prominent brand exposure on all promotional materials and PR - opportunity to distribute materials at event - prominent logo placement on Impowerage website - feature in Impowerage e-newsletter - 5 tickets to event 	\$2,500 per event
Platinum	<ul style="list-style-type: none"> - prominent brand exposure on all promotional materials and PR - category exclusivity at event - display table at event - opportunity to distribute materials at event - prominent logo placement on Impowerage website - 10 tickets to event 	\$5,000 per event

* Bespoke sponsorship packages can also be developed upon request.