



Caring Today readers... attractive reader demographics

A snapshot of the *Caring Today* reader profile shows the vitality of our "female baby boomer" demographics.

| | |
|--------------------------------------|-----------------|
| Median Age..... | 52.7 |
| Median Income...\$56,934...101 index | |
| Female..... | 80%...155 index |
| Age 35+..... | 89%...128 index |
| Married..... | 63%...112 index |
| College Educated..... | 60%...113 index |
| HH Income.....\$50,000+ | |
| | 57%...103 index |

Spring 2008, MRI/DJG Prototype, 50/50 Prevention & Ladies' Home Journal

“...I couldn't do without *Caring Today*, it's my go-to resource.”

– Melissa D., Port Chester, NY Family Caregiver

**Caring Today:
The place to reach today's
Family Caregiver.**

Caring Today readers...responsive, ready-to-buy consumers

Caring Today is the #1 trusted and comprehensive resource America's family caregivers turn to first for the information and support they need on all kinds of products and services—from medications, health aids, food and nutrition, to health care plans, insurance, financial services, travel, transportation and more.

At 1.6 million readers and growing, *Caring Today* delivers a savvy, in-the-know, proactive audience that's receptive and responsive to brand messaging.

- Readers who actively seek information and support before they buy
 - Caregivers are 50% more likely to use information they've obtained from advertising.
- Readers with spending power and the need to buy
 - Caregivers spend \$300 billion out-of-pocket on services they provide to their loved ones.
- Readers who are "3-generational" buyers.
 - In addition to the buying decisions they make for their care recipients, caregivers are also shopping for themselves and the other members of their families.

Caring Today readers...engaged, action-driven audience

They are actively involved with the magazine:

- 88% consider *Caring Today* to be an authority on caregiving issues
- 68% discussed an article or advertisement they saw in *Caring Today* with someone else
- 66% passed on their copy of *Caring Today* to an average of 2.3 others
- Readers spend an average of 79 minutes with an issue

They are actively involved in the decision-making process:

- 79% are involved in making health care decisions for care recipient
- 74% are involved in decision making regarding **medication**
- 74% are involved in decision making regarding **food and nutrition**
- 65% are involved in decision making regarding **medical equipment**
- 58% want more information on **meal ideas and recipes**
- 55% want more information on **understanding diseases**

For more information about the power of *Caring Today*, please contact your *Caring Today* representative or Victor Imbimbo CEO/Publisher at 203.542.7200.

**caring
Today**

America's #1 Resource for Family Caregivers

www.caringtoday.com