



caringtoday.com: Caring Today's 24/7 Information Access.

Brand Exposure.

caringtoday.com is *Caring Today's* interactive, multi-directional online resource that provides family caregivers well-researched information, expert advice, experience-tested methods and supportive sources.

Regularly visited by the highly engaged, pro-active caregiver community, caringtoday.com is a growing medium that provides brand advertisers continual exposure through its targeted content.

Blogs: Four informative blogs written by experienced family caregivers.

Daily Talking Points: New ideas, guidance, suggestions, or resources Monday through Friday.

Caregiver Well-Being: Three helpful sections—stress-reduction, support groups, and recipes & nutrition.

Real People, Real Stories: Inspiration and invaluable advice from caregivers to caregivers.

Health Guides: Up-to-date information from news on health conditions and treatments to caregiver and care recipient exercises.

Finding Answers: Expert advice on personal caregiver questions, and practical suggestions on helpful gears & gadgets.

Special Sponsored Caregiver Guides: Exclusive advertiser-sponsored sections filled with caregiver articles and information. Ask your sales representative about *category exclusive content sponsorship opportunities*.

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caringtoday.com
is the perfect
complement
to Caring Today...
it provides
me quick,
easy access
to a valuable
resource,
up-to-date
information,
expert advice
and the support
of other
caregivers.”

- Lucy J., Bellmore, NY
Family Caregiver

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