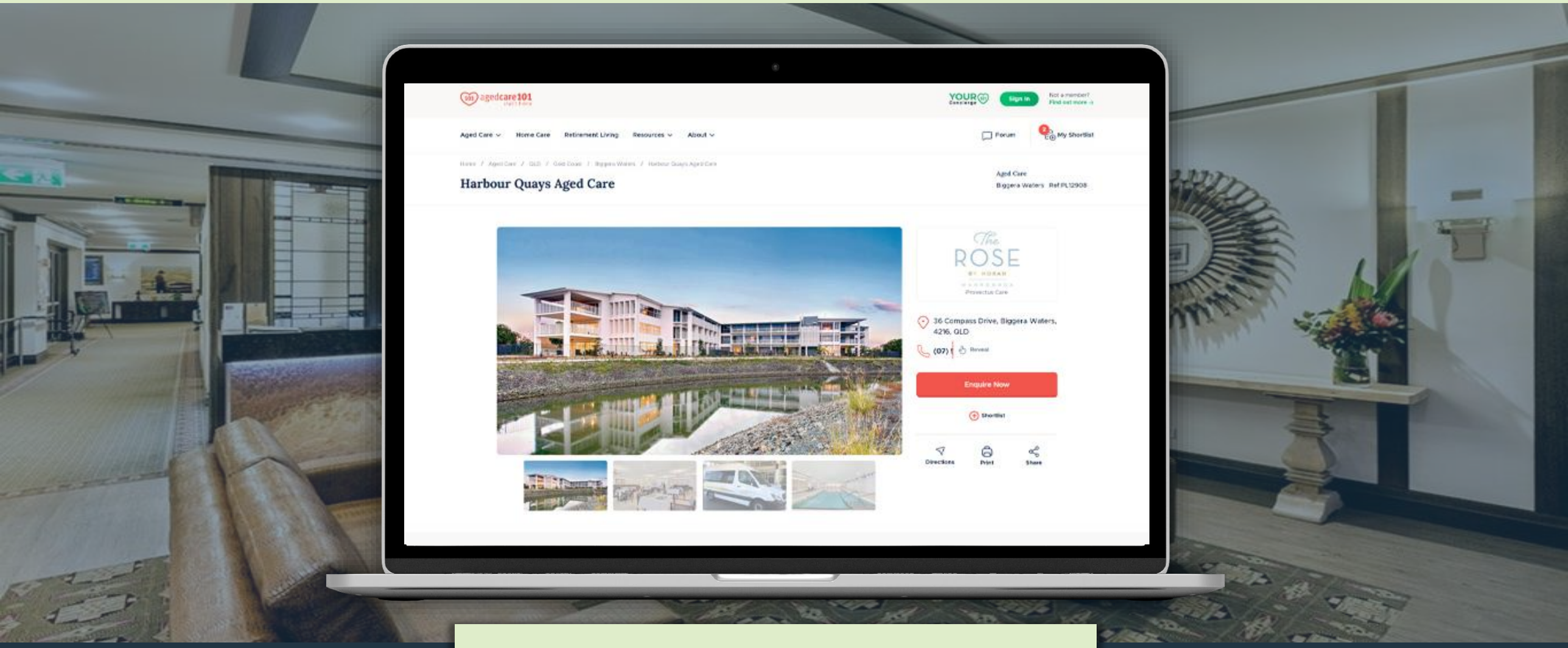
101 agedcare101
start here

AGED CARE MEDIA KIT

OUR AUDIENCE

500,000 families searching for ageing solutions



717,000 visits

OUR AUDIENCE

The 45+ eldest daughter
typically leads/manages family decisions

Their parent has had an incident occur
(poor health or a fall) they can no longer live independently

78%
of users 45+ years

70%
of users female

717,000
searches every year

AGED CARE

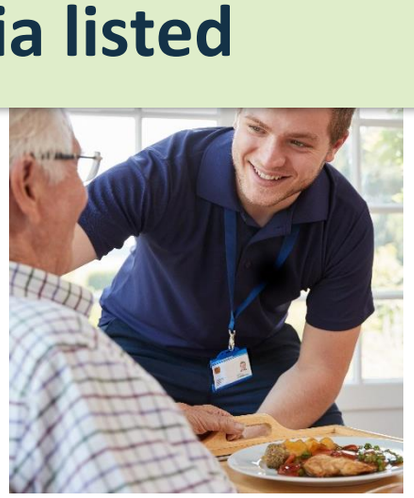
1,850+
Aged care homes already listed Australia wide

650,000 users each year

500,000 families

78 aged care step-by-step educational pages + video

Every Aged Care Facility in Australia listed



HOME CARE

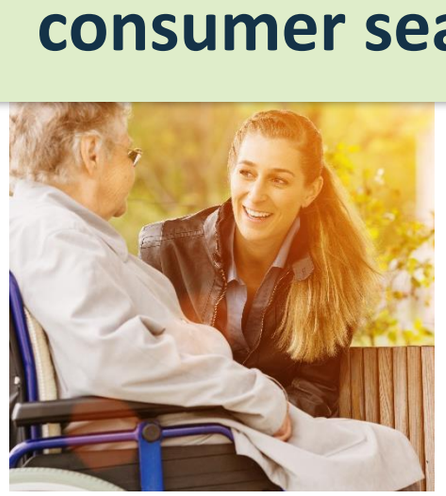
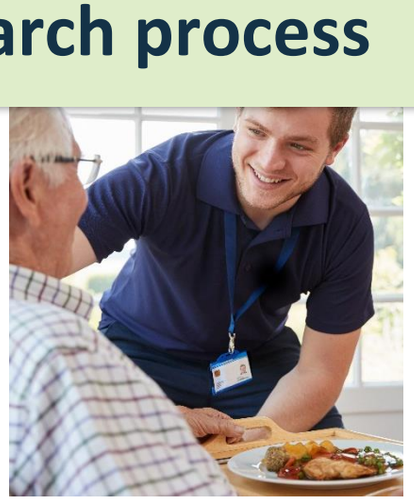
aged**care101** start here

Home Care Directory launched in 2018

463 Home Care operators and 1,145 Packages

81 Home Care step-by-step educational pages

Detailed and comprehensive consumer search process

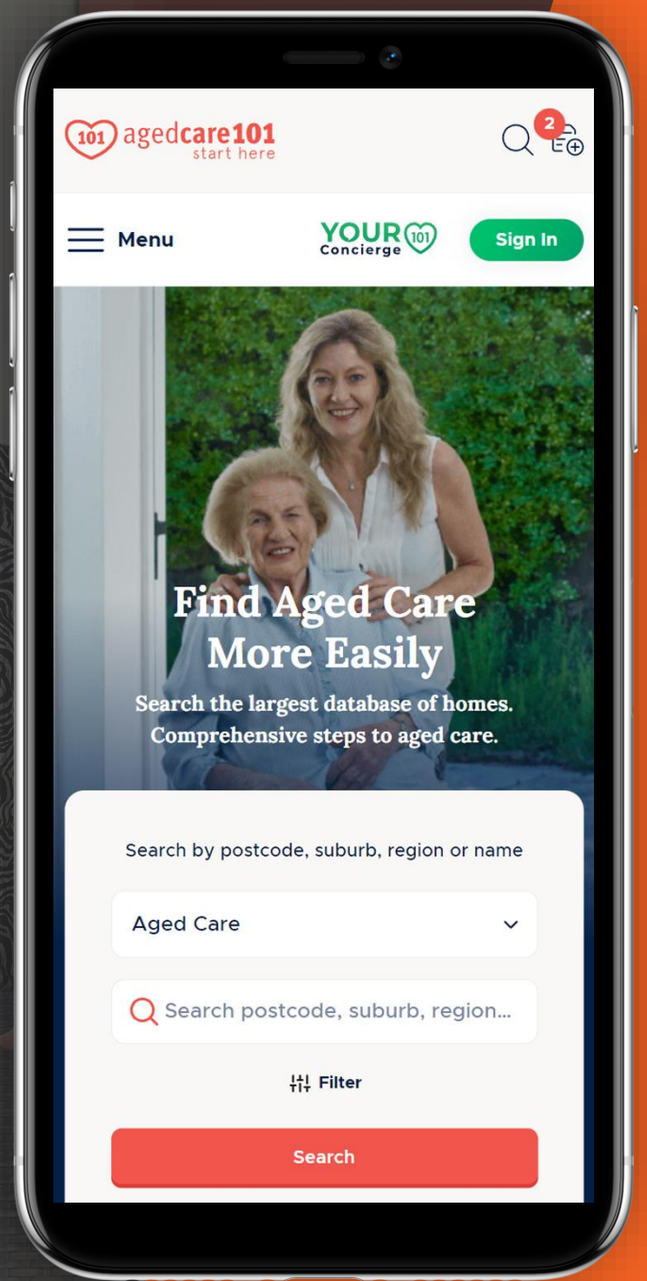
WHY IT WORKS

Written by
industry experts

Empathetic and
educational

Complex information presented as **step-by-step** information

Explainer videos to fast-track

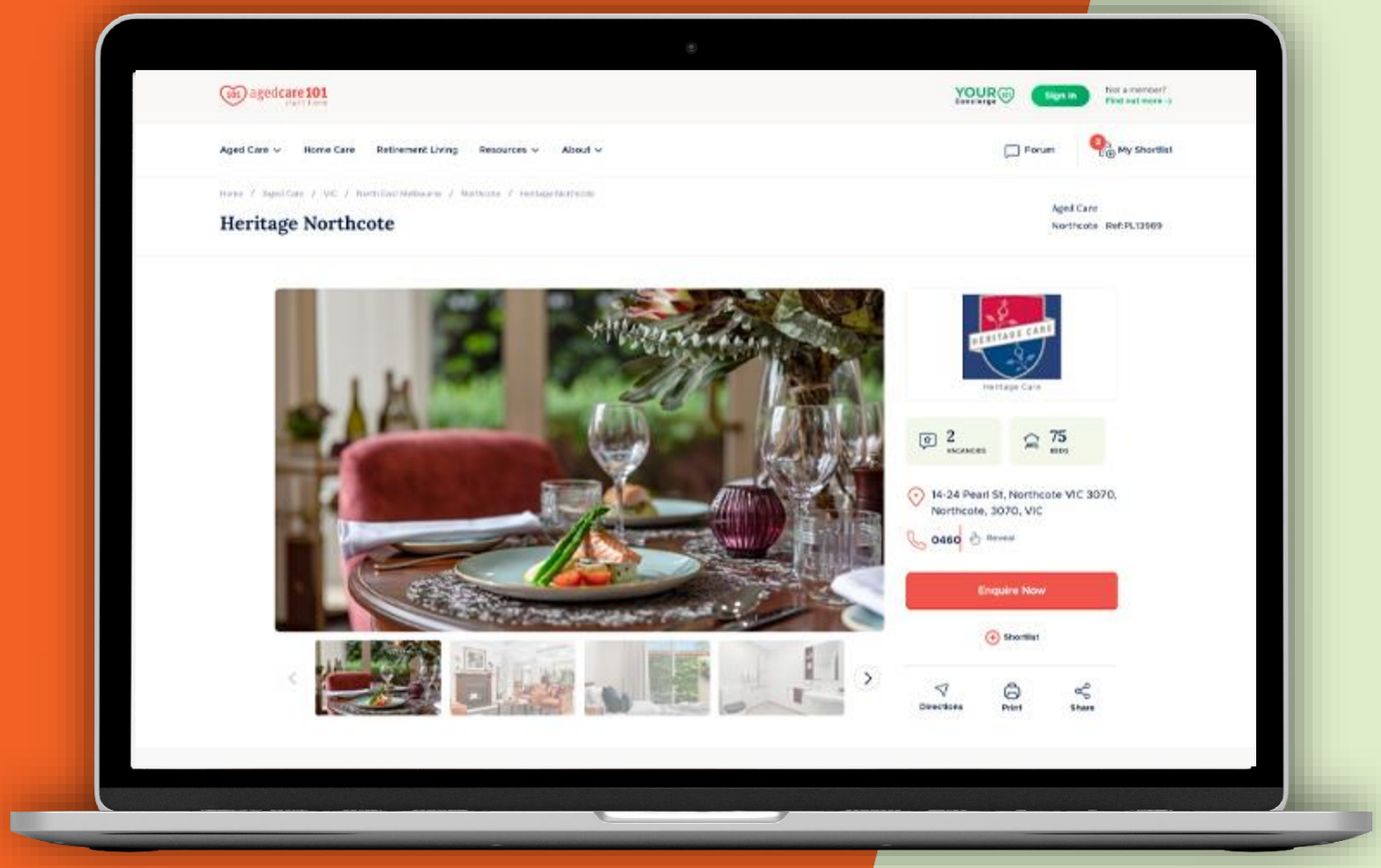


Links to all required documents and government forms

Discussion forum – consumers seek help from field experts: legal, financial, technology

PROMOTIONAL LISTING

$1000 / 12 MONTHS PER PROPERTY



Web/email/phone and direct enquiry function

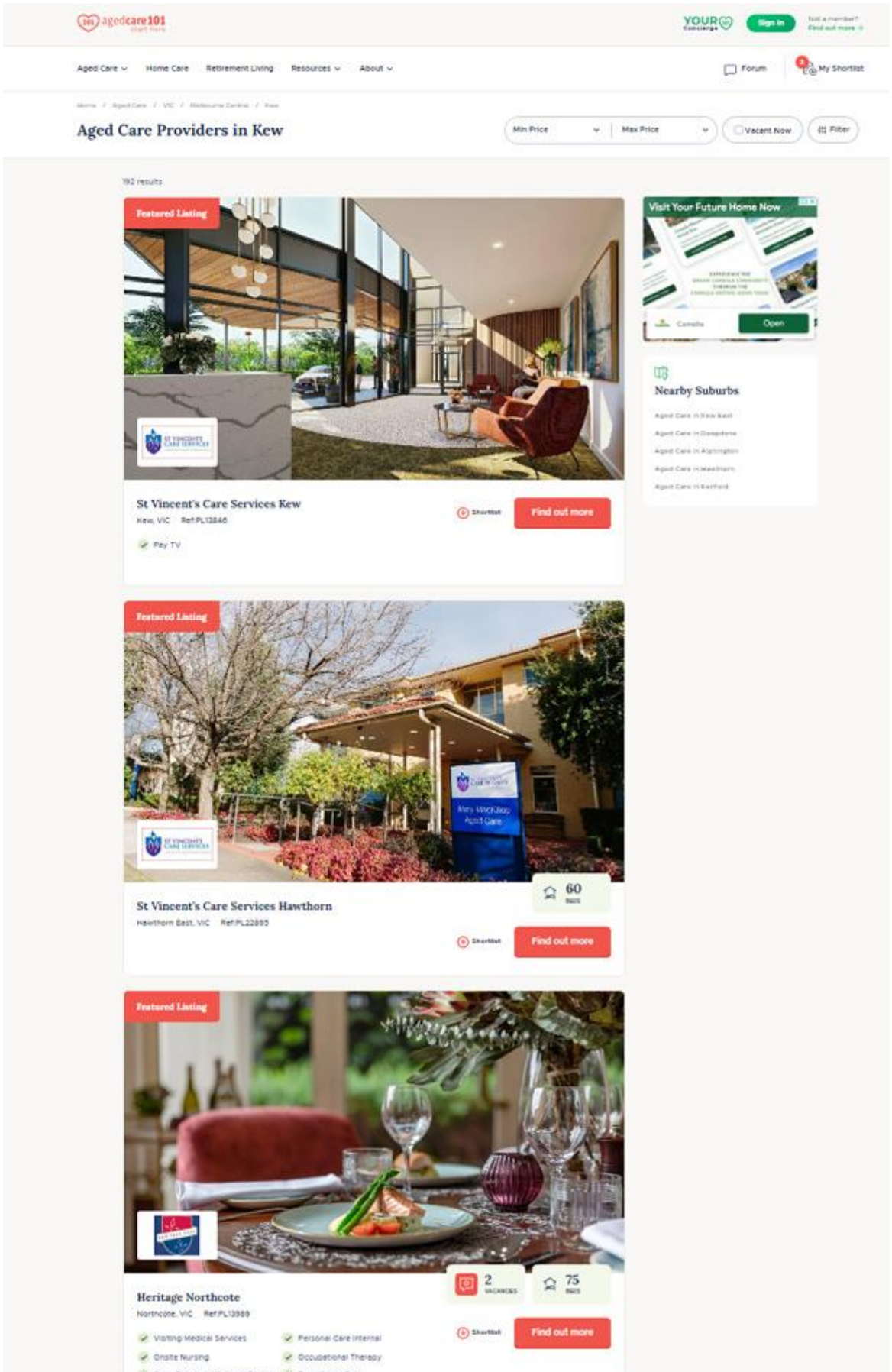
Full search engine optimisation on your listing

Elevated position in region/suburb searches throughout the website

Unlimited vacancies no charge

Secure manager/admin login

Ongoing email/phone support



10 photos including video

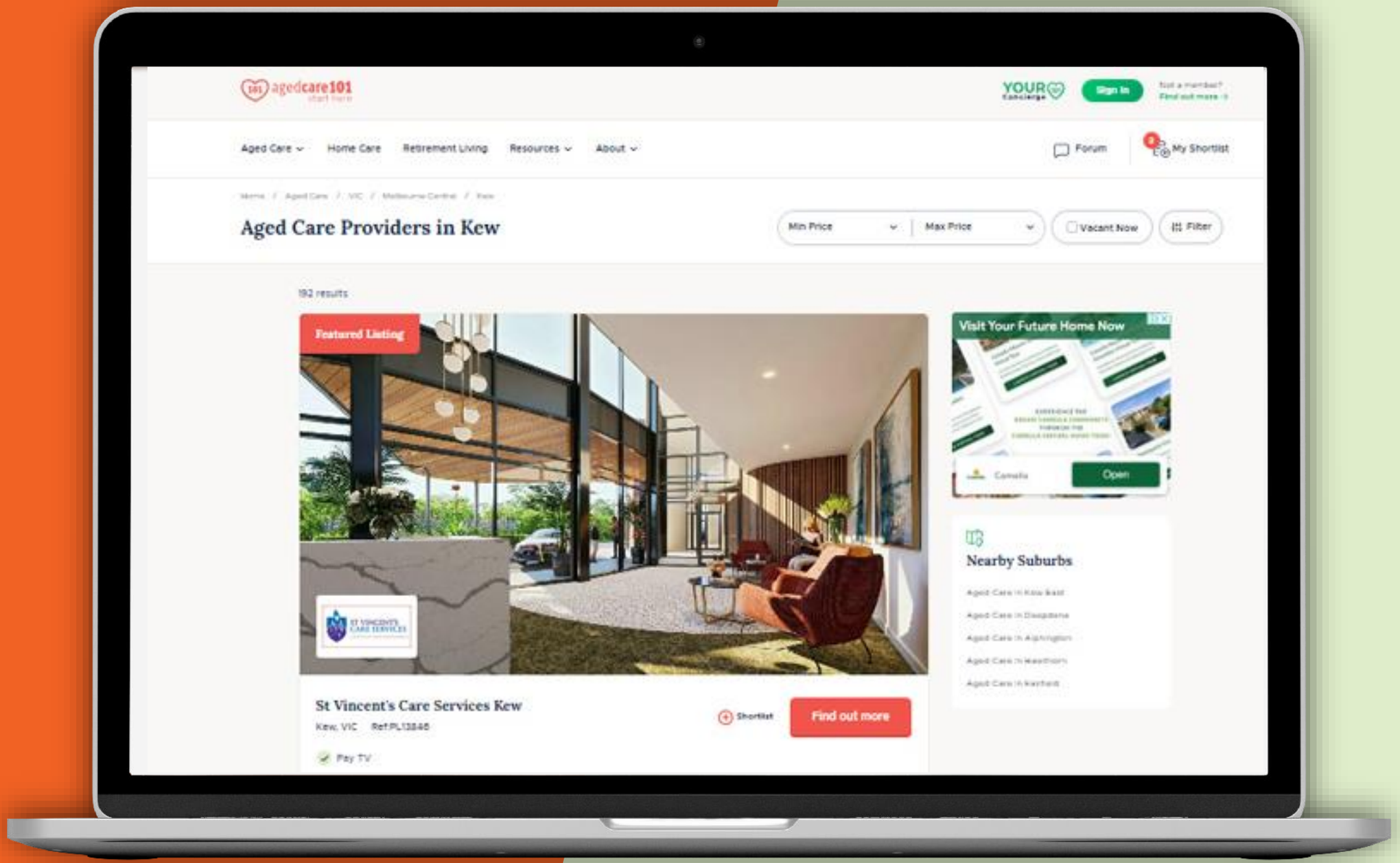
Unlimited & automated vacancy updates

Live stats + monthly performance reporting

FEATURED LISTING

aged**care101** start here

$300PM / ROTATES WITHIN TOP POSITIONS IN REGION



Unique regional banner strategies deliver 100% exposure by all customers searching your region

1 **Medium Rectangle**

2 **Skyscraper**

3 **Leaderboard**

CHOOSE FROM OVER 87 REGIONS

26 **New South Wales**

17 **Queensland**

9 **Western Australia**

10 **Tasmania**

11 **Victoria**

13 **South Australia**

2 **Northern Territory**

Geo-target your lifestyle region; guaranteed 100% exposure

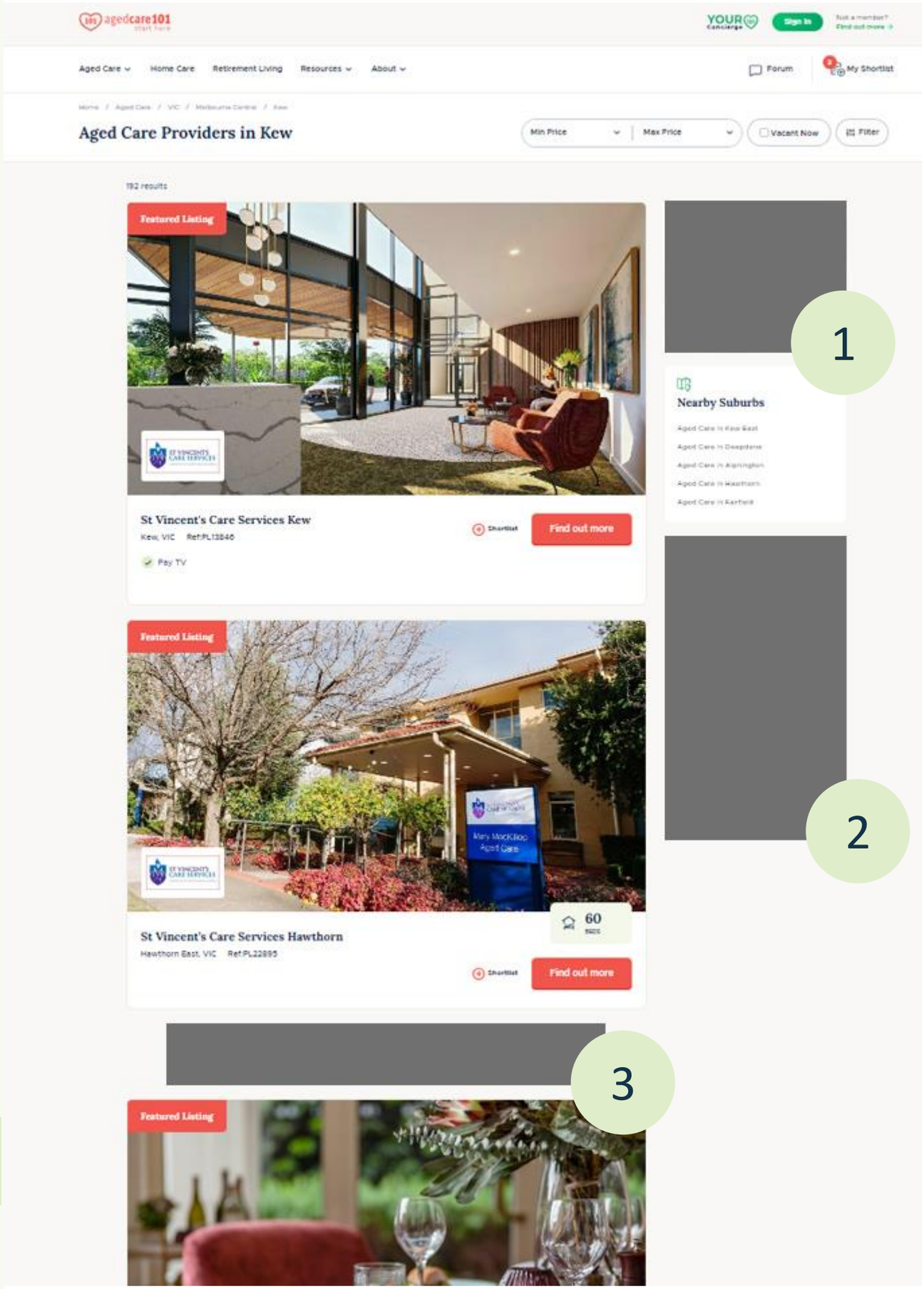
1 **Medium Rectangle**
$350 per month

2 **Skyscraper**
$600 per month

3 **Leaderboard**
$250 per month

Multiple banners per page with unique messaging

Complete reporting



GET IN TOUCH

DCM Group
DoComeMonday

THE WEEKLY SOURCE
The Business of Ageing

THE TUESDAY SOURCE
Community Living News

THE THURSDAY SOURCE
Ageing Business News

villages.com.au

101 agedcare101 start here

LEADERS SUMMIT 2023
THE BUSINESS OF AGEING

VILLAGE SUMMIT 2022
PEOPLE - PASSION - PROFESSIONALISM

LEADERS SUMMIT 2022
MASTERCLASS

DCM Institute
An investment in your future

ResiRating™

YOUR 101 Concierge

WHO

The DCM Group

WHERE

Units 18, 19 & 22
Waterview Wharf Workshops
37 Nicholson Street
Balmain East NSW 2041

PHONE

0406 886 003

alex.jovovic@thedcmgroup.com.au

dcmgroup.com.au