

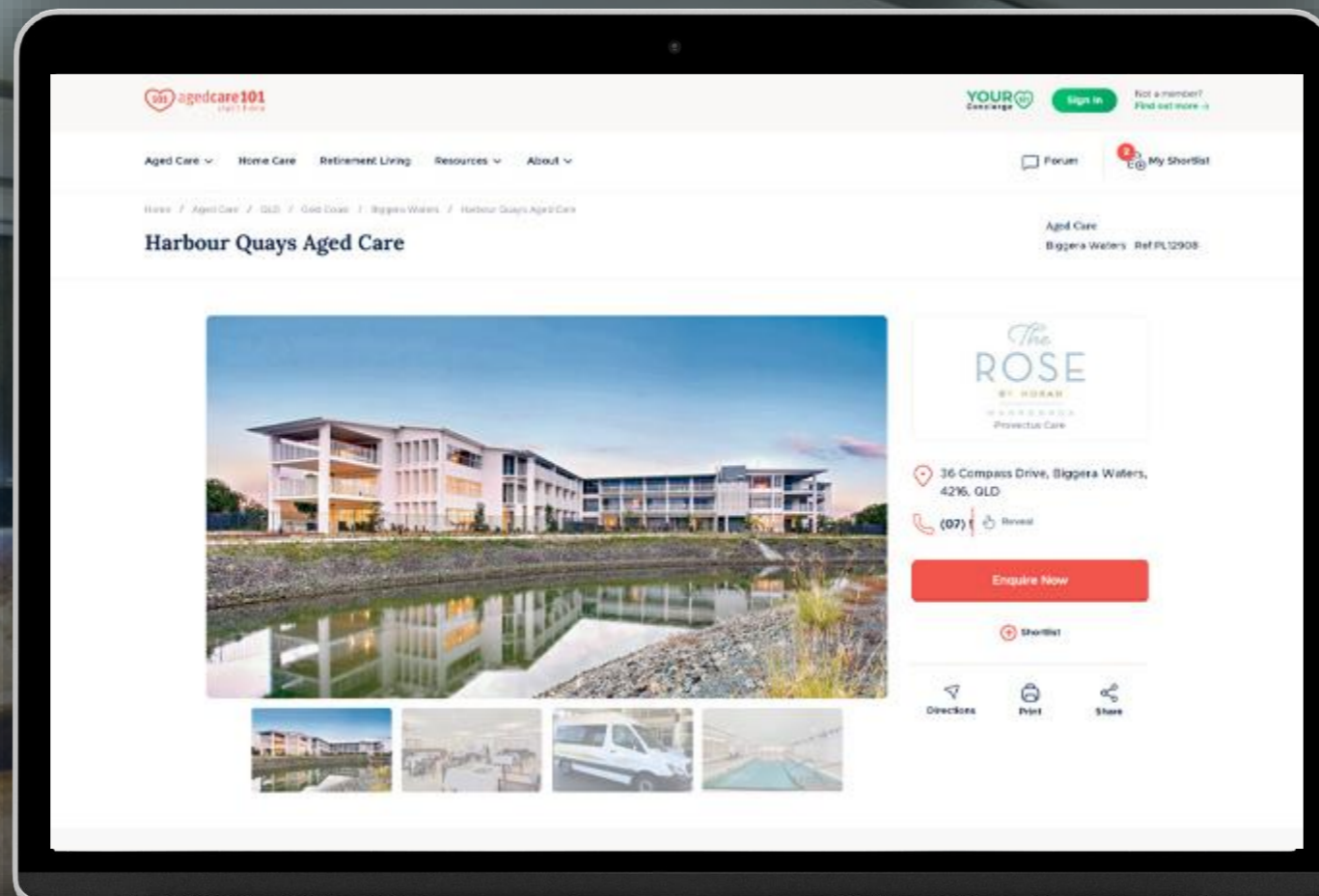


101 agedcare**101**
start here

**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

**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**



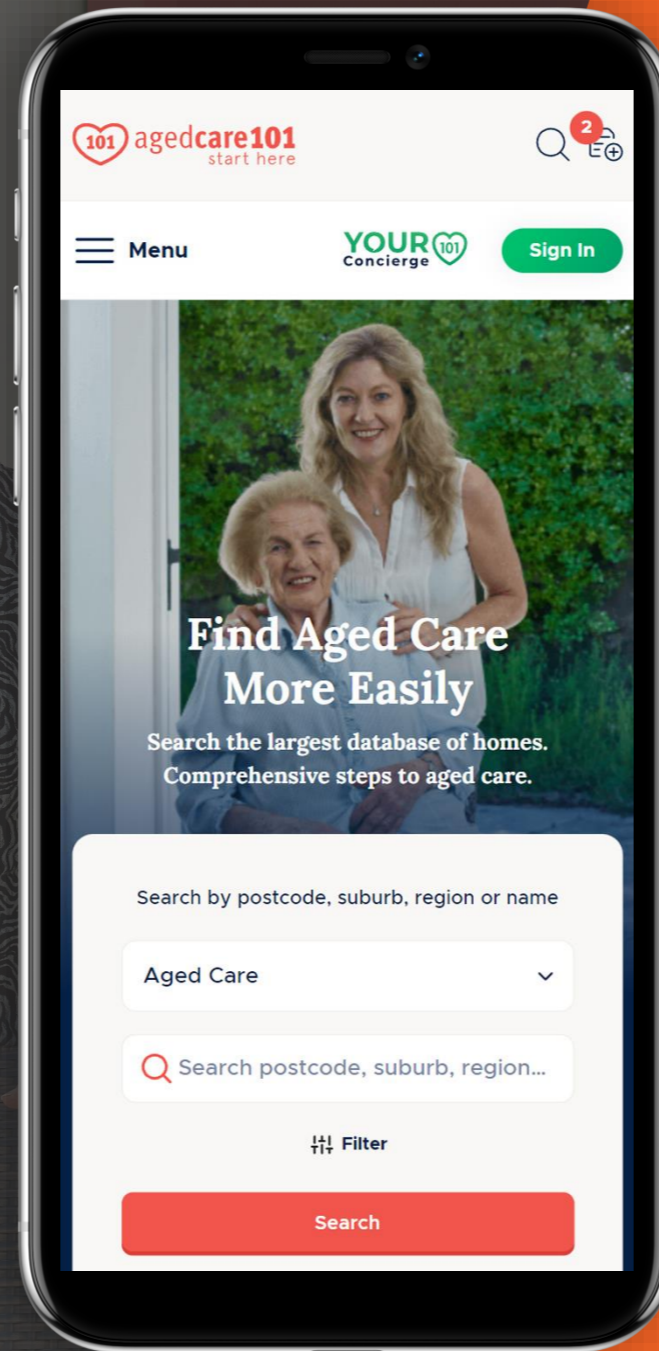
WHY IT WORKS

Written by
industry experts

Empathetic and
educational

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

Explainer videos
to fast-track



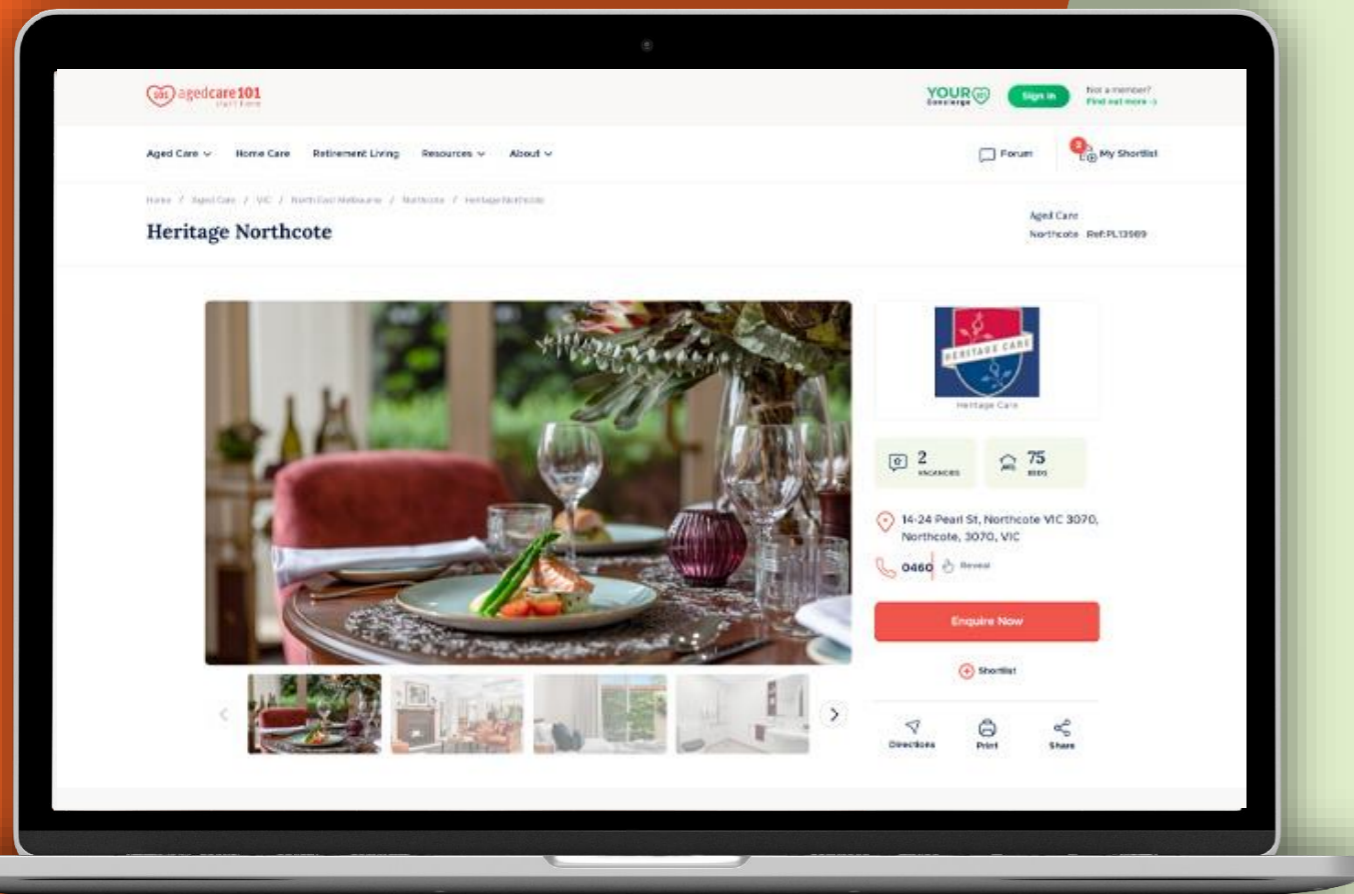
Links to all required
documents and
government forms

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

agedcare101 YOUR CHOICE Sign in Find a member? Find out more

Aged Care Home Care Retirement Living Resources About

Forum My Shortlist

Home / Aged Care / VIC / Melbourne District / Kew

Aged Care Providers in Kew Min Price Max Price Vacant Now Filter

192 results

Featured Listing

St Vincent's Care Services Kew
Kew, VIC Ref:PL12848
Share Find out more
Play TV

Featured Listing

St Vincent's Care Services Hawthorn
Hawthorn East, VIC Ref:PL22895
Share Find out more
60 Beds

Featured Listing

Heritage Northcote
Northcote, VIC Ref:PL13989
Share Find out more
2 VACANCIES 75 Beds

- Visiting Medical Services
- Personal Care Internal
- Onsite Nursing
- Occupational Therapy
- Gym, Rehab or Wellness Centre
- Transitional Care

10 photos including video



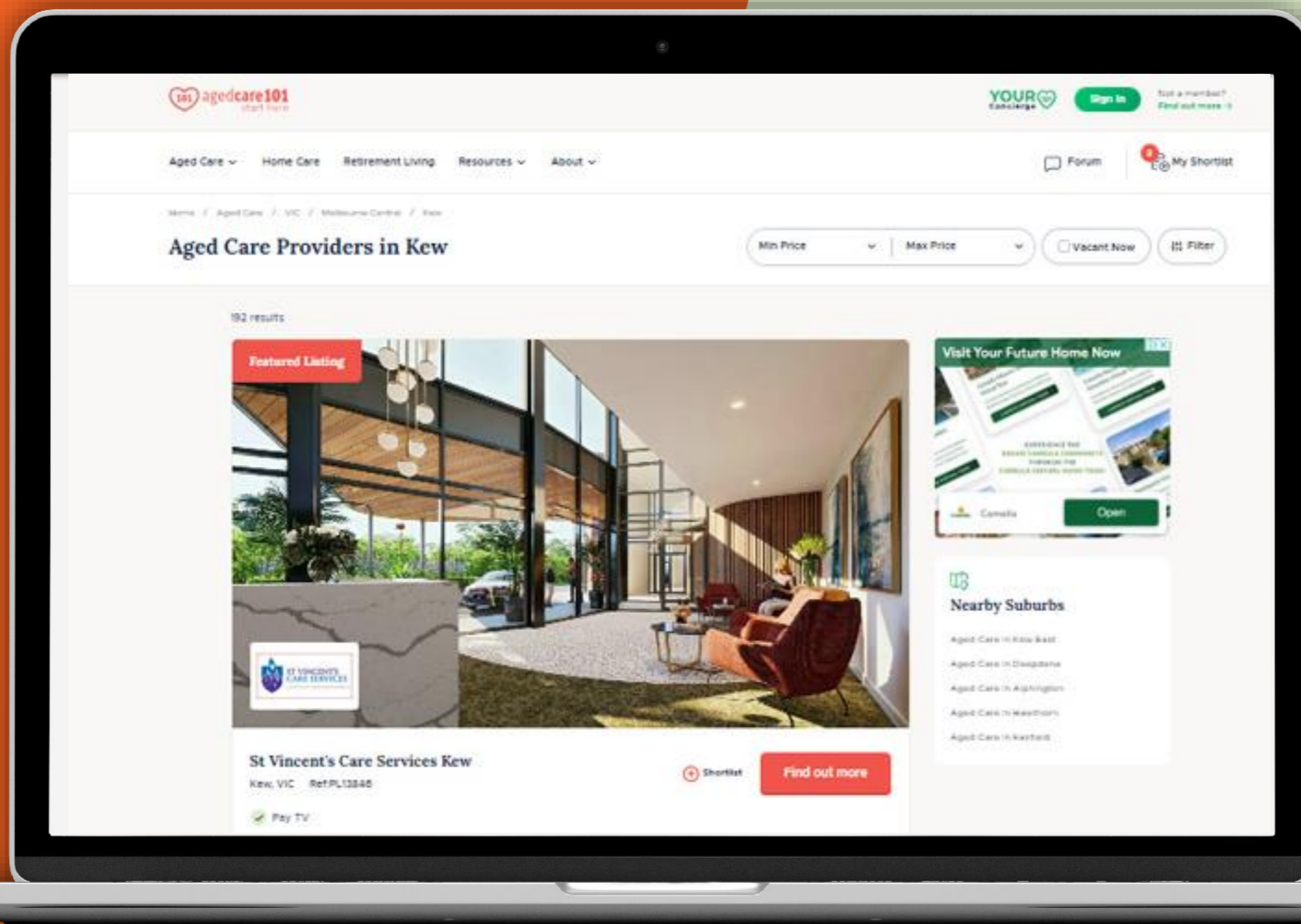
Unlimited & automated vacancy updates

Live stats + monthly performance reporting



FEATURED LISTING

\$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

The screenshot shows the agedcare101 website interface. At the top, there is a navigation bar with 'Aged Care', 'Home Care', 'Retirement Living', 'Resources', and 'About'. A search bar is present with filters for 'Min Price', 'Max Price', 'Vacant Now', and 'Filter'. The main content area displays 'Aged Care Providers in Kew' with 192 results. Three featured listings are visible:

- St Vincent's Care Services Kew:** Kew, VIC Ref:PL13246. Includes a 'Pay TV' icon and a 'Find out more' button.
- St Vincent's Care Services Hawthorn:** Hawthorn East, VIC Ref:PL22895. Includes a '60 Beds' icon and a 'Find out more' button.
- St Vincent's Care Services (partial):** Hawthorn East, VIC Ref:PL22895. Includes a '60 Beds' icon and a 'Find out more' button.

Three ad placements are marked with green circles and numbers:


- 1:** A Medium Rectangle ad placed above the first featured listing.
- 2:** A Skyscraper ad placed to the right of the first two featured listings.
- 3:** A Leaderboard ad placed below the second featured listing.

GET IN TOUCH

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DCM Group
DoComeMonday

THE WEEKLY
SOURCE
The Business of Ageing

THE TUESDAY
SOURCE
Community Living News

THE THURSDAY
SOURCE
Ageing Business News



LEADERS
SUMMIT 2023
THE BUSINESS OF AGEING

VILLAGE
SUMMIT 2022
PEOPLE - PASSION - PROFESSIONALISM



ResiRating™

YOUR 101
Concierge