



FAMILIES OF LOVED ONES MAGAZINE

Strategies and Resources for Caregivers

www.familiesoflovedones.com

FAMILIES OF LOVED ONES is a quarterly, four-color publication designed to bring resources and strategies to professional and family caregivers.

Build Your Future Consumer's Awareness

☆ *FOLO* brings your message directly into the hands of those who are most likely to recommend, or in need of your services,

☆ *FOLO's* unique distribution gives special attention to the NJ, NY, Florida corridor.

☆ *FOLO's* free distribution is direct mailed to an ever growing subscription base, as well as to thousands of professionals in the social services, senior services and health related industries as well as professionals working in medical and long-term care facilities.

☆ *FOLO's* distribution base spans multiple age groups and demographics. With a particular concentration of readers 40 years and older, including Baby Boomers, professionals in the healthcare industry, Social Workers, administrators and educators--*FOLO* reaches those in the position to refer.

☆ *Optimize your advertising dollars by becoming part of FOLO's collectable nature. Unlike newspaper ads which are likely tossed into the recycle bin at the end of each day, FOLO readers save and refer back to their issues over time.*



☆ *Increase awareness of obvious and alternate services offered by your business. Reinforce your brand's position and inform readers of new programs and services through a continued dialogue in your ad copy.*

☆ Ranging in size from full page to marketplace sponsorship, affordable ad rates make *FOLO* advertising attainable by all.

☆ Entice your next potential client with detailed, important information about your services. Allow *FOLO's* specially created, easy to read font and layout, deliver your message.

☆ All articles and links archived on easy to use website. Free subscriptions throughout the U.S.

Sponsorship rates listed based on distribution of 20,000.

☆ **FOLO's targeted message to professional and family caregivers has magnetic visual appeal, an avid audience, and a long well-savored shelf life for your message. A great way to promote your business and support caregivers and families alike.**

FOLO's highly specialized medium reaches specifically targeted audiences creating reader appreciation and loyalty.

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