



The Caring Alliance is a network that connects advertisers and publishers with family caregivers and decision makers who are responsible for the care of their aging parents.

We believe our best partnerships are with advertisers and publishers that offer products and services that make an elderly person's life easier, healthier, more comfortable, and more fun.

"... It has almost every question I have ever needed to ask when my father was sick and now my mother is sick so I intend to use it quite a lot...thanks so much!"

Carol, Seattle WA

The aging of America means more people are helping relatives and friends entering this new life stage.

Did you know:

- 44 million Americans are caring for family members
- 75% of family caregivers of seniors also have children at home
- 69% have discussed medication options with their parents' doctors
- 77% have at least some influence on their parents' medical decisions
- \$800 billion is spent every year on "end of life" purchases
- 68% of people age 50+ have purchased products online

Family caregivers are typically members of the "Sandwich Generation"— Baby Boomers with families of their own to care for, in addition to aging parents. Add in dual careers, and you have a profile of busy people with money to spend on products and services that solve the real problems that they, and their aging parents, face.

Now you can reach this valuable audience online via The Caring Alliance, a network of properties offering information, tools, and services for Baby Boomers caring for parents.

We offer sophisticated targeting options such as:

- Geo-Targeting, by state, MSA, city, or zip code
- Contextual Targeting
- Demographic Targeting
- Role-Based Targeting

We'll help you deliver the right message to the right audience for excellent results.

Contact us today!

www.CaringAlliance.com
(650) 948-8194



"Caring.com has been my lifeline during a difficult period of my life and my father's. I'm grateful to Caring.com, plus all the caring people who take the time to write with their ideas, suggestions, and support."

Mary, Portland OR



Placements Available

see <http://www.Caring.com/about/media-kit.html> for specifications

- Banners – Targeted by Context, by Geography, by Demography, by Channel, by Role
- Video – Pre- and post-roll
- Newsletters
- Custom widgets
- Logo sponsorships
- Unique, targeted programs – Contact us to discuss

Sample Network Partners

GilbertGuide.com – Directory of senior housing options

HappyNeuron.com – Brain-Building games to keep you sharp

MEDgle.com – Health site

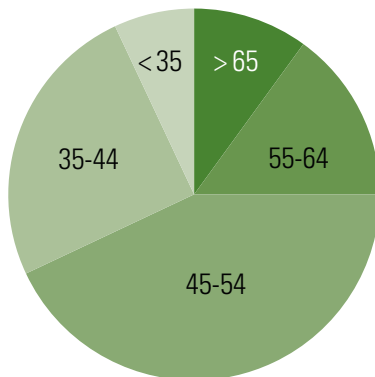
LotsaHelpingHands.com – Caregiver Community calendar



Additional stats about Caring.com visitors

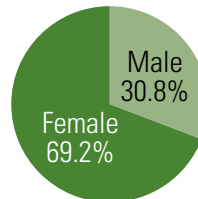
Visitor Age Demographic

Source: comScore



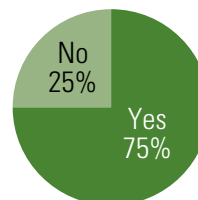
Visitor Demographic

Source: comScore



Households With Children

Source: comScore



Annual Household Income

Source: comScore, July 2008

