

Our readers, your customers

Our 15,000 readers are the purchasing engine for the \$30 billion assisted living market. They are:

- The owners and top executives who determine and monitor business strategies, policies and tactics.
- The executive directors/administrators who oversee and carry out day-to-day operations.
- The marketing directors, admission directors and activity directors who help attract and retain residents.
- The nurses and allied health professionals who coordinate and oversee resident care.

What our readers need

- Our readers are trailblazers in the emerging assisted living field. They need help if they are to provide the best possible delivery of senior services. Their daily challenges include struggling ventures, negative press, heightened regulatory concerns, increased litigation and high staff turnover. They constantly face new rules, new requirements, new competitors, marketplace adjustments and new workplace realities. They need help making sense of it all.
- They need information, insight and perspective that can help them succeed.
- They need a one-stop source that can meet their informational needs without taking up too much of their valuable time.
- They want a magazine that gives it to them straight. They don't want spin-doctors or marketers working an angle. They want the truth so they can decide which course of action best serves their interests.
- They want well-written and visually inviting content that is interesting, brief, timely, refreshing, lively and, above all, relevant.

Why readers trust us

We offer the industry's most useful and compelling mix of news, information, analysis, commentary, features and other content. In each issue, we deliver must-read stories, figures, photos and other graphics that attract and inform readers.

We are respected as an independent, reputable, authoritative source.

- Readers are fully engaged in our publication. They don't just take ownership — they see us as a source in the marketplace for information and ideas that are critical to their professional development.

A proven approach

McKnight's Assisted Living was developed in response to research showing reader demand for shorter news stories, relevant coverage and an independent voice. *McKnight's Assisted Living* delivers major stories on leading issues, a host of regular departments, features and timely columns.