



2019

Sponsorship & Advertising

Stria is a trade media platform for the longevity market.

Sponsorships offer access to a targeted audience of informed and influential people working in aging.

Defining the Longevity Market



Stria brings together people, ideas and news from all corners of the longevity market. Our content is industry-facing, but we define the market through a person-centered filter.

We cover a wide range of fields and serve professionals from many different sectors. The common denominator is that all our stories cover topics directly related to our aging society.

**Stria is media on a mission.
We provide information,
experiences and content that
inspire cross-sector solutions
for our aging society.**



Welcome to Stria News

Stria News unifies the multiple lines of business, service and study that define our field. Our journalism is created to offer real value and utility, assuring that market leaders better understand the issues and ideas that matter most.

Stria believes in the power of media to advance the longevity market—and our editorial choices deliver on our mission.

Daily Headlines & Aggregation

We help define what's newsworthy for busy readers.

Trends & Topics

We tell stories that are accessible and applicable in readers' professional lives.

Ideas & Thought Leadership

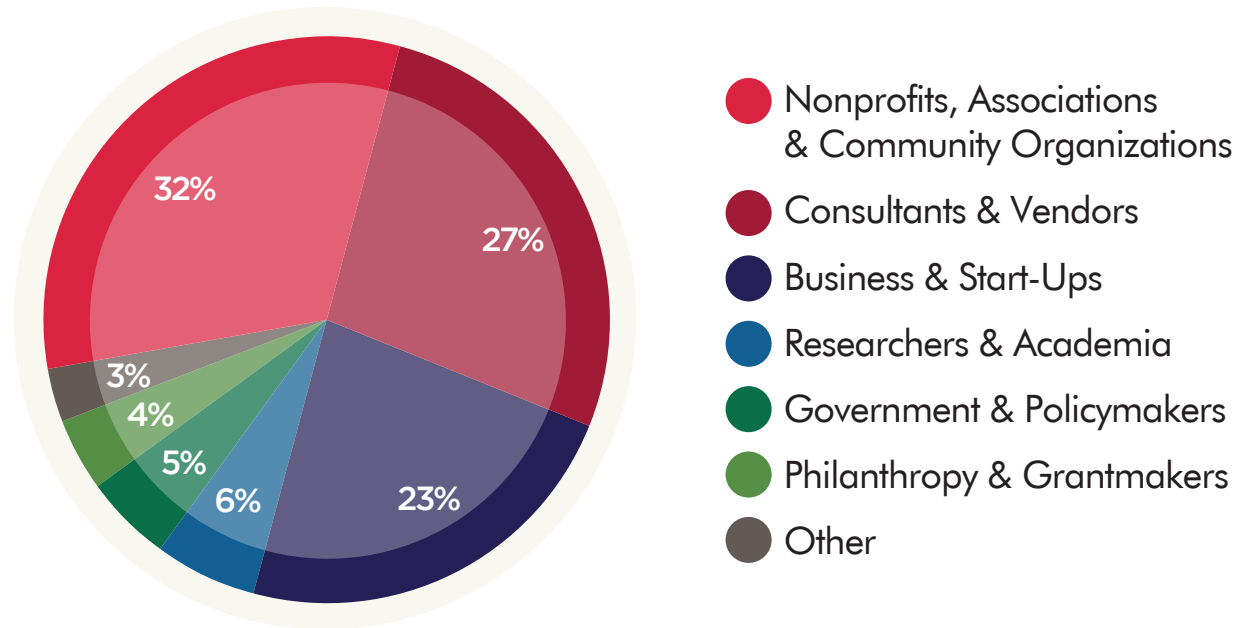
We make unexpected connections and ask unanticipated questions.

Stria readers receive full access to journalism and content at strianews.com for a paid subscription of \$98/year. Our weekly email newsletter is free.

Stria's Unique Audience

Stria is for and about the entire aging ecosystem. Our network includes some of the most informed and influential people in the field. Over 50,000 longevity market professionals have read stories at strianews.com.

Stria readers work in all parts of the field.



Stria readers play a role in many key areas within the longevity market.

Research & Thought Leadership, 33%
Professional & Financial Services, 32%
Health Care, 28%
Technology & Communications, 24%

Wellness, Food & Nutrition, 18%
Volunteering & Community Service, 18%
Public Policy & Programs, 18%
Long Term & Memory Care, 18%



Sponsorship Packages

We offer sponsorship packages on an annual or month-by-month basis. Your organization receives a collection of advertising and content opportunities across Stria platforms, as well as complementary subscriptions. We also offer single sponsored posts.

	ANNUAL SPONSOR	MONTHLY SPONSOR	SPONSORED POST
Executive Q&A Editorial interview of sponsor executive	1 story		
Sponsored Post Sponsor-authored content + social distribution	10 posts	1 post	1 post
Website Display Ads 300x250 display ad unit run-of-site	12 months	1 month	
Email Inclusion Display ad in weekly emails	10 emails	2 emails	1 email
Social Media Acknowledgement Tagged recognition in social posts	24+ posts	4 posts	2 posts
Complementary Subscriptions Free annual subscriptions for staff	10 subscriptions	2 subscriptions	
	\$21,500	\$2,200	\$1,000

Annual Sponsors are completed within 12 consecutive months.



For information and pricing on other advertising options, including email marketing, thought leadership packages, live events and custom programs, contact our publisher Susan Donley at sdonley@strianews.com.



Editorial Content Partnerships

Sponsors can leverage Stria’s editorial expertise and market understanding to own the thought leadership topics that matter most to your brand. Through sponsored editorial partnerships, we develop special content on a topic of mutual importance to Stria readers and your organization. Partnerships result in a collection of original journalism, sponsored content and audience outreach presented under the banner of your brand.

	CONTENT SPONSOR
Recognition on Original Stria Editorial Content A collection of reported stories.	3-4 stories
Sponsored Post Sponsor-authored content + social distribution	1 post
Executive Required Reading Sponsor executive’s recommended addition to our Best Books list	1 post
Email Inclusion Display ad in weekly emails	3 emails
Social Media Acknowledgement Tagged recognition in social posts	10+ posts
Website Display Ads 300x250 display ad unit run-of-site	4-6 weeks
Rights for Content Library Usage rights, in perpetuity for program content	3-4 stories

\$6,750

Content partnerships are executed over 4-6 weeks. We promote original and sponsored content heavily throughout that time—on strianews.com, in social media and via email.

More About Stria

Stria is a media platform on a mission. We provide information, experiences and content that inspire cross-sector solutions for our aging society. Through our three lines of business, Stria brings together the most important ideas, people and news from the longevity market.

“One of the best resources for the longevity community.”

“I’m consistently amazed by the quality content from our Stria subscription.”

“If you haven't checked out Stria News, then do it now! Great content on the longevity market.”

STRIA NEWS

Original reporting, interviews & perspective that deliver a foundation of understanding and insight for longevity professionals.

STRIA LIVE

Invitation-only convenings of leaders, influencers and creative thinkers around critical issues in the field.

STRIA STUDIO

Branded content and communications strategies that drive influence, awareness and impact for longevity market clients.



LET'S TALK

We look forward to working with you.

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