



Your Next Customer May Be a *Caregiver*

Nearly everyone will become a caregiver,
need a caregiver or love someone who is.

Every day, family caregivers make decisions that affect healthcare, housing, financial planning, legal services, home modifications, insurance, transportation, nutrition, technology, and countless other products and services. They are often making those decisions on behalf of an entire family.

They are not a niche audience.

They are one of the largest and most influential consumer groups in our community.

Advertising in *Caregiver Voices* places you in front of readers actively seeking trusted businesses, professionals, and community resources to help them navigate one of life's most important journeys.

Why Businesses Advertise in Caregiver Voices



Caregivers Are Decision Makers

Family Caregivers make purchasing decisions every day for themselves and the people they love.



Build Trust

Readers are more likely to engage with organizations that support and invest in their community.



Long-Term Visibility

Unlike digital ads that disappear in hours, *Caregiver Voices* is designed to be kept, shared, and referenced throughout the year.



Meaningful Connections.

Reach readers at a time when they are actively looking for trusted products, services, and community resources.



Is Caregiver Voices Right for Your Organization?

If your organization serves individuals or families in any of these areas, your future clients are reading *Caregiver Voices*.

- Healthcare
- Hospitals
- Physicians
- Home Health
- Hospice
- Assisted Living
- Memory Care
- Senior Living
- Financial Planning
- Estate Planning
- Elder Law
- Insurance
- Home Remodeling
- Real Estate
- Transportation
- Nutrition
- Wellness
- Technology
- Funeral Services
- Medical Equipment
- Pharmacies

Advertising in *Caregiver Voices* is more than marketing.
It's an investment in the caregivers who strengthen our community every day.

CAREGIVER VOICES

Sharing the Stories Behind the Journey

Caregiver Voices is an annual publication unveiled each year at The Caregiver's Festival and published by Assurance. More than a magazine, *Caregiver Voices* is a platform dedicated to honoring family caregivers by sharing their stories, preserving their experiences, and connecting them with trusted resources and a supportive community.

Each volume will feature inspiring caregiver stories, expert insights, practical caregiving tools, wellness information, local resources, and community partner spotlights designed to educate, encourage, and empower caregivers throughout every stage of their journey.

By celebrating the voices of caregivers, *Caregiver Voices* ensures their stories are seen, remembered, and shared—creating a lasting resource for caregivers, families, professionals, and our community.

Publication Highlights:

- Full color 8.5" x 11" magazine
- Print and digital editions
- A year-round caregiver guide
- Large distribution of print copies
- North Central Florida's first caregiver magazine dedicated to honoring caregivers
- Unveiled at The Caregiver's Festival

Why Advertise in *Caregiver Voices*?

- Reach family caregivers throughout North Central Florida
- Build trust with a highly engaged audience
- Position your organization as a caregiver resource
- Support a publication with lasting community impact
- Connect with readers throughout the year

Advertising Opportunities

Premium Placement

Back Cover	\$1,000
Inside Front Cover	\$800
Inside Back Cover	\$800

Standard Advertising

Partner Spotlight (2 page advertorial) ...	\$800
Full Page	\$600
Half Page	\$350
Quarter Page	\$175
Business Card Listing	\$100

Advertising Deadline is February 14, 2027



More than a magazine.

Every caregiver has a story. Every story deserves to be heard.

For advertising opportunities contact:

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