

2019

## Research, Sponsorship & Advertising

**next for me connects and inspires 50+ audiences with new work, a new purpose, or a new social contribution.**

Each month we reach over 5,000 opt-in consumers, and “silver tsunami” influencers through our partnerships, newsletters, events, and social media.



next for me

# THERE ARE 120M AMERICANS OVER 50

Over 50% have less than \$50K in savings

Over 60% do not plan to retire at 65

**Our generation wants opportunities to connect, contribute, and find meaning**



# Next For Me Today

Weekly newsletter

Original reporting

Sponsored editorial

Interviews, Podcasts & Videos

Cross-country events

Market Research

Resource Guides

Strategic Partnerships

Forbes series

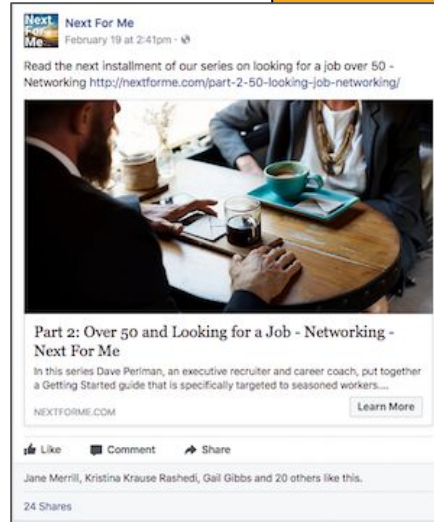
External conferences

## UNDERSTANDING THE 50+ WORKER

Market Report  
Spring 2019



David Allen author of Getting Things Done.

A screenshot of a Facebook post from Next For Me. The post is dated February 19 at 2:41pm. The text reads: "Read the next installment of our series on looking for a job over 50 - Networking http://nextforme.com/part-2-50-looking-job-networking/". Below the text is a photo of three people sitting around a table in a cafe, talking. The post title is "Part 2: Over 50 and Looking for a Job - Networking - Next For Me". The description says: "In this series Dave Periman, an executive recruiter and career coach, put together a Getting Started guide that is specifically targeted to seasoned workers...". There is a "Learn More" button. At the bottom, it shows "Jane Merrill, Kristina Krause Rashedi, Gail Gibbs and 20 others like this." and "24 Shares".

Next For Me  
February 19 at 2:41pm · 🌐

Read the next installment of our series on looking for a job over 50 - Networking <http://nextforme.com/part-2-50-looking-job-networking/>

**Part 2: Over 50 and Looking for a Job - Networking - Next For Me**

In this series Dave Periman, an executive recruiter and career coach, put together a Getting Started guide that is specifically targeted to seasoned workers...

[NEXTFORME.COM](#) [Learn More](#)

👍 Like   🗨 Comment   ➦ Share

Jane Merrill, Kristina Krause Rashedi, Gail Gibbs and 20 others like this.

24 Shares



# Join Us

Next For Me hosts events and publishes resources for the 50+ worker. Our specific focus on work resonates with a large segment of the demographic.

In H1 2019 we will have a presence at SXSW: Future Workplace Track, Aging Into the Future, What's Next Boomer Business Summit, Hacking HR, and Aging 2.0.

Along with our partners we're hosting public events in Los Angeles, San Francisco, Phoenix, New York, Columbus and more.

Sponsors have the opportunity to have a presence with Next For Me as the public face of the movement toward a greater acceptance of older workers and what they bring to the table.



# Sponsorship Components

<b>Public Events</b>	Exclusive or co-sponsor of public events	Prominent promotion, workshops, Newsletter and social content
<b>Weekly Newsletter</b>	Co-sponsor placement	“Sponsored by” logo + 2 line message and link.
<b>Custom Newsletter</b>	Full sponsorship	Custom Content
<b>Custom Content</b>	A la carte	Native advertising, video storytelling, Brand interview
<b>Sponsored Editorial</b>	Category Sponsor	Finance, Lifestyle, Work: Articles and Newsletter
<b>Research</b>	Sponsor	Prominent promotion in public report, Sponsored placement on site and newsletter
	Proprietary	Qualitative and Quantitative, Sample development and Reporting

# Sponsorship Packages

	Annual	Monthly	Sponsored Post
<b>Public Events</b> Prominent promotion, workshops, Newsletter and social content	10 Events	1 Event	
<b>Weekly Newsletter</b> “Sponsored” logo + 2 line message and link.	2 per month	1 per month	once
<b>Custom Newsletter</b> Custom sponsor content	1 per month		
<b>Custom Content</b> Native advertising, video stories, Executive Q&A	12 pieces	1 piece	2 social posts
<b>Sponsored Editorial</b> Category Sponsor: Articles and Newsletter	1 year		
<b>Research</b> Prominent promotion in 1 of 4 public reports	1		
	<b>\$25,000.</b>	<b>\$3,000.</b>	<b>\$1,000.</b>



**Jeff Tidwell, CEO**

jeff@nextforme.com

415-265-3037