

# Next Avenue's Content Subscription

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Next Avenue's Content Subscription offers LeadingAge members exclusive access to high-quality, ready-to-use content -- delivered right to your inbox.

Many of us serving older people are looking for ways to connect with audiences online. If your organization has a website, blog or social media presence, you already know that content marketing can generate leads, cultivate prospects, encourage referrals, increase online visibility and build your brand. Next Avenue's Content Subscription makes it easy to find the content you need to achieve your goals.



## SUBSCRIPTION DETAILS

Your subscription includes stories on a variety of topics such as health, fitness, family, money and caregiving. Each month, Next Avenue sends you 12 new stories. You select eight to use in your communications. Each story is delivered with:

- Full article text
- Search Engine Optimized title
- Short, editable teaser description
- Turn-key social post
- Editorially curated digital photo

Rights to all elements are granted in full and in perpetuity. You can use stories online, in email, in print and across any media where your audience needs it.

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## Next Avenue's Content Subscription

This deeply discounted annual content licensing subscription is available exclusively to LeadingAge members at **\$3,600 per year**. And, additional discounts may be available through your state or regional LeadingAge office.

### High Quality Content

Next Avenue maintains the highest editorial standards. Our content is well written, error free and engaging. Every story is reported and written by qualified journalists and experts.

### Proven to Engage

Next Avenue understands how to create content that engages older consumers. In a Facebook test, our content delivered 35% more reach and 52% more engagement than average.

### Affordable Access

Creating content from scratch is not possible for many organizations. This is a cost-effective source for your blog, website and social channels.



Many LeadingAge members are already subscribers.

- The Kendall Corporation
- Foxdale
- Luther Oaks
- River Landing at Sandy Ridge
- Lutheran Sunset Ministries
- Front Porch
- Presbyterian SeniorCare
- The Village at Heritage Point



Email Kate Swenson at [kswenson@nextavenue.org](mailto:kswenson@nextavenue.org) to learn more and subscribe.