

PARTNERSHIP GUIDE



Women
Over 70

WWW.WOMENOVER70.COM

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WHY PARTNER WITH WOMEN OVER 70



Women Over 70 - Aging Reimagined is the active voice of aging. Catherine Marienau and Gail Zelitzky, co-founders and hosts, feature women in their 70's, 80's, and 90's+ who are leading vibrant and vital lives.

Our Movement

We're not your typical podcast. We are a movement for and among women, presenting their compelling stories about aging in ways that defy stereotypes and celebrate their creativity, commitment, and contribution. Our community engages through weekly Podcasts, the monthly Advocates for Women Aging series, Facebook Group, monthly Zoom Gatherings, and monthly Podcast Discussion Club.

WOMEN

OVER
50

DECISION
MAKERS

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REACH OUR VIBRANT COMMUNITY

Women Over 70 - Aging Reimagined Podcast gives voice to our diverse guests and promotes ongoing contributions of women.



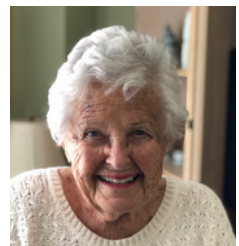
Rita Ricks, 72, Virginia, episode #8. Rita is a spiritual coach and minister who started her career as a corporate trainer in leadership and diversity. Today, she coaches, educates and lifts the spirits of entrepreneurs striving to build exceptional businesses.

Jania Abei, 87, Switzerland, episode #37. A Russian immigrant and long-time resident of Africa, Jania became a healer later in life. Having moved through profound loss, grief and self-healing, Jania spends every day sharing her healing gifts via Zoom.



Frances Fuller, 92, California, episode #50. Frances shares about her life in the Christian ministry living in Syria and Egypt. Her recently published memoir reveals deep insights into getting old.

Marion Giles, 103, Illinois, episode #58. The resident of a retirement community for nearly 30 years, Marion recalls Roosevelt's Fireside Chats, the first TV, her experiences as an independent young woman, and her life-long love of animals.



These are just four of the fascinating women we've interviewed since Women Over 70 launched in June 2019.

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WHY REACH OUR VIBRANT COMMUNITY?

By 2034 there will be more people over the age of 65 in the United States than under 18. -AARP.org

The purchasing power of women in the U.S. ranges from \$5 - \$15 trillion annually.
-Nielsen Consumer, 2013

Women control more than 60% of all personal wealth in the U.S. -Federal Reserve, MassMutual Financial Group, BusinessWeek, Gallup

44%

of podcast listeners are female

-Infinite Dial 20

Podcast listeners:

24%

(68 million) listen to podcasts weekly - up 22% in 2019

-Infinite Dial 20

45%

of monthly podcast listeners have household income over \$75K -Infinite Dial 20

69%

agreed that podcast ads made them aware of new products or services.

-Nielsen, Q1 2018

WHY REACH OUR VIBRANT COMMUNITY?

In the first half of 2020, Women Over 70 saw an 89% increase in podcast downloads. Our social community continues to expand on Facebook, Instagram, and YouTube. Our partnership programs offer versatile options for co-branding.



Launched in February 2020, **Women Over 70 - Aging Reimagined Facebook Group** is growing daily. By the end of 2020 we expect to reach 1,000 members.



On Instagram we post adventurous and thought-provoking photos shared by our episode guests.



YouTube is the home of our series **Advocates for Women Aging**. These conversations with experts are carefully curated and spark intergenerational conversations among women of all ages.



Weekly communications to our community highlight current episodes and events, feature important information and keep the Women Over 70 brand top of mind.

INTRODUCE YOUR BRAND TO OUR MOST ENGAGED LISTENERS

Women Over 70 – Aging Reimagined Podcast is a valuable resource that invites women of all ages to reimagine aging. We talk weekly with women in their 70's, 80's and 90's + whose inspiring, provocative stories spark your imagination

Advocates for Women Aging, our monthly video series, provides a bonus episode for Women Over 70 – Aging Reimagined podcast. Gail and Catherine interview experts on a variety of subjects pertinent to women aging across the adult life span.

Our monthly Podcast Discussion Club is a membership forum for in-depth conversations on how episode themes speak to participants' aspirations and issues in their own lives.

Monthly Zoom Gatherings support free-flowing, 90 minute discussions on topics selected by the participants.

The Playlist, our quarterly digital magazine, guides listeners to episodes of interest organized by category.

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PROMOTE YOUR BOOK

We offer a partnership especially for women authors
of books relevant to our listeners.

Book Promotion - \$250

Term: 3 months - 3 episodes

- **Your book cover (.png) and short synopsis listed in the noteworthy books section of WomenOver70.com**
- **We'll plug your book and book cover in our Facebook Group.**
- **Your 3x5 ad in our quarterly Playlist (1 magazine)**

I'm not over 70 (will be there in 15 years) but found the info applicable to me and something to aspire to when I am there... This is a podcast I'll be listening to because I think it's important for all women and is very inspiring!! - *Susan*

PARTNERSHIP OPPORTUNITIES

We invite you to partner with our growing, diverse and inclusive community. Join us and be a participant in supporting the active voice of women aging. When you join our movement you directly contribute to dispelling the myth that women become irrelevant as we age.

White – \$750

Term: 3 months - 3 episodes

- **Your 15-second script on our Women Over 70 - Aging Reimagined podcast (3 episodes)**
- **Your logo and tagline on our WomenOver70.com partnership page (3 months)**
- **Your 3x5 ad in our quarterly Playlist (1 magazine)**

"What a fine way to start my day-with your podcast of Cheryl Cornell. I felt that she was sitting right here... Inspiring me, making me laugh, causing me to think about what I might do differently. "Why not" is such an inclusive principle for living well and contributing to others' lives. Thanks!" - *Lucy*

Whatever your product or service, we have creative ways to help you engage with this vibrant community.

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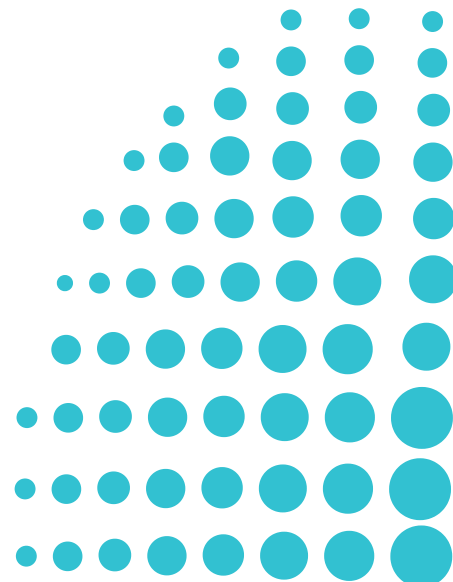
PARTNERSHIP OPPORTUNITIES

Pink – \$1500

Term: 6 months – 6 episodes

- **Your 30-second script on our Women Over 70 - Aging Reimagined podcast (6 episodes)**
- **Your logo and tagline on our WomenOver70.com partnership page (6 months)**
- **Your 3x5 ad in our quarterly Playlist (2 magazines)**
- **Your logo featured in our Women Over 70 weekly newsletter (6 times)**
- **Monthly Social media posts on Facebook and/or Instagram – (3 each or all on 1)**

"Want to give a shout out to this first episode of Advocates for Women Aging, (Sky Bergman #52) loved it! It sounds like an absolutely must see film on 'Lives Well Lived'- how inspiring! Also loved that this interview was on video."
- *Dinah*



PARTNERSHIP OPPORTUNITIES

Purple – \$3000

Term: 1 year – 12 episodes

- Your 30-second script on our Women Over 70 – Aging Reimagined podcast (12 episodes)
- Your logo and tagline on our WomenOver70.com partnership page (1 year)
- Your 3x5 ad in our quarterly Playlist (4 magazines)
- Your logo featured in our Women Over 70 weekly newsletter (12 times)
- “Sponsored by” features on Advocates for Women Aging videos (3 episodes)
- Monthly Social media posts on Facebook and/or Instagram – (6 each or all on 1)
- “Presented by” feature on WO70 monthly Podcast Club – (12 meetings)

Great tips on how to live more fulfilled -- even though I am not even over 70! I love the wealth of wisdom that age can give us, and how much this show inspired me. I'm truly looking forward to more upcoming topics. -Cheryl

