



First Longevity Ltd

Media pack





Testimony



"Longevity.Technology were a **great help** in further **building our brand** in the Longevity community"

Andrew Lovasz, VP Marketing
Ageless RX



"We find Longevity Technology a **super useful tool** for **well-researched**, scientifically-based news, information and inspiration, as well as making us feel like we're part of an exciting movement within the industry ..."

Liz Hancock, Head of Brand & Communication
MitoQ Limited



"Our ads on Longevity.Technology have far **exceeded our expectations.**"

Our number of **visitors to our website sky-rocked** ... so did the orders.

Douglas A. Lynch, SVP Marketing
Ponce de Leon Health (Rejuvant LifeTabs)



"Longevity.Technology have been **excellent** in helping with the **growth** of Nutriop's brand."

Massimo Cerquetti, CEO
Nutriop



Media platform data

We are **#1** for
daily news and
insights for the
Longevity
market





Metrics

717,046

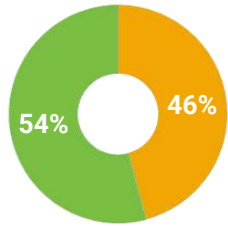
Impressions per month (average):

Advanced ads metrics

Gender

100% of total sessions

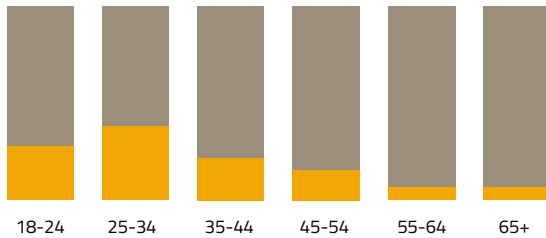
● Male ● Female



Age

100% of total sessions

27.50% 33.50% 15.50% 12.50% 5.50% 5.50%



296,984

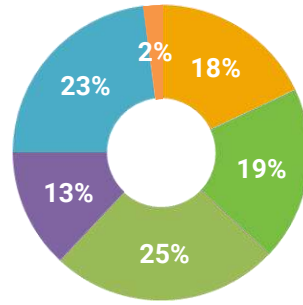
Unique users per month (average):

Google Analytics
(October 2021)

Audience profile

User survey 2020

- Start-up C-Suite
- Investor
- Researcher
- Consumer
- Academic
- Policy Maker



Geographic profile

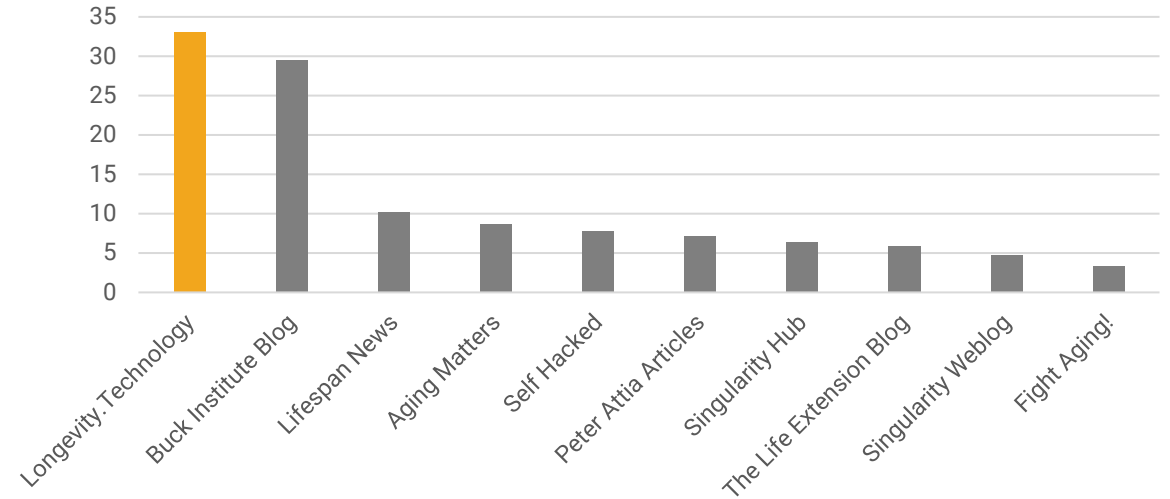
User survey (full year 2020)



We are the fastest growing

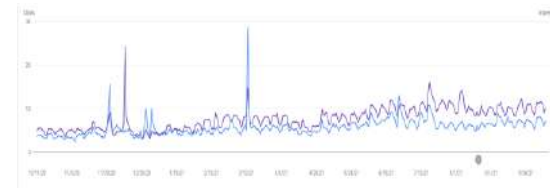
Domain authority growth ratio

Longevity Advice (independent survey) 2020



We are driving search-related traffic:

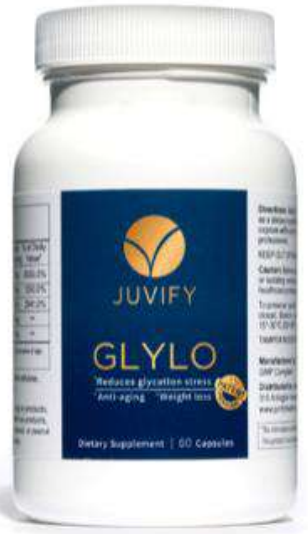
Google Search Console (Oct 20 to Oct 21)



Driving commercial success



Month: Oct 2021
Page views: 521,750
Product: Sold out!





The media asset

We developed the content for Longevity.Technology between April and September 2019 in stealth mode.

We launched on **04 September 2019** and have rapidly established a leading media brand within the Longevity tech and investor community.

Our team has achieved a lot in a short space of time:

- We have established relationships with the majority of Longevity's key opinion leaders
- We have been approached by many new start-ups keen to raise their profile
- We have delivered multiple content 'exclusives'
- We have a stellar advisory panel



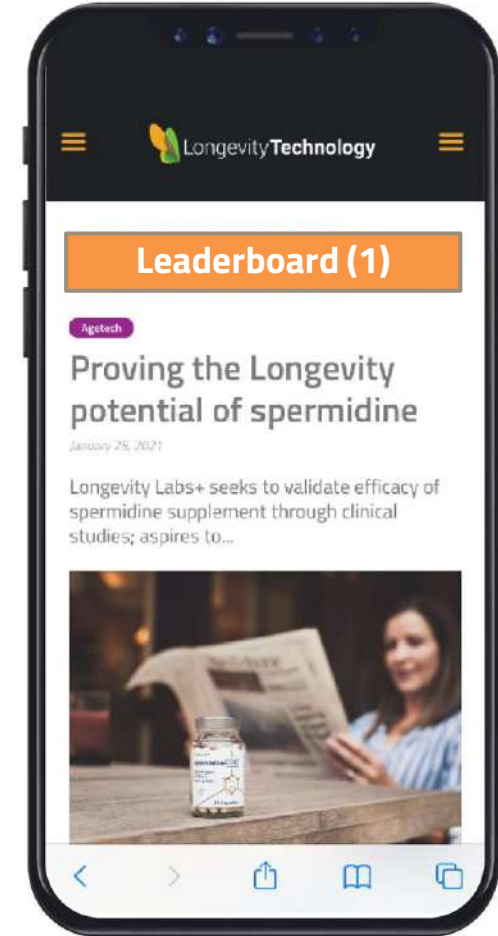
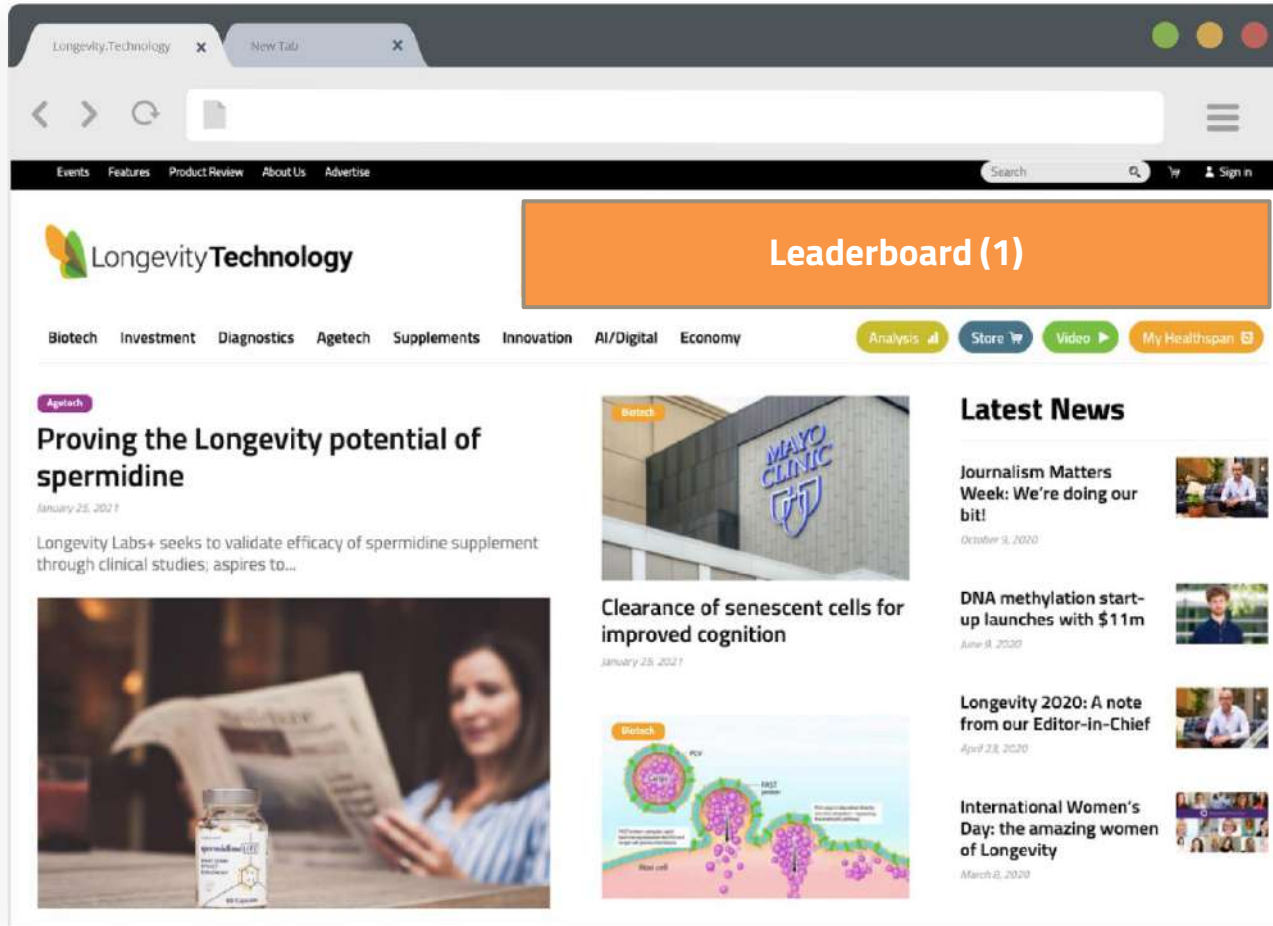


Advertising opportunities

We are **#1** for
daily news and
insights for the
Longevity
market



Homepage · Leaderboard

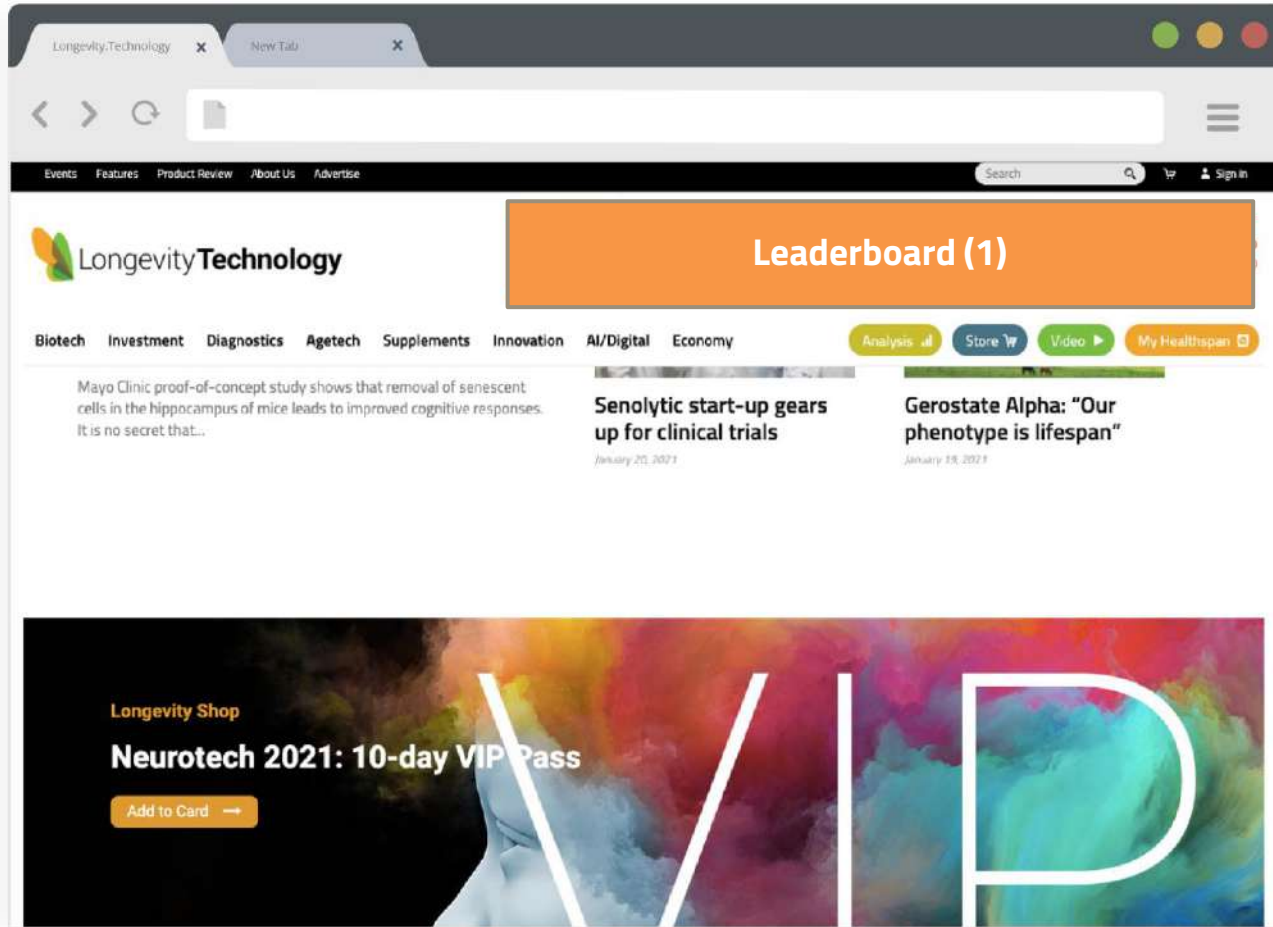


Desktop

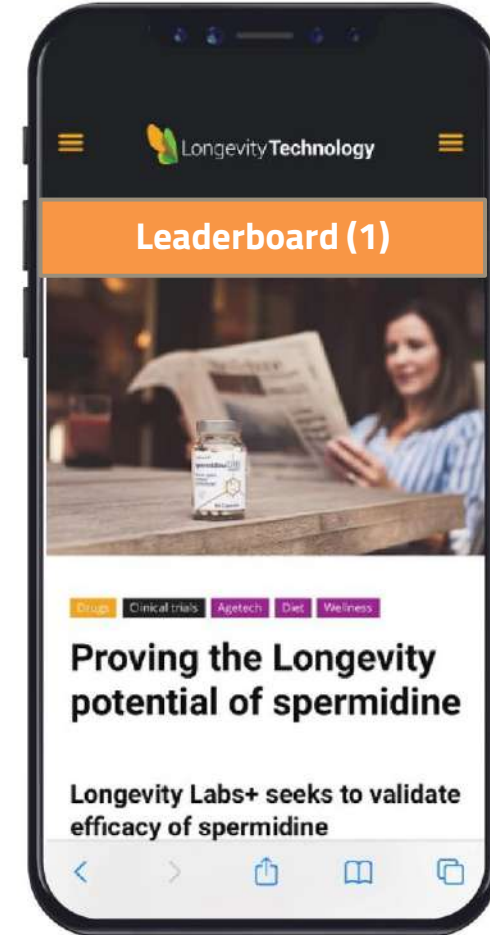
Mobile



All Click-thru pages · Leaderboard

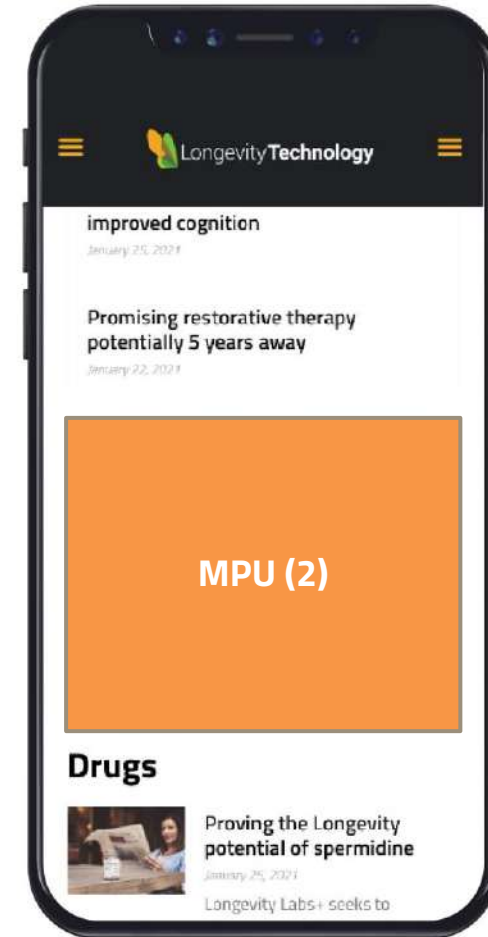
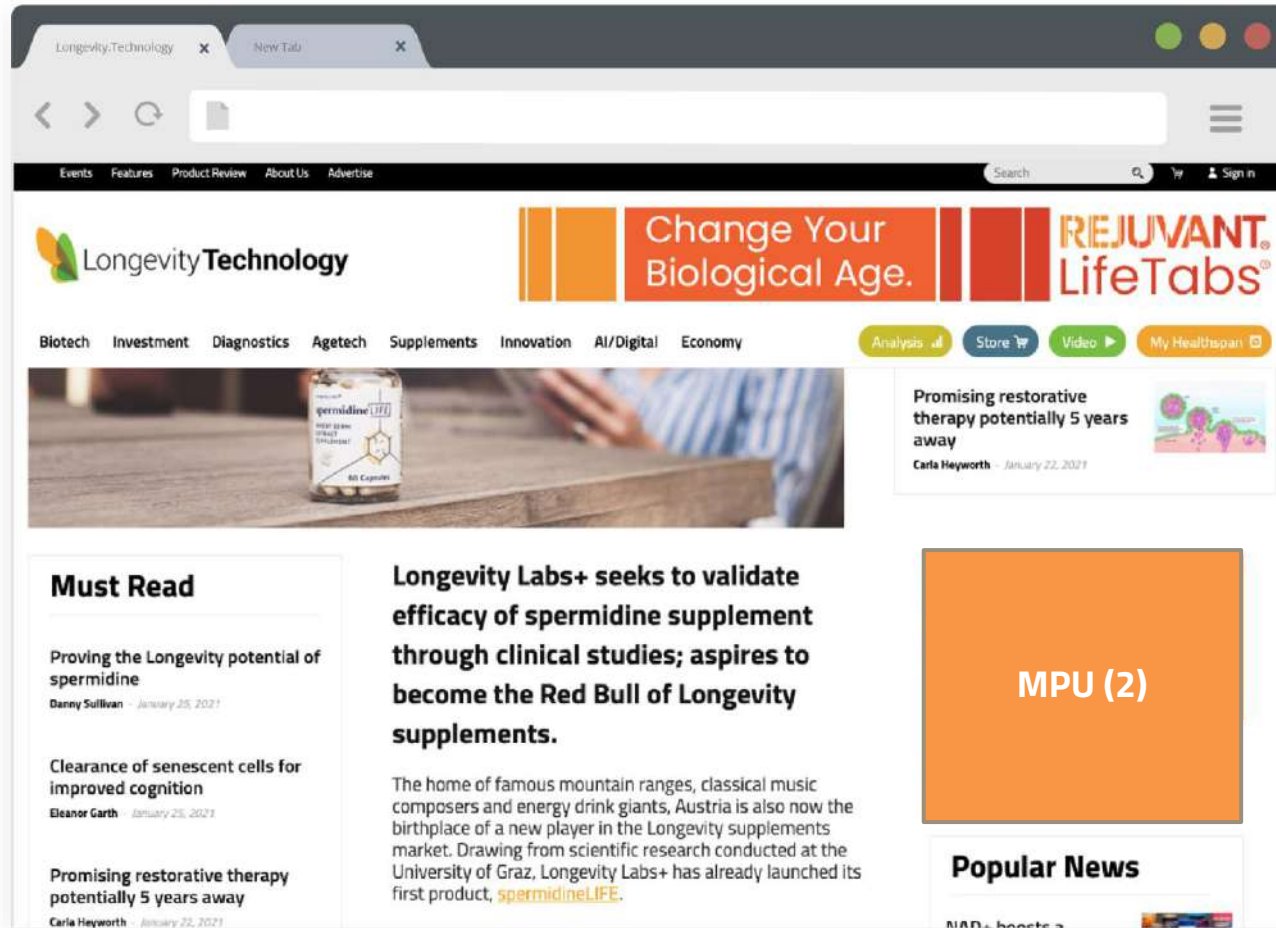


Desktop



Mobile

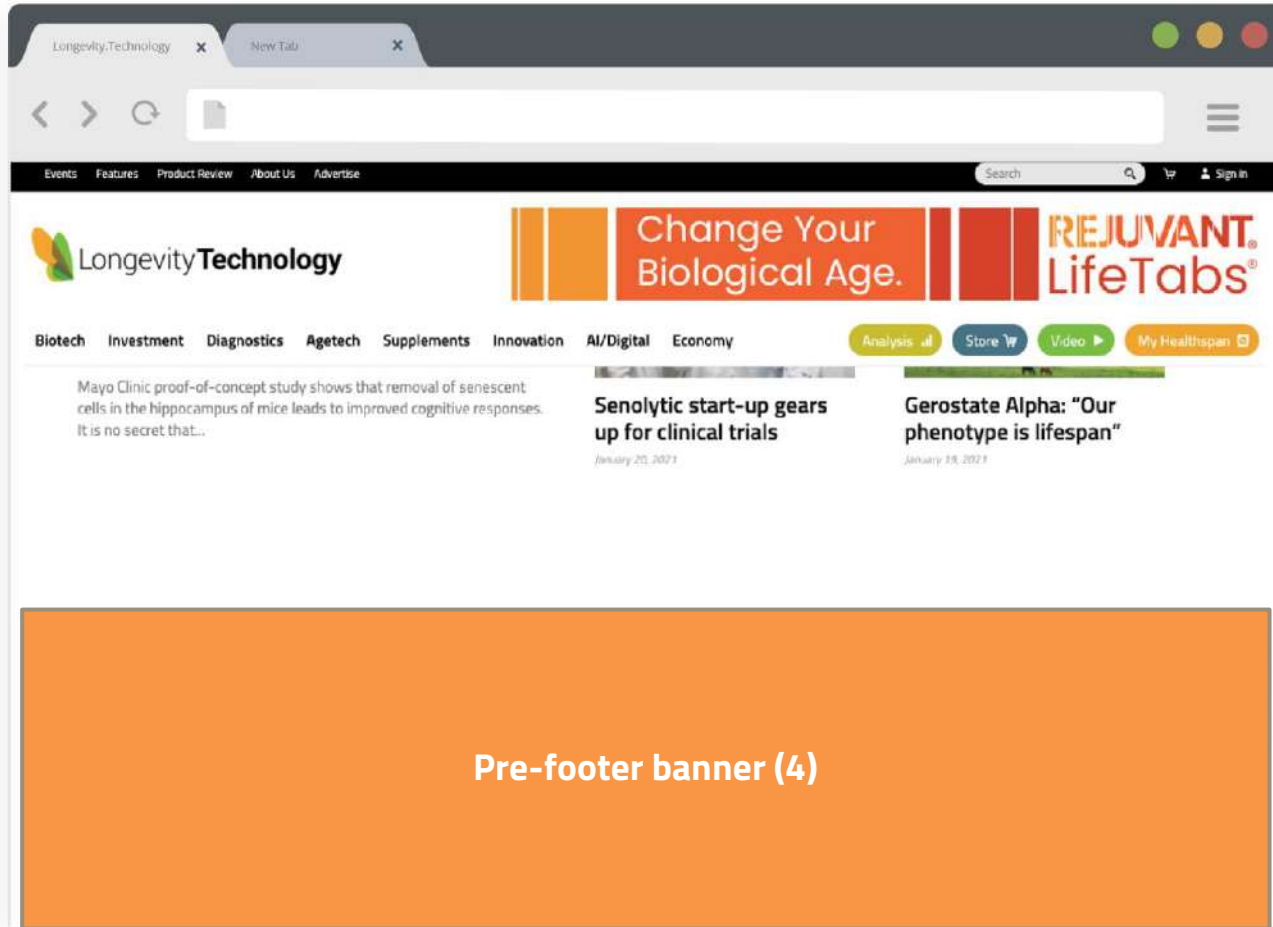
Top MPU



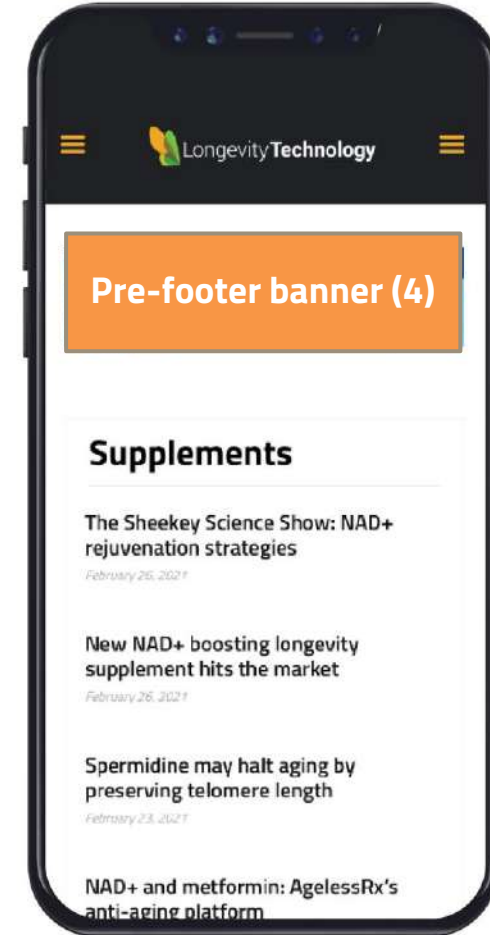
Desktop

Mobile

Pre-footer banner

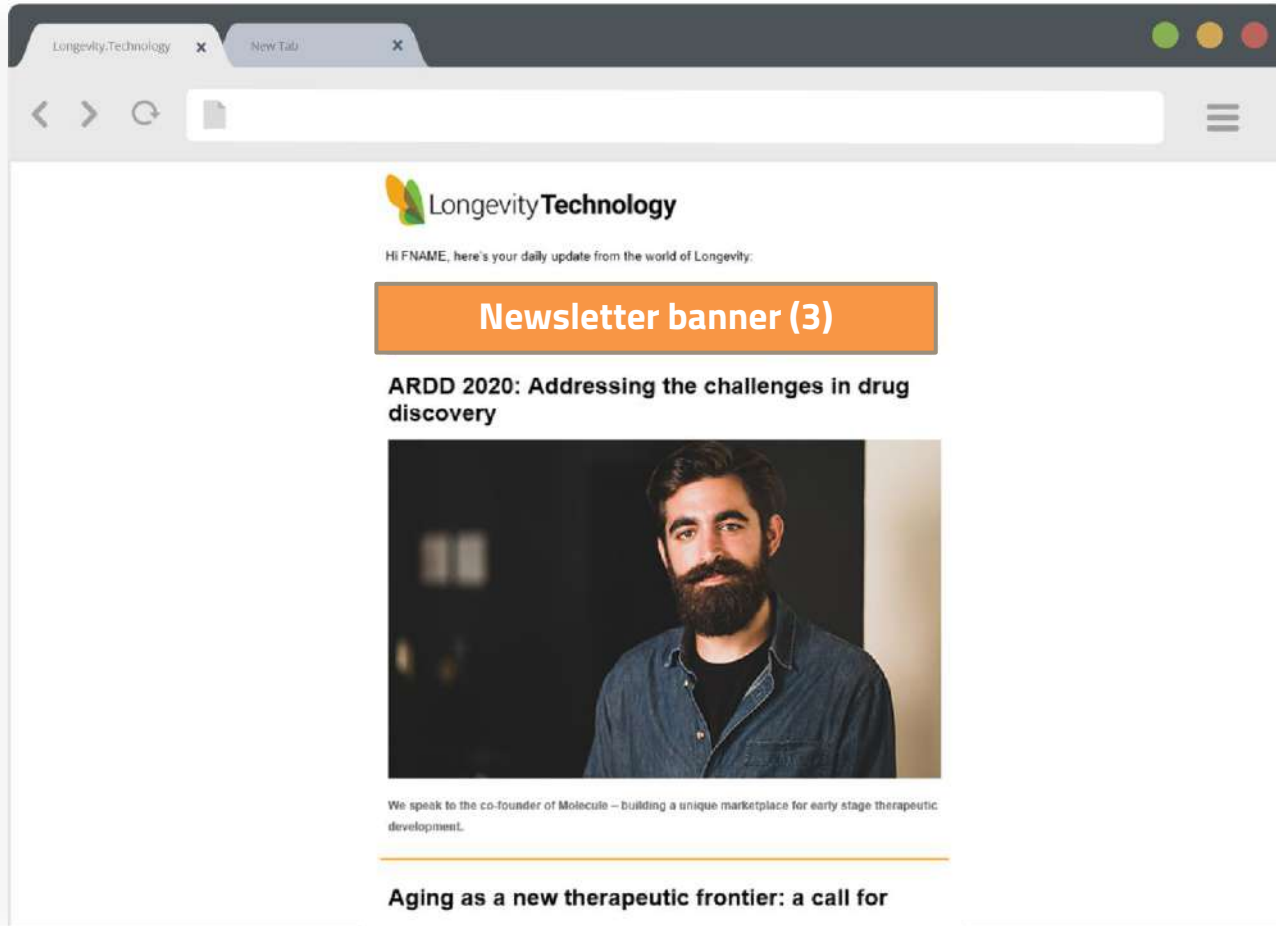


Desktop

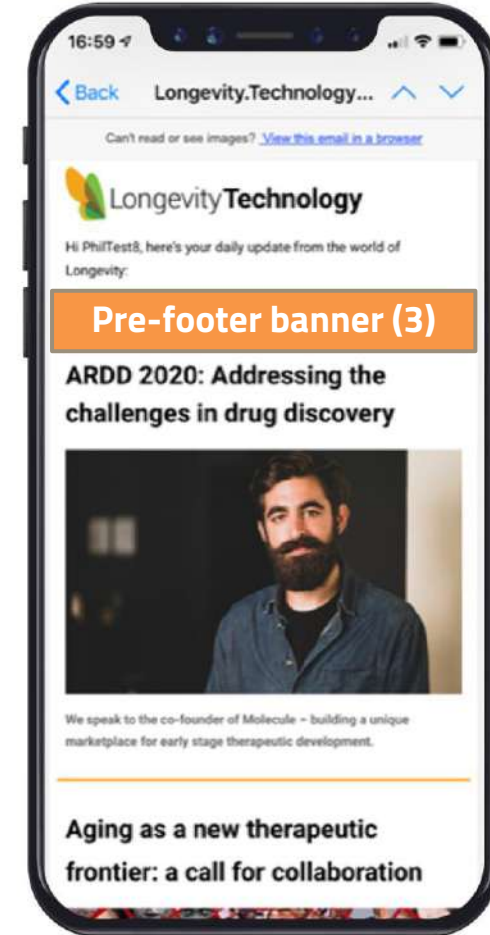


Mobile

Pre-footer banner



Desktop



Mobile



Standard rate card \$/£

	7 day period	28 day period
Full set (1) + (2) + (3) + (4)	\$1200 / £900	\$4000 / £3000
(1) Leaderboard only	\$750 / £550	\$2250 / £1650
(2) MPU only	\$500 / £375	\$1500 / £1100
(3) Newsletter banner only	\$250 / £180	\$750 / £550
(4) Pre-footer banner	\$450 / £330	\$900 / £660



Specifications

Content guidance

Advertisements may not employ persistent rapid/strobing animation of any graphic, copy, or background element(s).

Advertisements cannot mislead the user. No creative can mimic or resemble dialogue boxes, error messages or the like.

Non-functioning drop-down menus, radio buttons and text boxes will not be accepted.

We have final approval over all creative supplied - in the case of extreme negative user feedback we reserve the right to pull advertising campaigns.

	Dimensions (horizontal x vertical)	Image file format
(1) Leaderboard only	728 x 90 pixels	GIF, JPEG, or PNG
(2) MPU only	300 x 250 pixels	GIF, JPEG, or PNG
(3) Newsletter banner only	728 x 90 pixels	JPEG or PNG
(4) Pre-footer banner	1200 x 300 pixels	JPEG or PNG

Specifications

Maximum file size is 50kb.

A live click-through URL needs to be provided.

Maximum of 3 for GIF loops.

General design

Advertisements with white or grey backgrounds should have a one-pixel border around the graphic's perimeter and/or created within the graphic.

The inclusion of the border must not exceed the ad's dimension restrictions.

Creative deadlines

Please submit your banner creative files 3 business days prior to campaign start date.

At least one business day before rotating new creative into existing campaigns

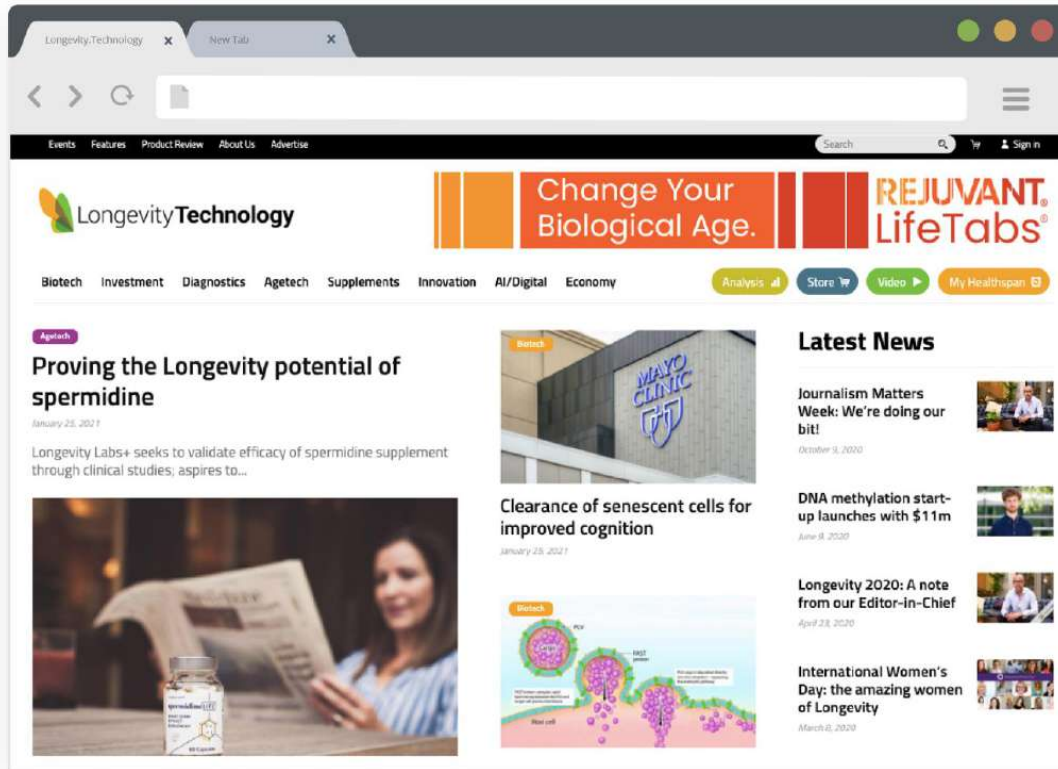


Additional products

We are **#1** for
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Longevity
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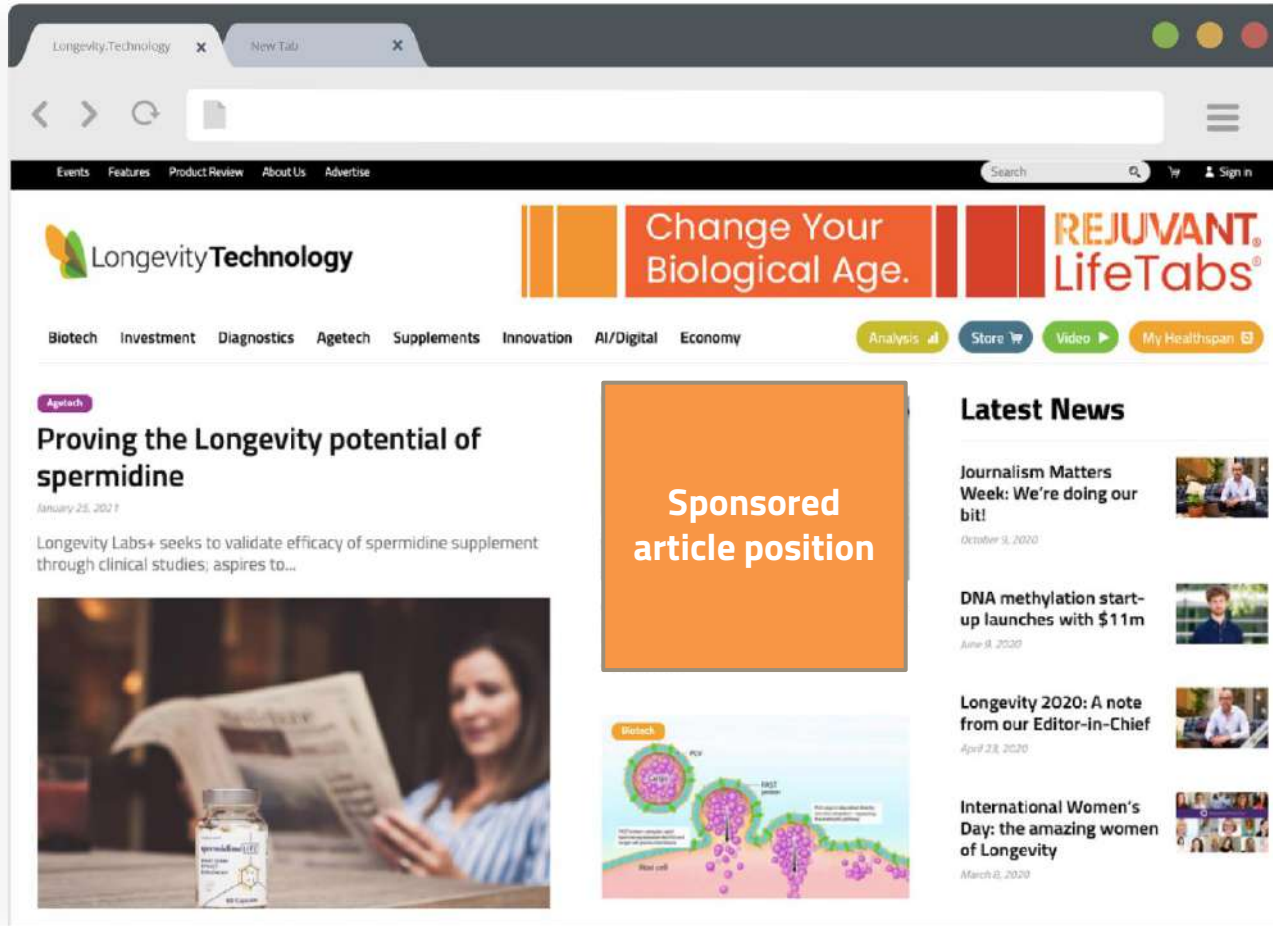
Sponsored article



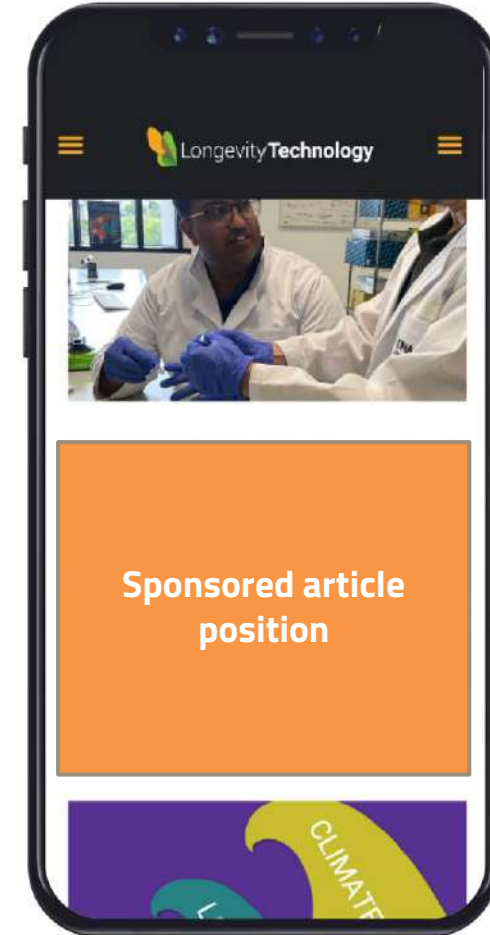
The screenshot shows the Longevity Technology website interface. At the top, there is a navigation bar with links for Events, Features, Product Review, About Us, and Advertise. Below this is the Longevity Technology logo and a search bar. The main content area features a large article titled "Proving the Longevity potential of spermidine" with a sub-headline "Longevity Labs+ seeks to validate efficacy of spermidine supplement through clinical studies; aspires to...". To the right of this article is a "Latest News" section with several smaller articles, including "Journalism Matters Week: We're doing our bit!", "DNA methylation start-up launches with \$11m", "Longevity 2020: A note from our Editor-in-Chief", and "International Women's Day: the amazing women of Longevity". The website also includes a navigation menu with categories like Biotech, Investment, Diagnostics, Agtech, Supplements, Innovation, AI/Digital, and Economy, along with buttons for Analysis, Store, Video, and My Healthspan.

- An article written by our team with the advice and guidance of the sponsor
- The article is reviewed and approved by the sponsor before publication
- The article includes a promotional code and click-through link to a product/contact page
- Specific products mentioned in the article are hyperlinked to the sponsors product/contact page
- The sponsored article will maintain position in top right (see image) for the agreed period (other articles will shuffle around daily)

Sponsored article: web and newsletter

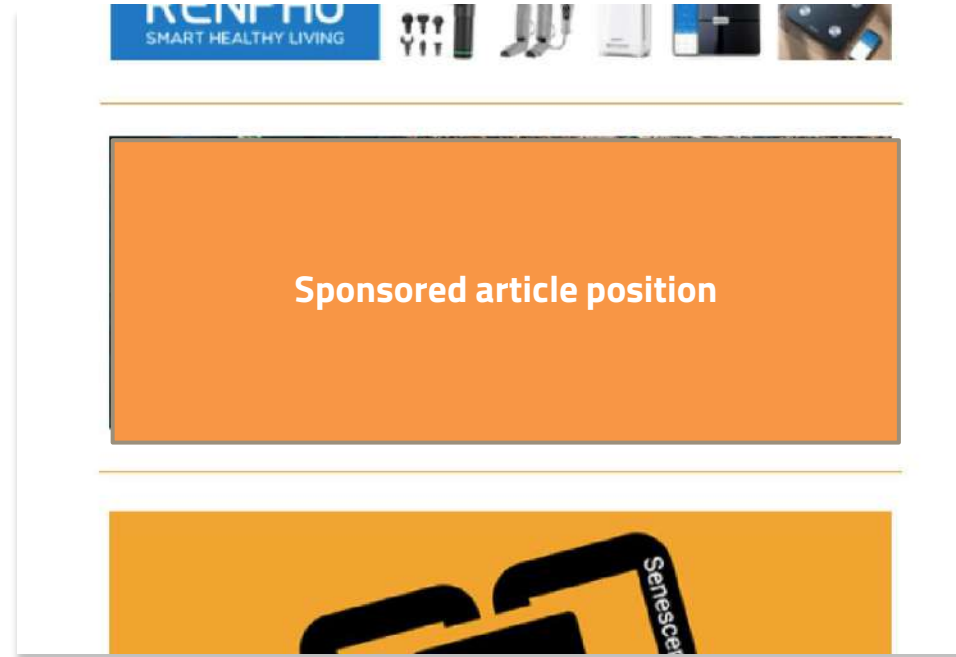
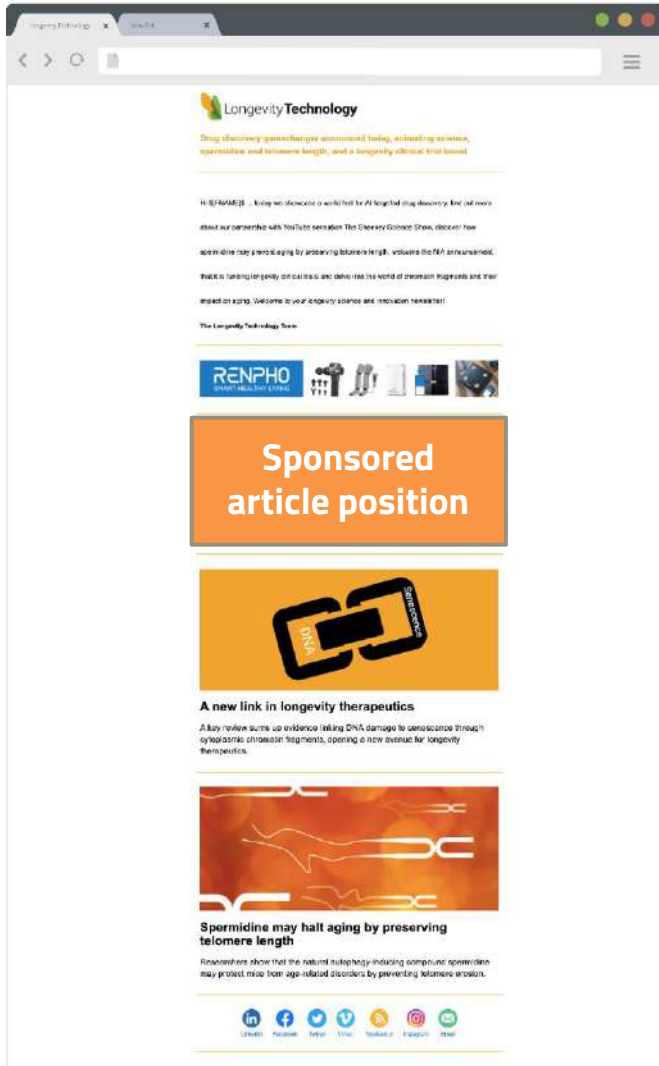


Desktop

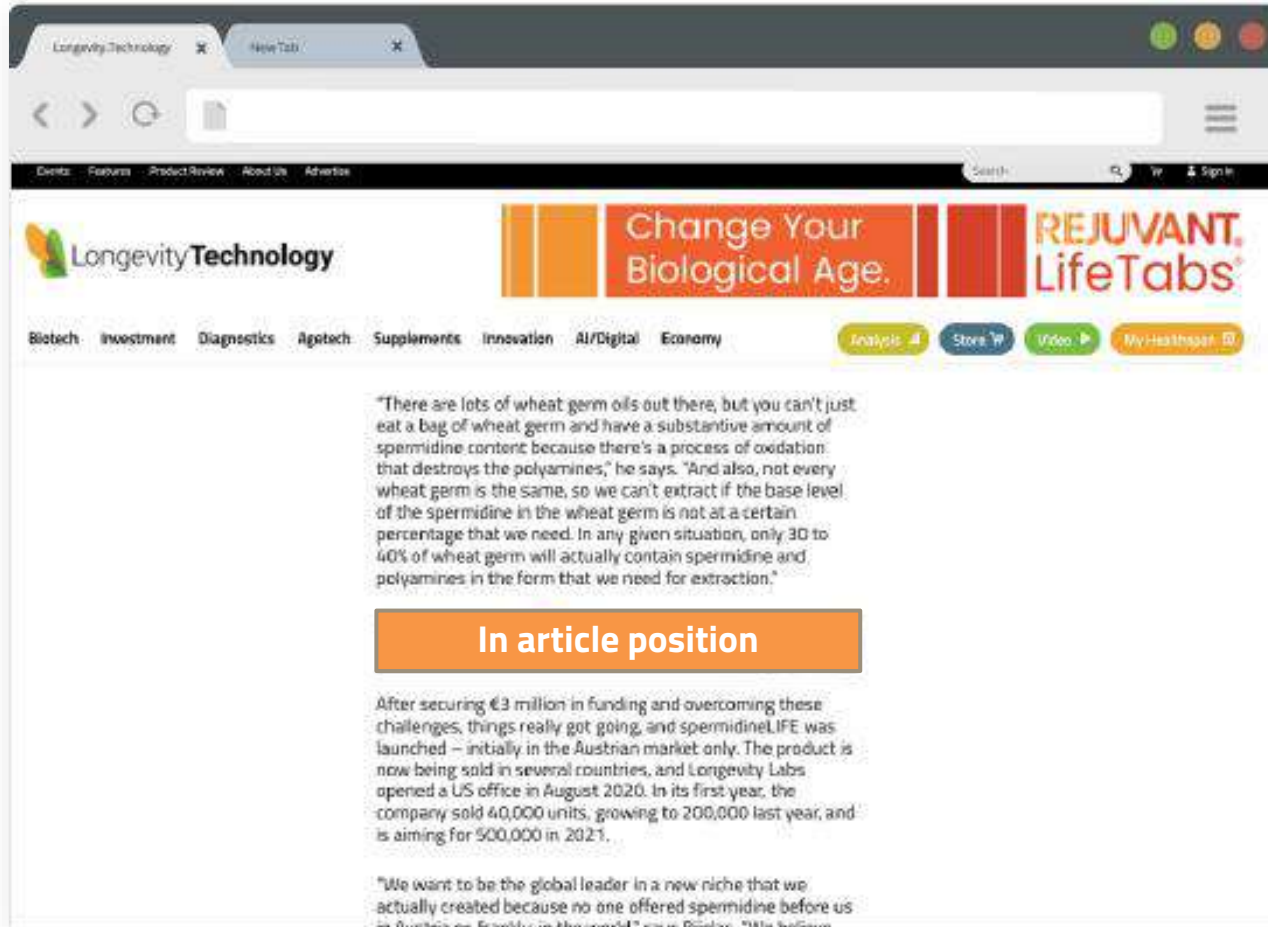


Mobile

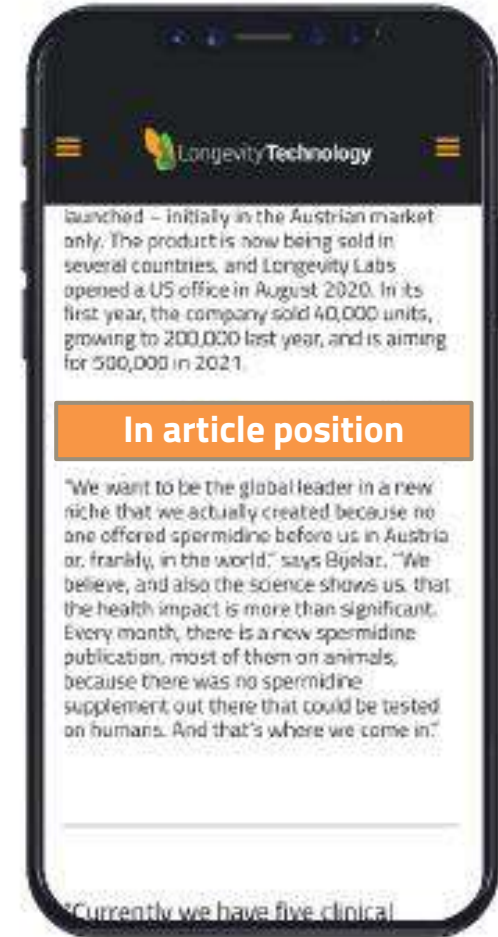
Newsletter sponsored article placement



Content placement ads – in the article

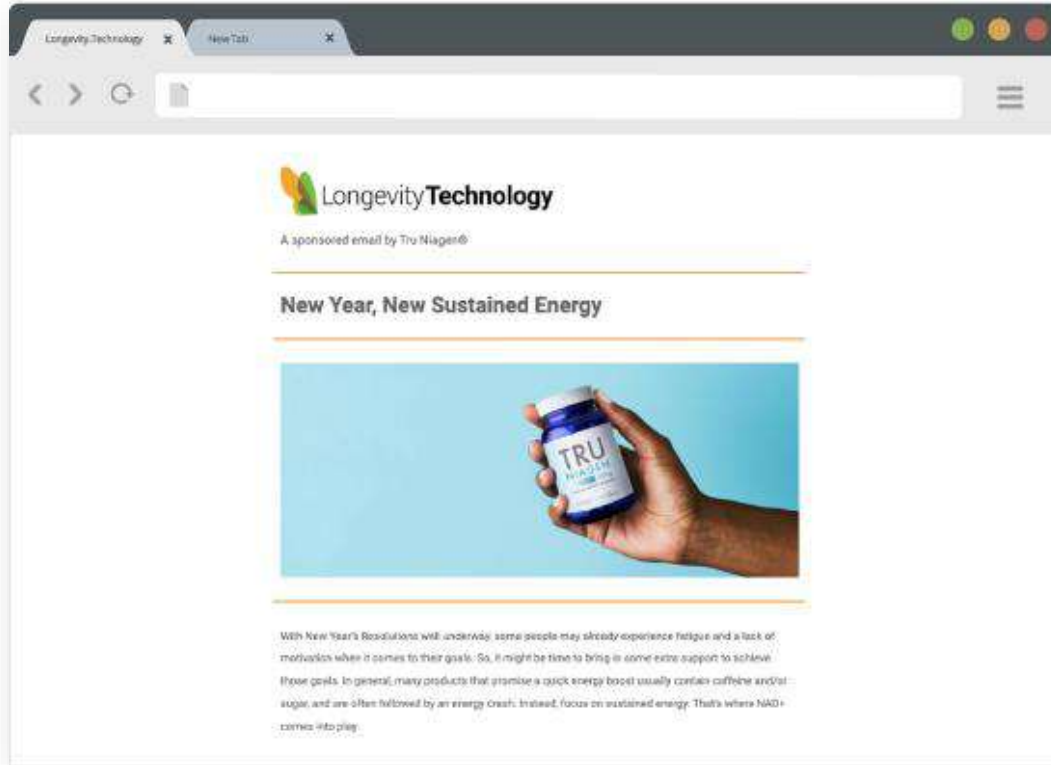


Desktop



Mobile

Dedicated mailshot to relevant subscribers



Desktop



Mobile

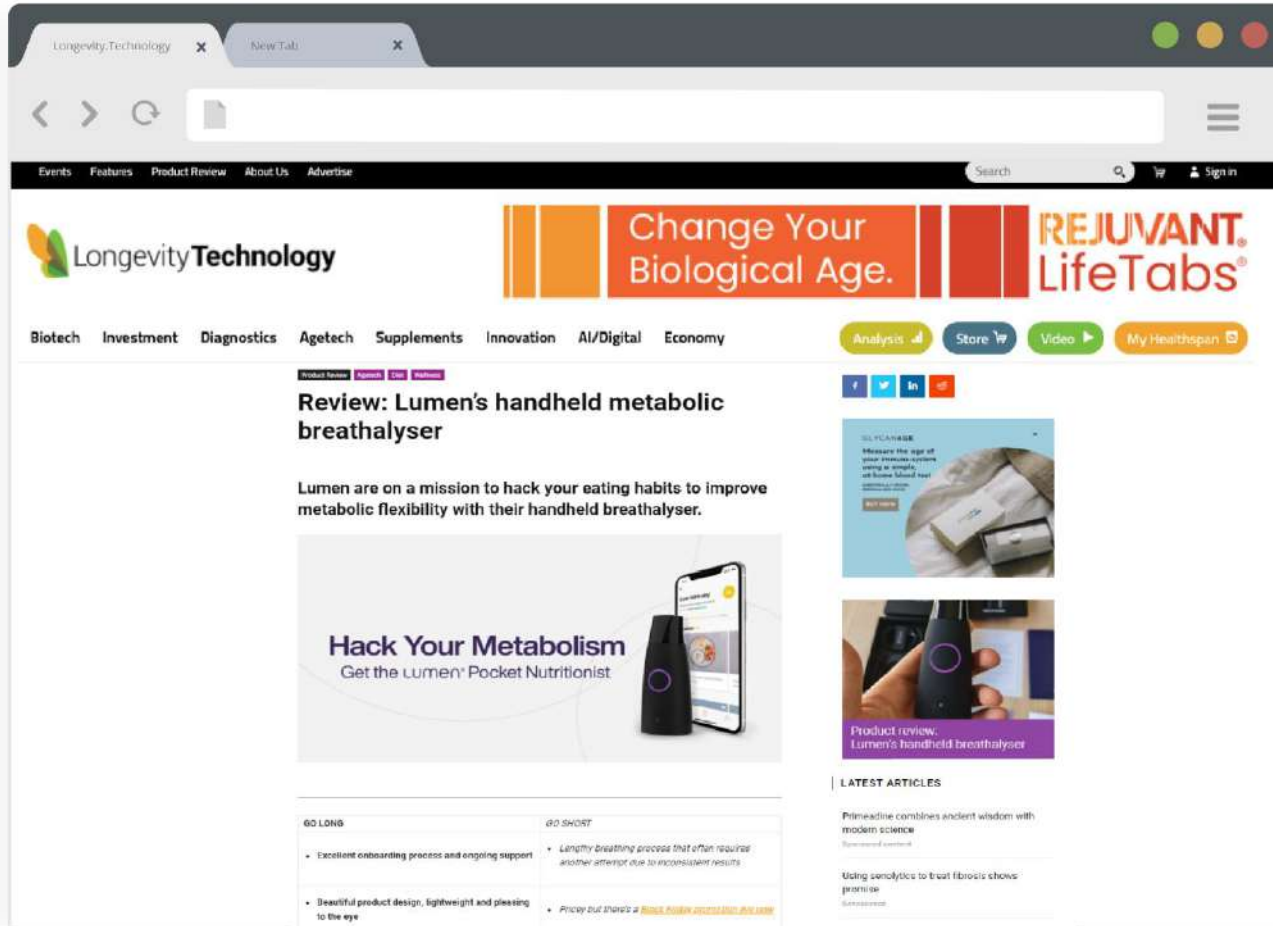
- We will send a dedicated mailshot to the relevant consumer segment of our subscriber base
- In the dedicated email, you can specify (along with the support of our team) the content of the email:
 - This would usually consist of a brief summary of the science, infographics as well as a promotional offer/pricing/package
 - Hyperlinks and product/buy buttons attached to email for ease of purchase



Additional products \$ / £

	7 day period	14 day period	28 day period
Full set (1) + (2) + (3)	\$3000 / £2300	\$5000 / £3850	\$7000 / £5770
(1) Sponsored article	\$2000 / £1540	\$3500 / £2700	\$5000 / £3850
(2) Dedicated mailshot	\$1000 / £770	\$1000 / £770	\$2000 / £1540 (2x mail shot max)
(3) Newsletter sponsored article	\$500 / £385	\$1000 / £770	\$1500 / £1155
	7 day period	14 day period	28 day period
Content placement ad	\$750 / £580	\$1250 / £970	\$2000 / £1540

Product reviews



One of our team will review your product/s and write an article assessing the following:

- User experience
- User Interface
- Value for money
- Proven claims / science
- Longevity specific
- Usability

We will provide an affiliate code/discount, allowing our viewers to purchase the product at a discounted price.

Product reviews are typically completed with a minimum of 15% affiliate fee through your chosen affiliate platform (although this is negotiable)

Desktop



Thank you!

For further information please contact:



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Mobile: +44 7795 042764

Book a meeting: <https://calendly.com/harryrobb>

