

Caregiver's

HOME COMPANION

"Helping Those Who Help Others"

Pederson Publishing is a full service marketing and publishing company building mutually beneficial relationships between family and professional elder-caregivers and the companies and organizations that market to them and the elderly. The result is a better informed caregiver, armed with information, resources and support, and quality marketers successfully connected with decision-making caregivers.

THE MARKET: There's an epidemic of caregiving in America that continues to spread like a wildfire. Four people will become elder-caregivers in America during the time it takes to read this page. Think of it: That's an astounding **9,000 new caregivers every single day**. According to the U.S. Census Bureau, one out of four U.S. households — more than 25 million — administer unpaid care for their elderly and often infirm family members and friends in a loving obligation that typically lasts between four and five years.

THE COMPANY: There's only one U.S. company effectively bringing marketers and caregivers together in an environment of mutual benefit and trust. Pederson Publishing, through its acclaimed newsletters and popular national website, is dedicated to meeting the information, resource and support needs of family caregivers to the elderly. Our products and services are available both in print and online, and our website includes a deep treasure of current and archived news and information, tips and non-medical advice affecting family and professional caregivers alike. Our website is rich with informative columns by experienced caregivers, community forums and message boards, caregiving advice from our professional Board of Experts, and a searchable resource directory that combine to deliver a comprehensive package for caregivers not found anywhere else.

THE ENVIRONMENT: Whether online or in print, caregivers dealing with the senior boom, and marketers with products and services for the elderly, confidently place their trust in Pederson, CaregiversHome.com and Caregiver's Home Companion. By winning over caregivers with quality content and a welcoming, safe environment, Pederson Publishing has established a loyal base of caregivers, augmented by an unparalleled marketing database of millions of likely caregivers. Family caregivers have become the spending decision-makers for their elderly family members, approving an average of \$40,000 in eldercare expenditures annually. Caregivers have moved from the wings of being spending influencers to the pivotal role of approving or disapproving expenditures. In turn, caregiving professionals, who are part of the loyal Pederson customer base, have become of the key influencers of such expenditures. In sum, Pederson's environment puts marketers together with the audiences they want to reach – and must reach with their marketing messages.

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Home of the *Caregiver's Home Companion*
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