

Get up to speed on
the 50plus market

Get into Partnership with
the **MatureMarket**.com

Dear Sir/Madam

You are reading a document introducing Partnership opportunities with our informative website *www.theMatureMarket.com*

theMatureMarket.com is part of our worldwide media network composed of 10 informative websites focused on global aging and the 50plus market.

We aim to assist Partners of *theMatureMarket.com* in increasing their credibility and awareness on the market.

Our mission is to share our expertise worldwide with international Partners, and to promote the best practices in marketing to the 50plus population.

You run a Marketing/Communication agency and you want to get onto the 50plus market more rapidly? You are currently working on the mature market and intend to develop your business?

Getting into Partnership with *theMatureMarket.com* may be the solution for your company to get its share of the market.

Should you be interested in getting into Partnership with *theMatureMarket.com*, please feel free to contact Mr Antoine Girault, our *Partnership Manager*.

Thank you in advance for your time and attention. We look forward to hearing from you.

Best regards,



Frédéric Serrière
SeniorStrategic Network Founder and President

Partners Advantages

➤ Profit by the notoriety of *theMatureMarket.com*

Mentioning Partnership with *theMatureMarket.com* provide partners an increased awareness and credibility regarding their expertise of the market.

Partners keep using their corporate name and remain independent:

partner of **theMatureMarket.com**

➤ Advertise your company through *theMatureMarket.com*

www.thematuremarket.com is the most important source of information on the 50plus market and on population aging. The website receives over 140,000 unique visitors monthly. The weekly newsletter, featuring weekly news and interviews, is sent to over 10,000 subscribers. (A sample is available at: <http://www.thematuremarket.com/SeniorStrategic/nlnt150.htm>)



In order to discuss their own experience, introduce their services, increase their visibility and generate leads, Partners can take part in interviews and have editorial content posted in the Headline News section of our informative website. They may also post white papers in the White Papers section of *theMatureMarket.com*.

(http://www.thematuremarket.com/SeniorStrategic/white_papers.php)

Partners Advantages

➤ Feature into the website's *Business Directory*

theMatureMarket.com benefits from an outstanding positioning through most popular search engines. Featuring into the *Business Directory* will considerably increase your visibility on the Internet.

The screenshot displays the website's interface. At the top, there's a navigation bar with 'Home Page', 'Market reports', 'Conferences', 'Consulting', 'Strategic watch', 'Experts', and 'Consulting by phone'. A sidebar on the left lists various categories like 'All articles', 'All interviews', 'Associations', 'Automotive / Transport', 'Cosmetics / Beauty', 'Demography', 'Domestic / Real estate', 'Human Res.', 'Insurance / Bank', 'IT / Electronics', 'Leisure / Tourism', 'Pharma / Health', 'Retail indus.', 'Seniorhousing Services - Housecare', 'gerontology', 'Medias', 'Marketing - Communication', 'Retirement', 'Wellness / Sport', and 'Others'. Below this is a 'PARTNERS' section with the FIAPA logo.

The main content area features a 'Market reports' section with a red header. The article is titled 'Web Design For 50+ Market'. The text states: 'The 50+ market is among the fastest growing segment of web users, it's important that web sites be designed with them in mind. While most of the basic print principles apply, businesses should also pay attention to these essential points.'

Below the article, there are sections for 'Page content' and 'Layout'. The 'Page content' section advises: 'Users scan your page before they read it, so your text must be succinct. Keep page length short and in a format that's easy to scan. Place the most important information on the first screen, and stick to one or two screens of text for the home and menu pages. If the document is long, provide a summary at the top of the page. Keep page design clear, logical and simple. Label each page with the site name.'

The 'Layout' section advises: 'Use standard page design, symbols, icons and menu options throughout the site. Use the same set of navigation buttons in the same place on each page of the site. Label each page in the same location with the name of the web site consistently displayed. All pages should be titled with descriptive titles. All pages should have the same alignment of information, both vertically and horizontally.'

On the right side of the page, there is a 'BUSINESS DIRECTORY' section with a list of countries: Australia, Canada, France, Germany, UK, USA, and Other countries. Above this list is a 'FREE NEWSLETTER' sign-up form with an input field for an email address and an 'OK' button. Above the newsletter form is a 'WHO ARE WE?' section with bullet points: 'Senior Strategic International', 'Partnership with theMatureMarket.com', and 'Join us as a "Head of Network"'. Below the newsletter form is a 'BUSINESS DIRECTORY' section with a list of countries: Australia, Canada, France, Germany, UK, USA, and Other countries.

Featuring into the **Business Directory** of *theMatureMarket.com* consists in advertising your company/organization in the appropriate category of professionals of the 50plus market, including a description of your activity, as well as a personalized contact e-mail address (yourname@thematuremarket.com).

Our **Business Directory** is available online at the following address:

<http://www.thematuremarket.com/directoryint>

Partners Advantages

↳ Access to market research at a multinational level

Being Partner of our Worldwide Media Network enables you to access to international market research, as the Network is expanding over Europe, United States, Asia, Pacific...

Multinational companies operating through a global market approach have proved the need of producing market research at an international level.

↳ Get trained by experts of our Network

theMatureMarket.com promotes the best practices in Marketing and Communication to reach the 50plus group, and profits by a unique expertise of the market. Being Partner of *theMatureMarket.com* gives you access to this knowledge through training courses.

↳ Resell products and services of *theMatureMarket.com*

Being Partner of *theMatureMarket.com* also enables your company to resell our market reports, training courses, advertisement on our website(s), sponsoring of our newsletter(s).

The Partner will then be perceive a commission on these sales.

↳ Organize training courses and conferences

Partners can organize any kind of professional event related to the 50plus market and publicize the event through the Conferences' Agenda displayed on our website(s), and through our weekly newsletter.

Conferences' Agenda
All conferences of the 50 plus market

The Partner will then pay to *theMatureMarket.com* 30% on the turnover generated through the professional event .

Who can apply to become Partner?

Independent experts or companies that want to expand on the 50plus market may apply to Partnership with *theMatureMarket.com*:

- Advertisement / Communication agencies
- Direct Marketing agencies
- Consulting agencies
- Telemarketing agencies
- Web agencies
- Design agencies
- Market research and panels agencies
- Journalists, Writers
- Independent consultants in marketing, gerontology, design, etc
- Researchers in demography, sociology, aging

Partners are selected according to their competencies and values, in order to guarantee a competitive and performant network, and to promote practices that respect Senior citizens' dignity.

Approving Partners

Candidates are given serious consideration for partnership as long as they can show proof of their expertise in their field of activity.

As part of our Partner review process, candidates are reviewed by our partnership nominating committee, which carefully assesses each candidate and reports to the partnership.

Partnership Fees

Partnership Fees are available upon request

Please contact our *Partnership Manager*:

Mr Antoine Girault

agirault@thematuremarket.com

Phone: 00 33 492 245 251

About **SeniorStrategic**

A Worldwide Network of Experts

SeniorStrategic is a consulting company that specializes on the Mature Market also known as the 50plus market.

SeniorStrategic consultants provide a unique field of professional expertise to companies specializing in consulting, market research, advertisement and communication, direct marketing, strategic watch.

Located in America, Asia - Pacific and Europe, SeniorStrategic edits several informative websites on the Boomer and Senior markets dedicated to professionals of the market and decision makers.



An International Network of Medias

SeniorStrategic Network edits an international network of informative websites focused on global aging and on the mature market. Managed by journalists and Partners of the Network, they broadcast on a daily basis professional information and resources.

A Worldwide Network of Researchers

theMatureMarket.com gathers together researchers in many fields of activity : demography, economy, sociology, psychology, ergonomy, marketing...



theMatureMarket.com

thematuremarket.com is the international edition of our informative website



TheMatureMarket.co.uk
Seniors & Baby boomers market in UK

thematuremarket.co.uk is the British version, edited by SeniorStrategic Network



theMatureMarket.ca

thematuremarket.ca is the Canadian version, edited by SeniorStrategic Canada-Québec



leMarchedesSeniors.com

lemarchedesseniors.com is the French version, edited by SeniorStrategic France



50plusmarkt.com

50plusmarkt.com is the German version, edited by SeniorStrategic Germany



leMarchedesSeniors.be

lemarchedesseniors.be is the Belgian version, edited by Web Senior, Partner of SeniorStrategic Network



LeMarchedesSeniors.ca

CANADA - QUEBEC
LeMarchedesSeniors.com

lemarchedesseniors.ca is the Quebecer version, edited by SeniorStrategic Canada-Québec



elMercadodelosMayores.com

Portal especializado en el mercado de los mayores

mercadodelosmayores.com is the Spanish version, edited by SeniorStrategic Spain

Contact Us

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