

# theMatureMarket.com

1<sup>er</sup> professional Portal on  
Baby boomers and Seniors market

## *An informative and expertise Website*

Created in 2002, theMatureMarket.com stands now as the 1st portal for actors of the mature market and for any subject on population ageing. Its concept is an information and services portal, dedicated to the community of the professionals of the mature market, but as well to researchers, organizations, associations and anyone interested in this field of activity.

theMatureMarket.com proposes a whole range of services, from daily news to interviews of specialists, reports and surveys, conference schedule, books, etc.

Composed of a team of journalists and a worldwide network of correspondents (through SeniorStrategic Network - Website editor), theMatureMarket.com provides over 10 news every day. This site is part of a family of other websites around the world, such as: *Reifemaerkte.de in Germany*, *theMatureMarket.ca in Canada*, *leMarchedesSeniors.com in France*

theMatureMarket.com is a partner of the FIAPA (International Federation of Senior Citizens Associations), which is present in 48 countries.

More than being a business-oriented Website, theMatureMarket.com is based on a passion for the mature market, and on respect of the Elderly and Seniors.

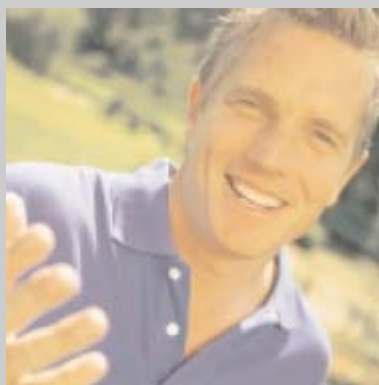


Frédéric Serrière  
Président Senior Strategic

*The best way to  
publicize your  
activity to actors of  
the mature market  
and to remain  
informed*

The screenshot displays the website's layout. At the top, there are navigation links for various regions: Belgium, France, Germany, Canada, Québec, Spain, UK, and International. The main header includes the date 12/13/2009, the site name 'theMatureMarket.com', and a search bar. Below the header, there are several sections: 'HOME' with links to Market Reports, Direct Marketing, Communication, Strategic Watch, and Paper Version; 'NEWS' with a list of categories like All articles, All interviews, Automobile, Transport, Cosmetics, Beauty, Demography, etc.; 'MARKET REPORTS' featuring a prominent article about Mark Frevort, an executive vice president at Grand Seniors, who offers more than 100 products to Americans aged 50 and older; another article about the food industry in Europe focusing on the generation gap; and a third article about new products in Japan, specifically robots to help the elderly. There is also a 'PARTNERS' section at the bottom left. On the right side, there are sections for 'Newsletters' with language options (English, French, Spanish) and an email subscription form, and 'MARKET REPORTS' with a link to a summary of 'Mature Thinking'.

« A unique  
professional  
media on the  
mature  
market »



theMatureMarket.com

**theMatureMarket.com**

**presentation**

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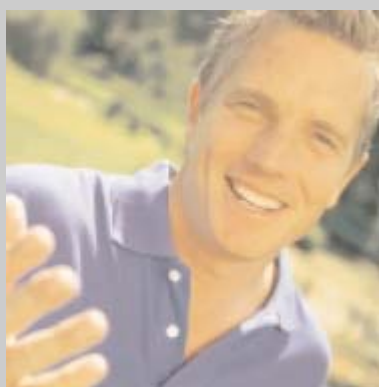
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**About traffic**

theMatureMarket.com recorded 140,000 visits on November 2004. The Newsletter is sent to over 43,000 people, of which 90% are professionals.

**SeniorStrategic**

*« A media for all  
professionals  
interested by the  
Senior market »*



theMatureMarket.com

## Who are our readers ?

90 % of theMatureMarket.com visitors are actors of the mature market (professionals, researchers, chairmen, journalists, etc.) who log on our website from their workplace.

80 % of visits are from the U.S.A.

### What may theMatureMarket.com provide you?

theMatureMarket.com is a media that deals with any topic about population ageing and about 50-plus group. We can support you on many purposes :

#### Researchers

You realized a work related to population ageing subject and you would like to publicize it around you ?

theMatureMarket.com is interested in publicizing research efforts in the field of ageing. Therefore, improvements in the domain of gerontology can be put at the disposal of the actors of the market.

theMatureMarket.com wants to privilege linking between researchers, as well as between suppliers and demanders on the research market.

#### Companies

You are launching a new product or service dedicated to the 50-plus, and you want to publicize it to journalists and/or professionals? theMatureMarket.com can be very helpful.

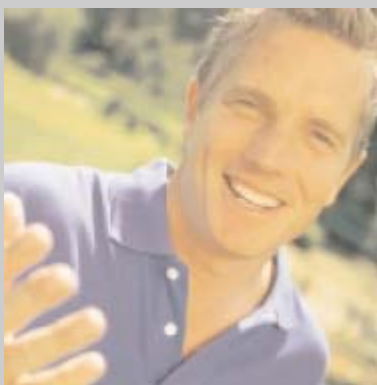
#### Associations

You are president of an association of retired. theMatureMarket.com can publicize your efforts.

#### Conference and events organizer

You organize a conference or a seminar on a topic related to population ageing, theMatureMarket.com can be your "media partner" by publicizing your event to companies, associations, organizations, institutions or journalists.

*« Let your  
products and  
services  
known by the  
professionals  
of the Senior-  
market*



theMatureMarket.com

## What may theMatureMarket.com provide you ?

Propose your books and reports to the readers of our website  
You managed a report on the Seniors and Baby boomers market? Publicize it and merchandise it: decision makers are interested in the Senior market.

Reports and surveys are assessed, validated and selected by our experts, in order to propose the best ones on our website.  
You wrote a book on Seniors? After validating its content, we can sell it online.

### Feature in the Services Directory

You manage a bus-mailing, or Seniors mailing lists, you are in charge of the advertisement department of a media dedicated to Seniors. Publicize to Marketing Executives by featuring in the Services Directory (please refer to the website).

### SeniorStrategic Networking

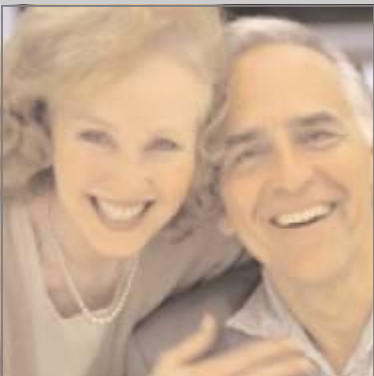
This program is dedicated to communication, survey, strategy or direct marketing agencies that want to deploy quickly on the Seniors market, by using the brand-name "theMatureMarket.com". Applicants are selected through the quality of their expertises and their values.

### Restriction

theMatureMarket.com refuses any communication, advertisement or partnership on products or services that do not respect committed values of SeniorStrategic Network, Seniors or older people.

According to its commitment, theMatureMarket.com does not cede nor sell its readers lists.

*« A unique network of experts »*



## Senior Strategic WorldWide

### An International network on the 5 continents

Senior Strategic is an international network of independent companies that specialize in the Mature Market also described as the "50+ market".

The members provide a unique field of professional expertise to companies such as : consulting, market report, advertisement and communication, direct marketing, strategic watch.

We are located in America, Asia - Pacific and Europe. An agreement with Fiapa (International Federation of Retired Persons Association) allows us to be present in 48 countries.



## International expertises

### Consulting in Strategy and Marketing

Companies that are already running an activity dedicated to Seniors or Baby boomers agree to say that the Senior market is complex. Many companies have failed, others are succeeding. Senior Strategic members assist you to use the best practises to reach the Mature Market.

You will then use the right strategy according to your objectives, the segmentation of Seniors citizens you want to work with, and the country you are operating from.

Every Expert has over 10 years experience in "Marketing to Seniors"

### Market studies

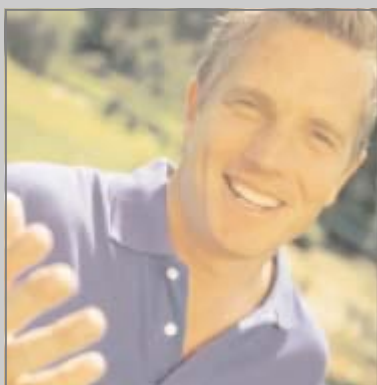
Senior Strategic members are able to run quantitative studies in different countries with the experts needed.

### Information and Strategic Watch

"Senior Watch " enables you to get efficient and relevant information to follow up with the evolution of a specific field of activity: trends, competitors, customers, technologies, etc.

We provide essential information, selected through 3,500 information sources from 48 countries around the world.

Everyday, "Senior Watch" network professionals chase worldwide information and topical news on the Senior and Baby-boomers market.



## Direct marketing

Direct marketing is an efficient way to reach 50+ customers for two main reasons: first, they are better readers than other generations due to the fact that when they were young they only used radio and newspapers. Secondly, they are more mature, and they need more time to make a decision.

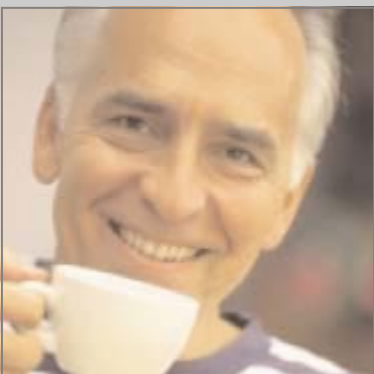
Direct marketing may answer these questions but need expertise. Direct marketing to young people is totally different than direct marketing to 50+ people.

Our members will assist you to develop successful direct marketing actions, which take into account both physiology and psychology in ageing process, but also the generation and neuromarketing aspects.

## Advertising and Communication

50+ persons do not react to advertisement as younger generation does. Most studies explain that Baby boomers and Seniors are much more difficult to convince. Furthermore, Senior citizens have their own way to read and understand advertisement. In Europe, 86% of the 50+ aged group say that current communication actions do not manage to reach them.

Different aspects need to be considered : psychological and physiological aging, cognitive age, aging perception, segmentation, geographical areas...



**Contacts**

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