

AUTUMN
2025

Longevity

CHANGE THE WAY YOU AGE

MEDIA KIT

An invitation:
Be part of an
extraordinary
new magazine
dedicated to
better aging

PLUS

About Longevity
magazine

Get to know
our readership

Advertiser rates
and benefits

WELCOME TO *LONGEVITY*

Longevity is a bold, game-changing online and printed magazine that is redefining the way we age. A must-read for an ever-growing market passionate about optimising their health until their last breath. It stands alone as the only magazine focused solely on longevity.

While Australia has seen impressive gains in life expectancy, chronic disease is now the leading cause of illness, disability, and death as a direct result of missed opportunities for prevention and early intervention. Fortunately, advancements in longevity science are now underway.

With billions being invested in research to slow down the aging clock, prevent disease, and extend our healthspan, it's time we are informed about this groundbreaking science and technology.

Longevity magazine is here to shine a spotlight on the goldmine of opportunities brought by the latest in longevity science.

From understanding the hallmarks of aging to the latest in biotechnology, stem cells, personalised treatments, drug discovery, DNA testing, emerging neuroscience, AI, anti-aging therapies, health tech, including wearables and health apps, and lifestyle optimisation. The stage is now set to transform our quality of life as we age.

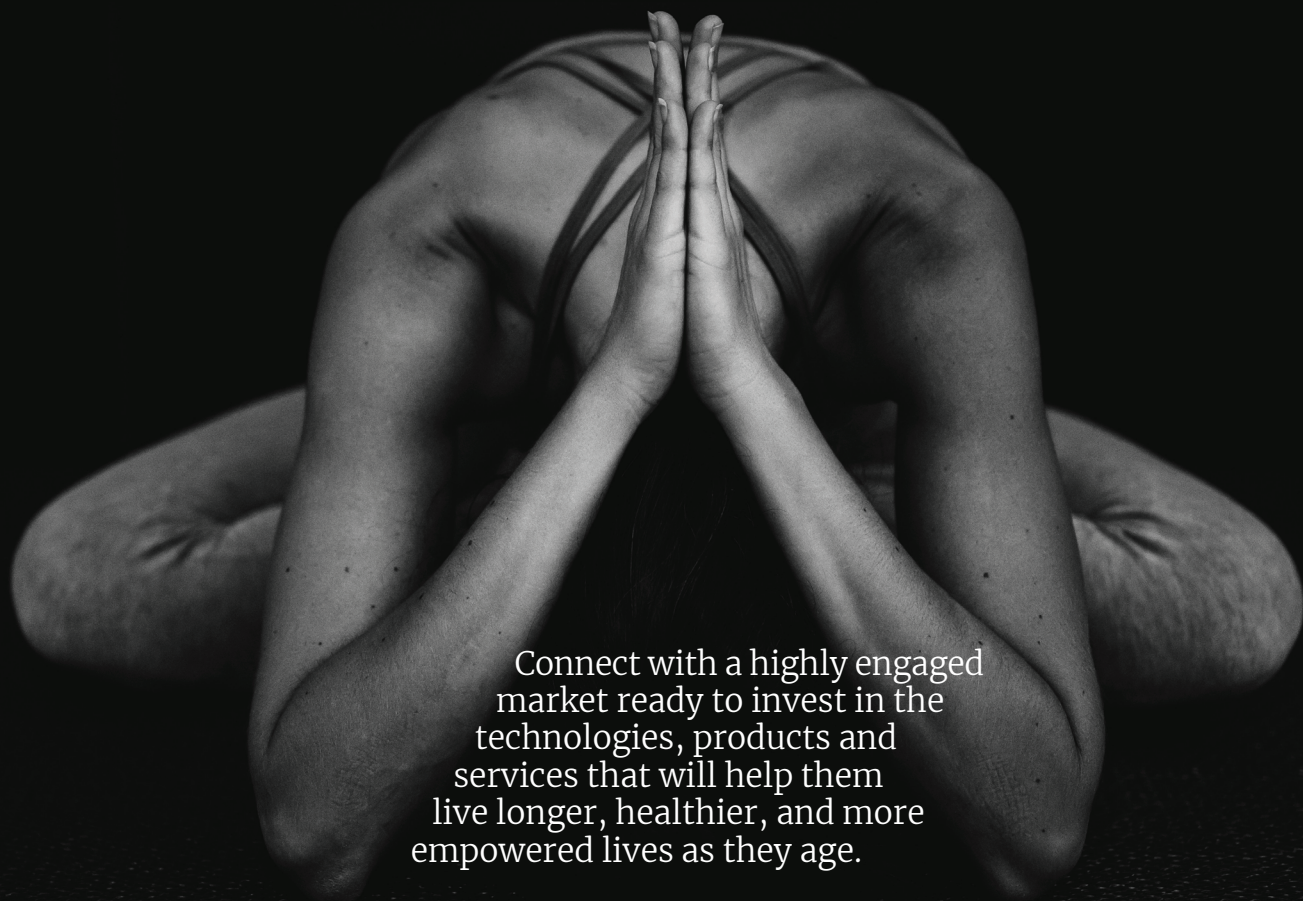
**United Nations
calls it a 'longevity
revolution' —
and there is no
turning back.**



**Now is the time
to dive into
the science,
products and
tech that can
supercharge our
aging journey...
because nobody
dreams of a
nursing home
staycation!**

OUR AUDIENCE

***Longevity* is for men and women eager to thrive after 45. This affluent market is seeking an intelligent, research-driven magazine that will provide real, actionable knowledge for enhancing their health and longevity.**



Connect with a highly engaged market ready to invest in the technologies, products and services that will help them live longer, healthier, and more empowered lives as they age.

AUDIENCE PROFILE

Gen X (44-59) are transitioning to midlife, while the over 60s reject being labelled as 'seniors'—it's not how they see themselves, and they refuse to accept the associated narrative. They do not identify as 'old' and the term 'boomer' has become a condescending meme. What both generations have in common, is they are seeking ways to prevent age-related chronic disease and maintain their mental, physical and financial well-being.

- \$5 trillion will transfer from older Australians to the next generation (JB Were)
- They own 78% of Australia's wealth and have the funds to spend on products, therapies and supplements to optimise their health.

LONGEVITY INDUSTRY

With the convergence of science, technological innovations and larger aging population, the longevity market's potential continues to grow.

- The global anti-aging market reached \$US71.6 billion in 2023, driven by science and technology advancements
- Longevity investment is set to be worth at least \$US600 billion this year according to analysts at the Bank of America (longevity.tech)
- Companies like Calico (Google-backed) and Altos Labs (Jeff Bezos-backed) are major drivers in the longevity sector, receiving significant funding.

SO MANY TOPICS TO EXPLORE ...

CREATIVITY RESVERATROL SEROTONIN STRESS SKINCARE SEROTONIN GRATITUDE METFORMIN WEARABLES RELAXATION THERAPIES BIOMARKERS PREVENTION
ANTI-AGING SUPPLEMENTS
HEALTHSPAN
CHOICES MEMORY NANOTECHNOLOGY INFLAMMATION
PROGNOSTICS PHYTONUTRIENTS
GUT OXIDATION OPTIMISATION METHYLATION SPIRITUALITY TESTOSTERONE
COSMECEUTICALS BRAIN VITAMINS BIOTHERAPEUTICS CORTISOL FINANCE COACHING PHARMA ESCAPE GENETICS FASTING RELATIONSHIPS BIOME PROTEIN CONNECTION
NEUROPLASTICITY MINDFULNESS DOPAMINE EMOTIONS BIOHACKING SARCOPENIA

GLOBAL CONTRIBUTORS

Researchers, scientists, educators, PhD students, geneticists, ethicists, futurists, technologists, psychologists, philosophers, medical professionals, fitness and movement specialists, allied practitioners, nutritionists, dietitians, advisors and visionaries.

WHY A MAGAZINE?

The power
of the
printed
word speaks
volumes.

Despite predictions of decline, magazines are thriving in the digital age, driven by rising digital fatigue from intrusive pop-ups, annoying ads, and misinformation.

MAGAZINES

Magazines through the printed word hold lasting power—tangible, credible, and deeply engaging, they command attention, build trust, and leave a lasting impact in a way digital content simply cannot.

Magazines influence purchasing decisions and nurture long-term relationships.

Magazines can position brands as thought leaders in their field.

Magazines have a lasting impact—they are shared, revisited, and passed along, extending their reach and keeping brands in front of engaged readers for longer.

Magazines are free from pop-up ads or fleeting social-media posts that compete for attention.

Magazines are a trusted source of information for the 45+ audience who are increasingly drawn to print.

Magazines about health increased their readership, with *Diabetic Living* sales up 19.6% and *Wellbeing* up 45.2%. (Roy Morgan)

Magazine advertising has rebounded, with a 20% increase in spending. (Standard Media Index)

ABOUT LONGEVITY MAGAZINE



Longevity magazine will educate and empower readers to optimise their health and live life as they age. Our audience is not interested in coffee enemas or '6-pack in 6 days' promoted by the current health media and influencers and the 'Seniors' publications are so bleak, complete with frames and funeral insurance.

EXPERTLY WRITTEN

- Thought-provoking articles to challenge conventional wisdom
- Feature stories that provide practical, actionable insight to boost both engagement and comprehension
- Inspiring personal narratives
- Interviews with key opinion leaders
- Columnists deliver expert insights.

SPONSORED EDITIONS

An exclusive opportunity to showcase your brand's message through high-quality, targeted content that aligns with the interests and values of our dedicated audience and your company.

BOLD DESIGN

Visually engaging as it is intellectually stimulating. Steering clear of condescending imagery, the magazine embodies a modern aesthetic that respects its readers' intellect and aspirations without condescending, stereotyping, or perpetuating any perceptions of irrelevance or decline.

Printed and digital edition, A4, 80+ pages, utilising superior production values.

DISTRIBUTION AND BENEFITS

25,000+
copies ...

... to be read at
anytime, anywhere,
by a captivated
audience of
approximately
100,000 readers!



DISTRIBUTION

LETTERBOX DELIVERY: 20,000 COPIES

Direct to homes in targeted affluent suburbs in Sydney and Melbourne.

Benefits:

- Precision targeting reaching a specific, high-value audience based on demographics, location, and interests
- A valued resource that readers will eagerly await to receive
- Direct, in-home delivery makes it easier for potential customers to take action
- Far more effective than waiting to be sold in a newsagent
- Creates visibility, attracts attention and therefore will generate organic PR.

PARTNERS: 5,000+ COPIES

Copies provided to our partners for distribution to their stakeholders.

DIGITAL

eMagazine formats and downloadable PDF to extend readership to a wider audience.

PUBLICATION DATES

Published quarterly:

- Summer (Dec-Feb)
- Autumn (Mar-May)
- Winter (June-Aug)
- Spring (Sept-Nov)

BENEFITS

As a partner, access a highly engaged audience actively seeking innovative solutions for health and longevity. Leverage our magazine to amplify your products and services and drive impactful results in a rapidly growing market.

- Access a powerful economic demographic
- Align your brand with trusted and high-quality editorial
- Join a media brand changing the narrative around aging and longevity
- Help shape the future of aging

ADVERTISING RATES

ALL PRICES ARE PER ISSUE
AND EXCLUDE GST

	4 ISSUES	3 ISSUES	2 ISSUES	1 ISSUE
ADVERTISEMENT				
Double page spread	\$6,000	\$6,500	\$7,000	\$7,500
Full page	\$3,200	\$3,450	\$3,950	\$4,200
Copies (\$20RRP) including delivery to one address	200 (\$4,000 value)	150 (\$3,000 value)	100 (\$2,000 value)	50 (\$1,000 value)

Special positions including covers: + 20%

Insert rates: On application

Production: High res PDF to be supplied to printer's specs. Publication size: A4

ADVERTORIAL

Price on application. Text and images to be supplied, with the text edited and pages designed by the Publisher. All content must align with the overall publication's tone and message.

PURCHASE COPIES OF THE MAGAZINE

Additional copies can be purchased at a run on cost @ \$5 per copy (minimum 500 copies)

- A high-quality product distributed to your stakeholders that will leave an indelible imprint
- Customer loyalty, acquisition or retention campaign
- Distribute at events — more memorable than a pen, bottle of wine, or cap
- Product launch, gift with purchase
- Medical specialists, clinicians, allied health practitioners — for client and patient education and waiting rooms

Ask us about customising the front cover of your copies
(minimum 1,000 copies) **to make a lasting impact with your brand.**

CONNECT WITH OUR AFFLUENT MARKET

Partner with us to create custom magazines, special reports and white papers, or collaborate on unique events, podcasts, and vodcasts. With over 30 years of publishing expertise, we bring fresh ideas and innovative solutions.

Let's discuss how we can tailor something exceptional for your brand!



ABOUT OUR TEAM

For over 30 years, CL Creations has been a pioneer in the publishing industry, producing books, magazines and historical installations. We are now leveraging this legacy of creativity and success with the launch of *Longevity* magazine.



CAROLEN BARRIPP

Publisher/
Editor-in-Chief

Carolen Barripp is the founder of CL Creations Pty Ltd and *Longevity* magazine. She is a dynamic self-starter and entrepreneur, researching ideas and solutions to inspire change.

Now in her sixth decade, she is eager to age in optimal health. *Longevity* magazine has become her obsession as no other publication speaks to her—so she is gathering a team around her to create an innovative new magazine with immersive events to make a difference.

Carolen is passionate and compassionate and civic-minded. Her contributions to society and business has earned her a NSW Government Community Service Award. Amongst her other charity work, she served as project leader for Startup Weekend Central Coast.

Contact Carolen to find out more about partnership opportunities and customised packages.

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Or connect with Carolen on LinkedIn.



FELICITY NELSON

Managing Editor

Felicity is a Sydney-based science and medical editor and journalist with bylines in *Nature*, *Veritasium*, *ScienceAlert*, *Chemistry & Engineering News*, *Guardian Australia*, *ABC News*, *Croakey*, *Healthed* and *The Medical Republic*. She was nominated as a finalist the 2025 Samsung Australian IT Journalism Award for Best Science Journalist and the 2025 Emerge Australia Awards for Excellence in Journalism. Her stories were published in *The Best Australian Science Writing* anthologies in 2020, 2019 and 2017.



CECILIA KWONG

Science Editor

Cecilia splits her time between editing medical and science stories and stage managing on behalf of Opera Australia. As Clinical Content Producer at *The Medical Republic*, she collaborated with experts to create longform clinical stories. She has a Bachelor of Arts and a Bachelor of Science from

The University of Sydney with majors in History and Philosophy of Science and English, and a Bachelor's Degree of Fine Arts (Technical Theatre and Stage Management) from the National Institute of Dramatic Art.



KATHERINE HALL

Art Director

Katherine Hall has worked for over 20 years with major publications around the globe such *The Hong Kong Standard*, *The West Australian*, *The NZ Herald*, *Harvard Business Review*, *Monash Business Review*, *Muse Magazine* and many others. As well as running a design studio, she trains business professionals who want to improve their visual communication. In her spare time, Katherine is an avid long-distance

runner and surfer, always looking to improve her health through mid-life.



LUCKY DISSANAYAKE

International Consultant

Lucky Dissanayake is a dynamic serial entrepreneur with vast global experience in the health and environmental sectors. Holding a B.Sc. (Hons) from the University of Nottingham and an Executive MBA from Ashridge Management College, she blends scientific insight with strategic leadership. With a 25-year career across TV, global newspapers, and magazines, Lucky offers invaluable expertise in driving impactful media initiatives. Her unique blend of experience and vision makes her a key asset to our team.

ORGANISATIONS WE'VE WORKED WITH

