



MEDIA KIT



AGED CARE, HOME CARE & RETIREMENT LIVING

WELCOME TO AGED CARE ONLINE

Welcome to Aged Care Online, Australia's most comprehensive online directory of aged care services. Visitors can research and locate residential aged care homes, home care providers, and retirement villages, and find information and resources to help them understand and access aged care.

Join the growing list of aged care, home care and retirement village providers showcasing their services through our national directory.

Supported by a national sales team we are ready to discuss how we can assist in promoting your services.

1 8 +

years in operation

6 1 , 0 0 0 +

monthly site visitors

1 0 , 0 0 0 +

email subscribers

1 5 , 2 0 0 +

social media following



1 0 K



2.5 K



2.7 K



PRIORITY LISTING PACKAGES

A priority listing is displayed in all relevant search results and supported by a profile page of information about your organisation/service.

A PRIORITY LISTING INCLUDES:

- Provider/organisation name
- Phone number & website link
- Optional phone call tracking
- Address
- Logo
- Up to 300 words of copy
- Unlimited images
- An email enquiry form
- Room & vacancy listings
- Ranking above basic listings
- Access to FREE aged care reviews
- News story publication

TLC Aged Care - Whitewater

Part of TLC Aged Care

[About us](#) [Rooms and costs](#) [Reviews](#) [News](#) [Send enquiry](#)



In the renowned Melbourne Sandbelt, opposite Woodlands Golf Course, Whitewater is a vibrant and modern residential aged care home. This Australian-first multigenerational healthcare precinct incorporates a residential aged care home alongside an early learning centre, community medical centre, commercial health club, 20m warm-water pool and commercial café. Whitewater, located in the beautiful Bayside suburb of Mordialloc, offers the region's most extensive range of aged care facilities and services.

Rooms at Whitewater are light and bright, beautifully furnished with custom cabinetry and every room has its own ensuite. There are options for a favourite piece of furniture from home, and most rooms have balconies or access to shared landscaped terraces. Some rooms even have semi-enclosed north-facing winter gardens with wonderful views across the golf course. Dining and lounge rooms feature a glass atrium overlooking a beautiful tree, which runs from the



Whitewater
TLC AGED CARE

84 White Street
Mordialloc Victoria, 3195

[Save](#)

[Send enquiry](#)

[Visit Website](#)

[132...](#)

[View Gallery](#)

[Virtual tour](#)

Pearl Home Care - Sydney North West

Part of Pearl Home Care

[About us](#) [Send enquiry](#)



Pearl Home Care provides a range of in-home care services across Sydney's North West region, offering the best in professional and affordable home care so you can remain living comfortably and independently at home. With a wide range of services available, Pearl Home Care can tailor your care to suit your individual needs and lifestyle.

Pearl Home Care's philosophy is to provide first-class aged care at home, enabling you to live in your own home and age with independence, dignity and ease. Our highly trained caregivers and registered nurses work with care recipients to set goals, gain confidence, complete tasks more



22 Goodin Road
Baulkham Hills New South
Wales, 2153

[Save](#)

[Send enquiry](#)

[Visit Website](#)

[0426 971...](#)

[View Gallery](#)

Click [here](#) to see a live example of a residential aged care priority listing

Priority Listing - Multiple Facilities

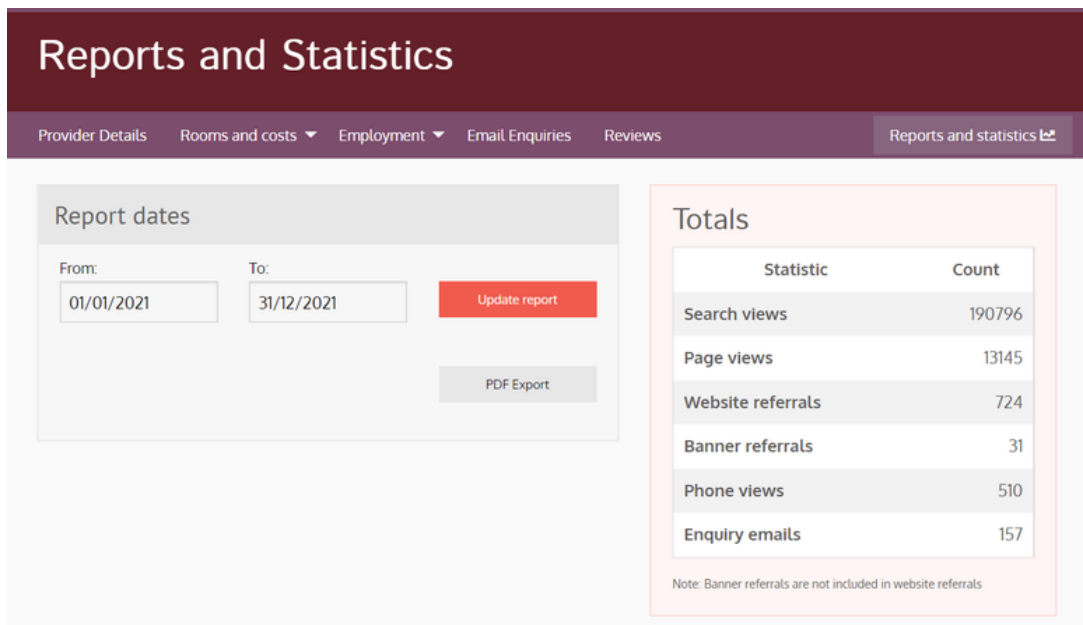
This package is designed specifically for providers with multiple aged care homes/aged care services and allows them to list all of their sites as priority listings with Aged Care Online at a discounted rate.



REPORTS AND STATISTICS

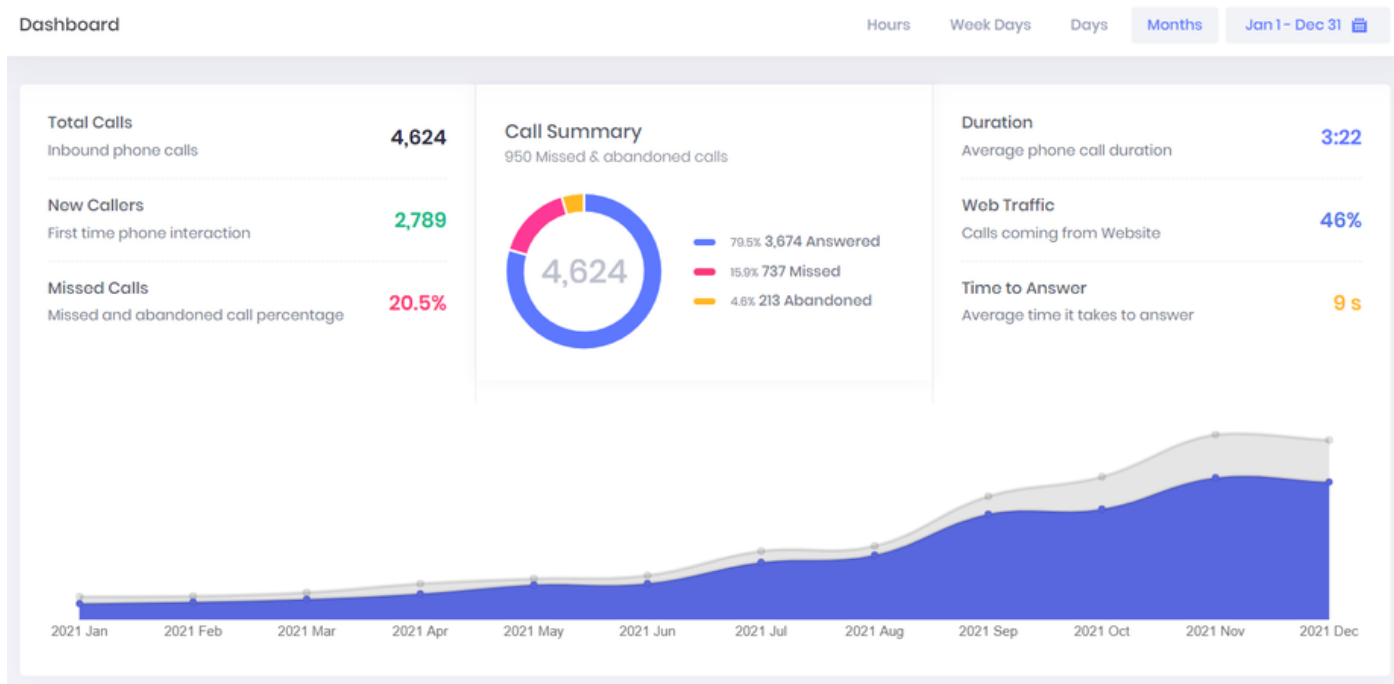
AGED CARE ONLINE REPORTING

An online reporting system where you can view all the data related to your listings on Aged Care Online. Here you can see page views, website referrals, phone views, and email enquiries.



INTELLIGENT PHONE CALL TRACKING

Receive an email notification when a phone call has been generated from your listing/advertising on Aged Care Online. View call data stats, including website attribution and the option to enable or disable call recording.



OTHER ADVERTISING OPTIONS

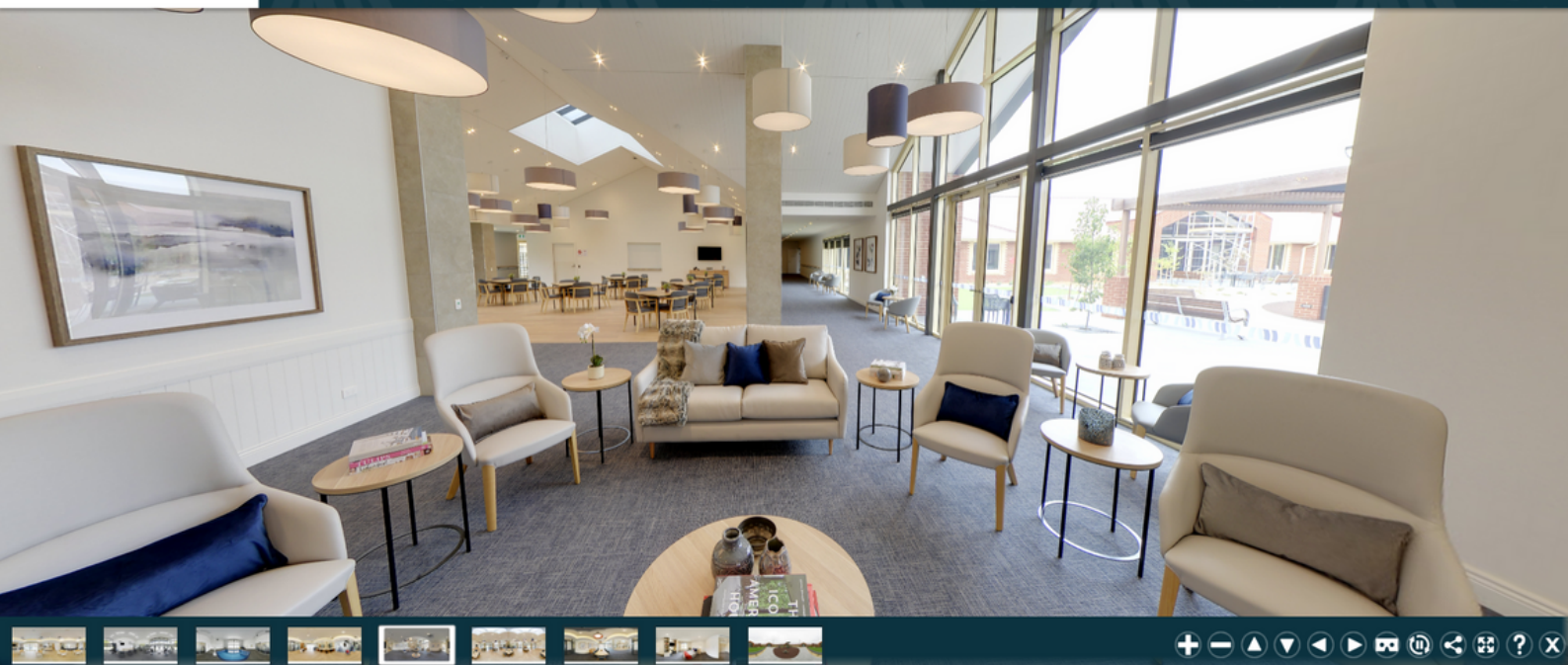
We offer a range of advertising options, that can be tailored to suit your needs. From featured listings to boost your existing profiles to virtual tours and photography packages, we have options to suit all types of providers.

OTHER ADVERTISING OPTIONS INCLUDE:

- Pay Per Enquiry
- Featured listings
- Banner advertising
- Virtual tours
- News stories
- Job advertisements
- Photography packages
- Video tours

Virtual Tours

Showcase the best elements of your aged care home with an Aged Care Online 360° virtual tour. All virtual tours can be branded for your own website. Virtual tours will assist you in increasing public awareness, online traffic, quality leads and in-person visits.



Click [here](#) to see a live example of a virtual tour

PROMOTIONAL PACKAGE - SERVICE PROVIDERS

If you offer a service and want to target the aged care industry, we can create a tailored promotional package just for you.

A PROMOTIONAL PACKAGE INCLUDES:

- A customised profile page
- Banner advertising
- Regular news stories and articles
- Social media promotion

Click [here](#) to see a live example of a [promotional package page](#)

My CarePath - The Aged Care Advocates

My CarePath is a national aged care support service, providing expert advice on the best aged care options available. As a complete end-to-end consultancy service, My CarePath is designed to assist with navigating the complexities of the aged care sector.



- ✓ Aged care advocacy service
- ✓ Selecting an aged care service matching your needs
- ✓ Negotiating fees
- ✓ Assistance with admission, paperwork and My Aged Care

Whether you need assistance finding residential aged care or home care, My CarePath can help you.

My CarePath - The Aged Care Advocates | 1300 197 230

Residential Aged Care

My CarePath will present you with a shortlist of aged care homes in your chosen area that are best suited for your care needs and budget. Your My CarePath consultant will also coordinate and attend facility tours to assist in selecting the most suitable aged care accommodation.

Home Care

My CarePath will review a shortlist of home care providers and meet with them to discuss your specific needs.

Do you need help finding aged care services?

No matter where you live, My CarePath can help you find the best aged care options available.

To discover the My CarePath difference, call 1300 197 230 today for a free no obligation chat about how My CarePath can help you.

Residential, home care or independent living? We help find the right aged care service for you. We can negotiate aged care fees so you get the **best value for your money**. We also take care of all the paperwork so you don't have to.

1300 197 230
mycarepath.com.au

Advertising your business on Aged Care Online

If you have any questions about advertising with Aged Care Online, please email media@agedcareonline.com.au or call (03) 9775 3200.



Audience Statistics & Demographics

1.1M+

Web Users Online
Annually

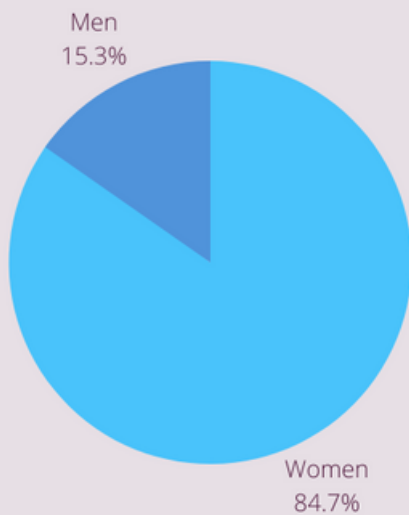
10K+

Newsletter Subscribers

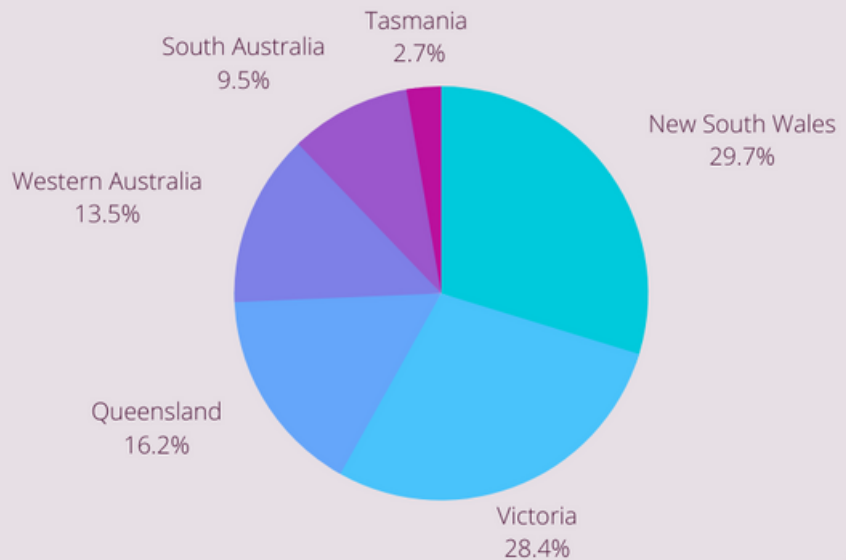
86%

Traffic Through Organic
Search Results

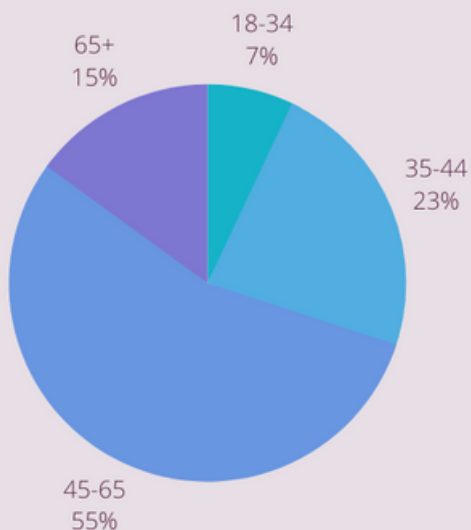
Audience Gender



Audience Location



Audience Age



Audience Device

