



## B2C and B2B Media Sponsor & Advertiser Partner Opportunities

PREVENTIVE HEALTH • DISEASE MANAGEMENT • MEALTIME • ENJOYMENT OF LIFE

### MY25 BRAND FOOTPRINT

- 100% open rate among paying subscribers, 80% year-to-year retention over the past 3 years
- 450,000 impressions/month across a 30 state span and growing rapidly
- Approximately 86% of subscribers purchase exactly (brand specific) what we recommend in our weekly send

### MY25 NETWORK

4 multi-media platforms delivering robust content—accessed daily—via web, mobile, email and text

### MY25 CONTENT

My25 spurs substantial clinical and social determinants of health improvement by catalyzing its audience to eat the right foods in the right amounts via personalized—for the individuals and the household—menus, grocery shopping lists, and recipe prep steps. No two households have the same menu. Then, we scaffold this mealtime toolkit with topical and interactive education, engagement, and rewards. And lastly, we add on proactive telephone/email outreach by an experienced team of support professionals.

## MY25 B2C AUDIENCE

The Nielsen Company and Fifth Quadrant Analytics conclude that My25's audience and target spend more and make more shopping trips than all households in the U.S., with annual disposable income exceeding over 1 trillion dollars.

1. Overall target—70 million people comprised of the segments noted in the below bullet points.
  - People with disabilities who work and/or attend school/day programs and who live in homes and apartments similar to the ones we all reside in throughout the nation's communities and neighborhoods. Included are individuals with challenges related to: intellectual and developmental disabilities, mental health, behavioral health, and traumatic brain injury.
  - Associated support and health care professionals and family members/guardians.
2. Age, race, and religion demographics approximate the overall U.S. adult (18 to 65 years) population. Income distribution among associated support professionals, health care professionals, and family members/caregivers is also reflective of the broader U.S. population.
3. Notable about the My25 audience...individuals associated with a person with a disability demonstrate unparalleled passion, including loyalty and commitment to brands supporting people with disabilities.



## MY25 B2B SUBSCRIBERS

We only sell subscriptions on a B2B basis...to governments, managed care companies, and for-profit and nonprofit human services provider organizations. (Decision-makers and more within these entities personally interface with My25 content and therefore represent an extension of My25's B2C Audience.) Subscribers are keenly interested in reducing out-sized medical care expense by enhancing clinical and social determinants of health for their primary constituency of people with disabilities—totaling about 15 million people in the U.S. Therefore, a subscription pays for My25's content delivery to the constituencies (My25's B2C Audience) of subscribing organizations.

Pre My25, approximately 70% of people with disabilities are moving away from a normal BMI and are unnecessarily struggling with costly, elevated rates of chronic conditions such as diabetes and hypertension...largely as a result of eating the wrong foods in the wrong amounts.

Post (6-12 months in) and ongoing My25, approximately 70% of people with disabilities are at or moving toward a normal BMI with associated improvement across additional health parameters such as A1c levels, blood pressure readings, medication dosage/usage, and involvement in physical and social activities.

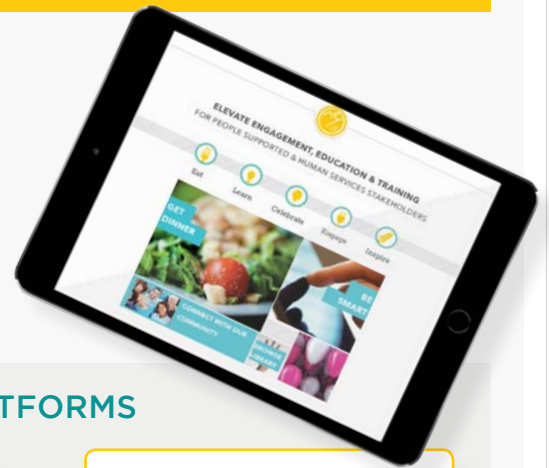
Across all subscribers, secondary constituencies include support and health care professionals and family members/caregivers who interface with people with disabilities...which includes daily engagement with My25 content. What we didn't count on, but witness all the time, is that this formidable group of supporters also improves their health along the way.



## MY25 MEDIA SPONSOR & ADVERTISER PARTNER OPPORTUNITIES

Preventive Health • Disease Management • Mealtime • Enjoyment of Life

My25's multi-media platforms—the My25 Network—present various opportunities for sponsors and partners. Specifically...content that spurs enhancement of quality, length, and enjoyment of life for people with disabilities and their connected sphere of supporters while materially reducing key expenses for the entities subscribing to My25. Association with My25 also links sponsors and partners to tangible, sought-after social impact.



### 30 DAYS SIMULTANEOUS PLACEMENT ACROSS 3 PLATFORMS

#### MYCHOICE

Personalized mealtime toolkit containing menus, grocery shopping lists, and recipe prep steps, pushed weekly via email, 100% open rate, 450,000 impressions/month across 30 states and growing

#### MY25 ELEVATE

Web-based/mobile optimized cornerstone of continually refreshed information and multi-media engagement, available on-demand to all My25 Choice subscribers, in 81 languages

#### MY25 FLEX

Just introduced, first lifestyle communication for the human services sector, pushed to approximately 10,000—and growing—individual inboxes via email 2x/month

### MY25 BRIEF ABOUT



Mainstay is the name of our company and My25 is our core brand. Our team is made up of business, preventive health, disease management, culinary, human services, and technology professionals. Mainstay's foundational content was built in collaboration with the USDA (United States Department of Agriculture) and professionals from Northwestern University's Feinberg School of Medicine. We subscribe to the Dietary Guidelines for Americans and a moderation vs. deprivation approach.

View My25's Resources & Outcomes overview for the human services industry as a [video](#) here and as a [PPT](#) here.

Our co-founders, two Northwestern University Kellogg MBAs, spearhead Mainstay and have an impressive track record of experience and success in both the health care and human services industries. Jim Vail and Sylvia Landy sold their first start-up to a Fortune 500 health care leader...that ultimately spun off the division with \$5 billion in annual sales.





## MY25's SOCIAL IMPACT...THE EXTRAORDINARY BENEFIT TO OUR PARTNERS



*As My25's partner,  
you make it all possible.  
That's a social impact story  
worth telling...or shouting  
from your rooftops.*

Your partnership with My25 brings meaningful information about products and services to the human services sector and allows My25 subscriptions to remain affordable. Extraordinary social impact is now not only possible, but optimized. This means that you, too, are credited for catalyzing important change—quality, enjoyment, and length of life gains for one of the most vital, but marginalized, populations in the US ... with ensuing benefit to multiple stakeholders, including the American public.

No one is more grateful than the tens of millions of individuals with disabilities and associated family members and professionals. In total, this segment is among the most passionate and grateful when it comes to support... enthusiastically demonstrating appreciation through ongoing brand loyalty.

Rationale for the outsized poor health of individuals with disabilities is shifting away from longstanding, erroneous assumptions about complications due to the disability and/or pharmacological needs. Respected healthcare experts are demonstrating that eating the right foods in the right amounts is the variable reversing the subpar status quo: People with disabilities unnecessarily struggle with 2 to 3 times the mainstream rates of obesity, overweight status, diabetes and hypertension.

Beneficial clinical health is the linchpin behind elevating social determinants of health, such as jobs, volunteering, socialization, community integration and physical activities. People with disabilities who are actively engaged in their communities and gainful pursuits enrich all of our neighborhoods while lessening burdensome financial supports related to everyday care and medical needs.

My25's innovation provides the personalized, daily roadmap for each household...ensuring better nutrition and improved clinical health are failsafe and clearing a path for game-changing opportunities and enrichment.

As My25's partner, you make it all possible. That's a social impact story worth telling ... or shouting from your rooftops.



 Mainstay™