

# Top-100 Journalists Covering Advanced Biomedicine and Longevity

175 Page Analytical Report on Longevity in the Media

Aging Analytics Agency's report, *Top-100 Journalists Covering Advanced Biomedicine and Longevity*, offers a visual summary of the Longevity media and journalism landscape. The report's purpose is to show how the Longevity industry is perceived by the world's top business, finance, science and tech media, and how media coverage, in turn, influences public perception of the industry.



The Longevity Industry is a synergy between geroscience (the science of Longevity), advanced biomedicine, P3 (precision, preventive, and personalized) medicine, the AgeTech market, and finance. The report offers an overview of the Longevity media and journalism landscape, adding to the breadth and depth of its coverage of the global and regional Longevity Industry. A better understanding of how the media presents Longevity as a topic provides deeper insight into how the general public and business community views the prospect of a Longevity Industry. The report concludes with a key insight: within the past five years, the prospect of extending Healthy Longevity has transformed into a mainstream vision of the future regularly featured by highly reputable business, finance and tech media outlets.

The report surveys the **Top 100 Journalists** and **60 Media Entities** covering Longevity as a mainstream topic, and classifies its various articles into the following subcategories:

The Science of Longevity

The Business of Longevity

The Financial Industry

Artificial Intelligence

AgeTech

## Longevity Media & Journalism as a Window into the Thoughts of Investors & Analysts

The purpose of this open-access report from Aging Analytics Agency is to clearly portray the complex Longevity Media Landscape with in-depth analyses of trends and topics, illustrated by comprehensive infographics that allow the entire ecosystem to be viewed and comprehended in a single glance.

The goal is to reveal how the Longevity Industry is perceived by the world's top media, and how media coverage, in turn, influences public perception.

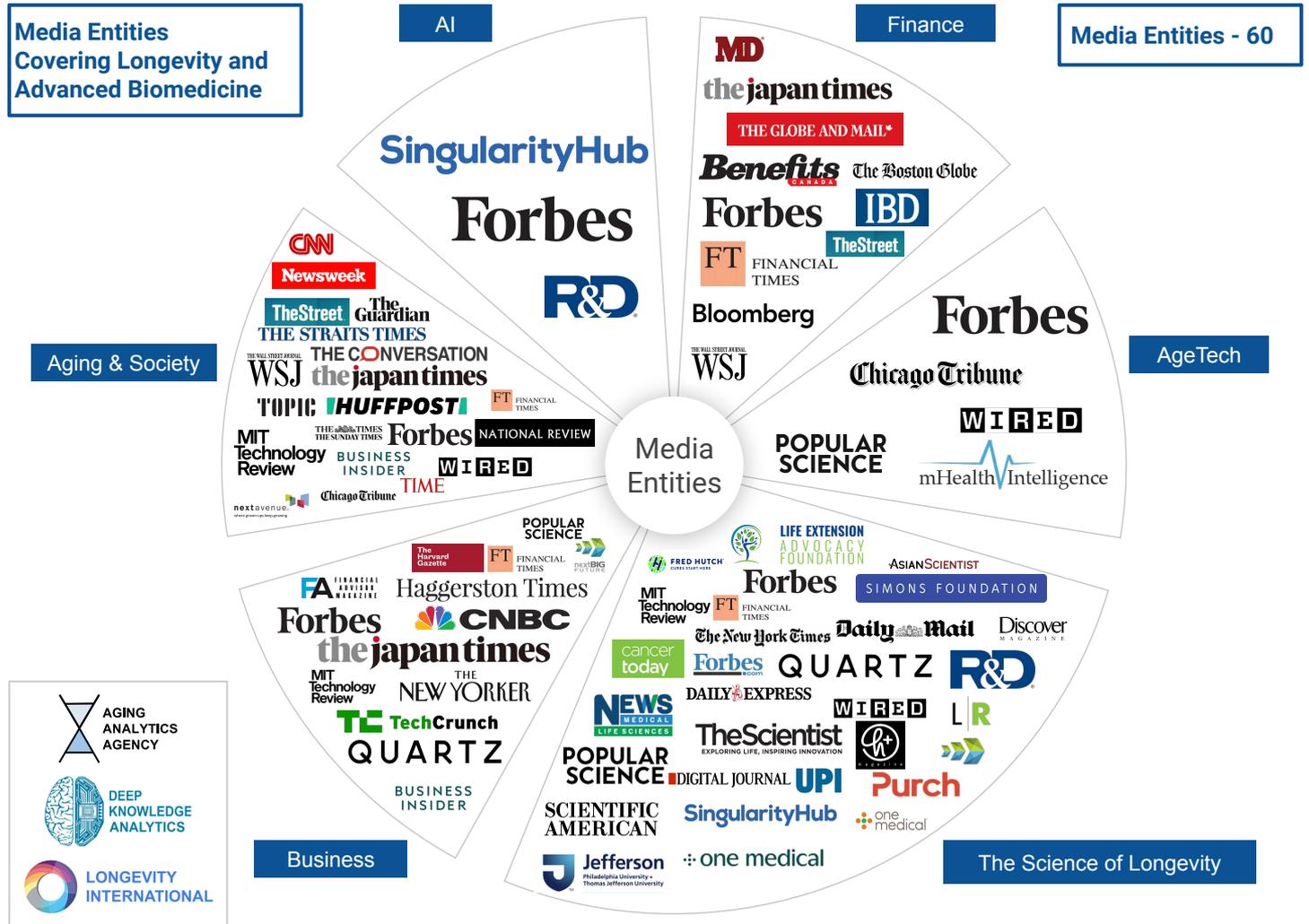
To that end, the report summarizes several top predominant trends, and adds support to these conclusions by quoting specific journalists profiled in the report. It then provides one-page profiles of each of these journalists, identifying the media entities for which they write, and offers a selection of their most representative articles.

## Longevity Embraced as Mainstream by Top Business, Finance and Tech Media Brands

Until 2013, Longevity - healthy life extension - was often portrayed in the mainstream media as scientifically-unjustified fantasy or "cure all" anti-aging pills. In fact, it is neither. Fortunately, the recent years saw a notable increase in the number of objective, conservative and tangible portraits of the industry in the world's top media. This rise in serious coverage of Longevity was especially notable in highly-reputable media outlets including *TIME*, *The Economist*, *Bloomberg*, *Financial Times* and others.

It is now normal for large business media entities to organize Longevity-themed conferences, and for conservative BioPharma conferences to include panels on Longevity-related material. This further highlights the increasing acceptance of Longevity as a topic into discussions and frameworks for the general BioPharma industry and advanced biomedicine.

# Media Entities Covering Longevity and Advanced Biomedicine



## Top Media in Support of Longevity

