

Top-100 Journalists Covering Advanced Biomedicine and Longevity



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Overview

This report provides a detailed overview of the Global Longevity Journalism landscape. It features advanced infographics and profiles of the top journalists covering the topic of Longevity around the world.

Our consortium has produced several in-depth reports on both the Longevity science landscape and the Longevity industry over the past year. This report is focused on the Longevity media and journalism ecosystem. Our objective is to show how the Longevity industry is represented by the world's top media, and how this influences the public's perception..

Longevity is a formidable and complex industry at the intersection of many technologies. It's a notoriously difficult subject to portray realistically and objectively. The topic of Longevity is usually portrayed either as a scientifically unjustified fantasy to do with cure-all magic pills that cure aging in one fell swoop, when in fact it is neither.

There has been an increasing number of objective, conservative, clear portraits of the industry in the world's top media, and an overall increase in coverage by highly-reputable media outlets like TIME, The Economist, Bloomberg, Financial Times and others.

The purpose of this report is to portray the complex Longevity media landscape using in-depth analysis of trends and topics, and comprehensive infographics that allow the entire ecosystem to be viewed in a single glance.

In the slides that follow, we present several global landscape overview infographics, followed by a summary of the report's main insights and coverage of the Longevity media sphere's most dominant trends, followed by in-depth profiles of over 100 journalists who have covered the topic of Longevity.

Media Entities Covering Longevity and Advanced Biomedicine

ΑI

the japan times

THE GLOBE AND MAIL*

Benefits The Boston Globe

Finance

Forbes

MD

IBD



TheStreet

Bloomberg

Forbes

Media Entities - 60

AgeTech

WSJ

Chicago Tribune

ASIANSCIENTIST

SIMONS FOUNDATION

WIRED

Media **Entities** **POPULAR SCIENCE**

mHealth Intelligence

Discover

Aging & Society



Haggerston Times

WIRED

CNBC Forbes the japan times

THE SUNDAYTIMES FOTDES NATIONAL REVIEW

MIT Technology Review

Newsweek

Technology BUSINESS

nextavenue. Chicago Tribune TIME

FINANCIAL ADVISOR MAGAZINE

Review

TheStreet Guardian

THE CONVERSATION

WSJ the japan times

INSIDER

TOPIC HUFFPOST

THE STRAITS TIMES

NEW YORKER

TechCrunch QUARTZ

BUSINESS

cancer today





















The Science of Longevity

















FT FINANCIAL











SCIENTIFIC

AMERICAN

LIFE SCIENCES

















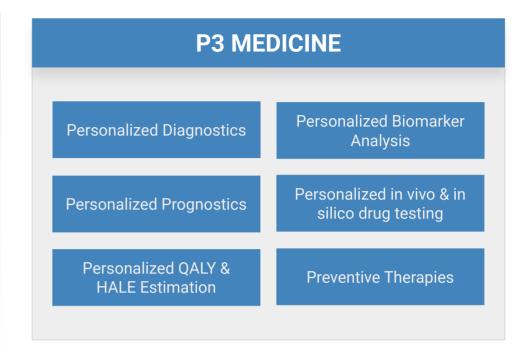


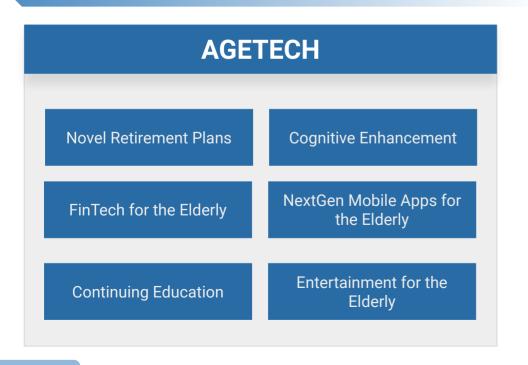


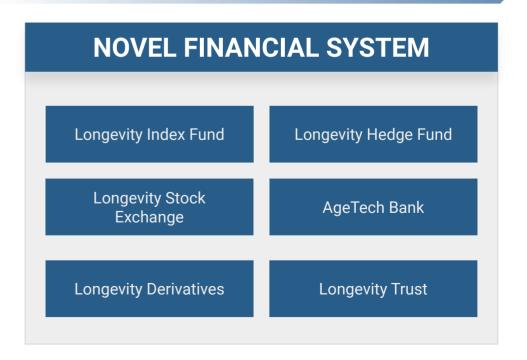




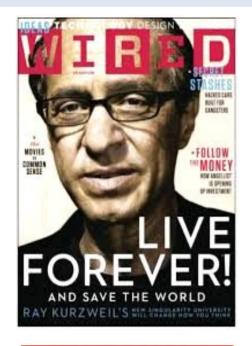
Rejuvenation Biotechnology Gene Therapy Regenerative Medicine Nutraceuticals Basic Research on Biology of Aging



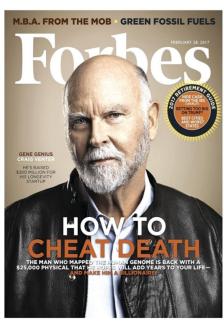


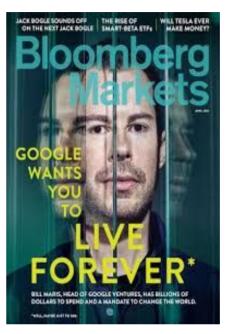


Top Media in Support of Longevity















TO BE

Dispatches From the

60 Media Entities Covering Longevity

AFAR Asian Scientist Benefits Canada Bloomberg 4. **Business Insider Cancer Today** Chicago Tribune **CNBC** 8. 9 CNN **Daily Express** 10. DailyMail 11. 12. **Digital Journal** Discover Magazine 13. Fred Hutch 14. 15. Financial Advisor Magazine **Financial Times** 16. 17. **Forbes** 18. H+ Magazine 19. **Haggerston Times**

Health IT Analytics

Huffington Post 21. 22. BD **Jefferson** 23. 24. Life Extension 25. **Longevity Reporter** MD Magazine 26. MIT Technology Review 27. 28. **National Review** 29. **News Medical** 30. Newsweek 31. **Next Avenue** 32. NextBigFuture 33. One Medical 34. Purch **Popular Science** 35. 36. Quartz **R&D Magazine** 37. Scientific American 38. 39. Simons Foundation Singularity Hub 40.

41.	TechCrunch
42.	The Atlantic
43.	The Boston Globe
44.	The Conversation
45.	The Globe and Mail
46.	The Guardian
47.	The Harvard Gazette
48.	The Japan Times
49.	The New York Times
5 0.	The New Yorker
51.	The Scientist
52.	The StraitsTimes
53.	The Street
54.	The Sunday Times
55.	The Wall Street Journa
56.	Time
57.	Topic
58.	UPI
59.	USA Today
60	Wired

20.

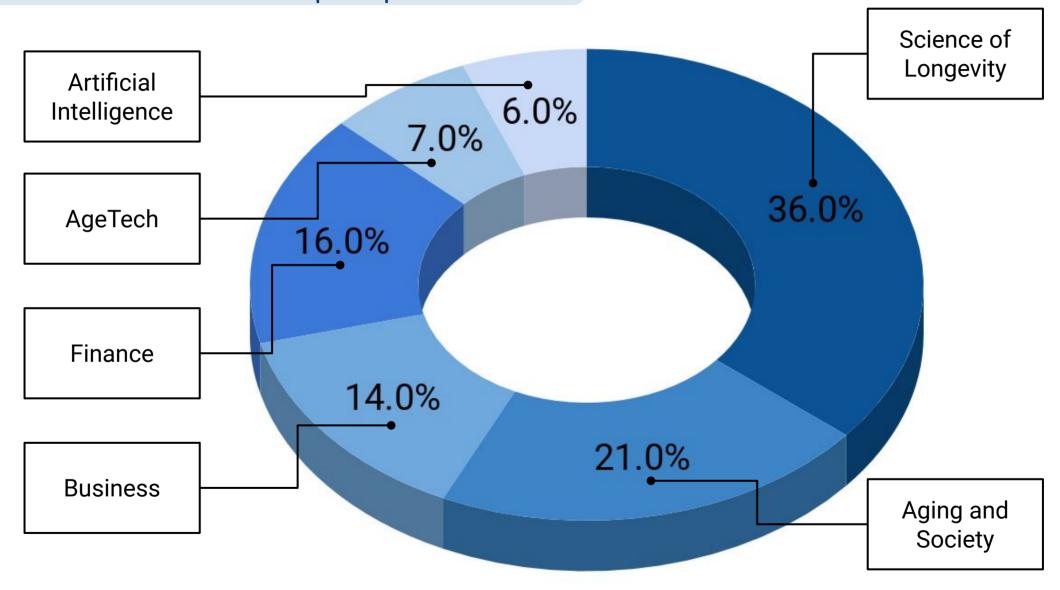
Top -100 Journalists Covering Longevity

1.	Allen Cone	26.	Diana Kwon	51.	Ken Nuss	76.	Paul H. Irving
2.	Alexandra Ossola	27.	Edd Gent	52.	Kenny Walter	77.	Peter Dizikes
3.	Alexandra Sifferlin	28.	Edmund Ingham	53.	Kerry Grens	78.	Peter Rejcek
4.	Alice Park	29.	Edyta Zielinska	54.	Kiyoshi Takenaka	79.	Rafi Letzter
5.	Alison Coleman	30.	Elmo Keep	55.	Kyle Munkittrick	80.	Robert Powell
6.	Alvin Powell	31.	Emily Singer	56.	Liat Clark	81.	Robert Weisman
7.	Andrew Zaleski	32.	Eric Wicklund	57.	Lindsay Cook	82.	Robin Seaton Jefferson
8.	Anna Azvolinsky	33.	Erin Brodwin	58.	Lydia Ramsey	83.	Ruth Williams
9.	Antonio Regalado	34.	Hannah Devlin	59.	Maiko Takahashi	84.	Sabrina Richards
10.	Ben Steverman	35.	Howard Gleckman	60.	Mark Barna	85.	Sarah Buhr
11.	Bob Grant	36.	lan McGugan	61.	Maria Rodale	86.	Sarah Hedgecock
12.	Brandon Keim	37.	James Ives	62.	Martha Porado	87.	Sean Martin
13.	Brian Wang	38.	Janice Tai	63.	Mary Wisniewski	88.	Shelley Fan
14.	Carl Engelking	39.	Jef Akst	64.	Matt Flynn	89.	Stephen Matthews
15.	Carol Marak	40.	Jennifer Bresnick	65.	Matt Reynolds	90.	Steve Hill
16.	Carolyn Rosenblatt	41.	Jeremy Chan	66.	Matthew Herper	91.	Steven N Austad
17.	Charlotte Hu	42.	Jocelyn Rice	67.	Meera Senthilingam	92.	Suzanne Wooley
18.	Christina Farr	43.	Joseph Coughlin	68.	Megan Molteni	93.	Tad Friend
19.	Chunka Mui	44.	Karen Demasters	69.	Morey Stettner	94.	Tia Ghose
20.	Clare Ansberry	45.	Kashmira Gander	70.	Nathaniel Scharping	95.	Tim Sandle
21.	Clive Cookson	46.	Kat Arney	71.	Neil Howe	96.	Tina Woods
22.	Connie Loizos	47.	Kat Lay	72.	Olivia Mitchell	97.	Vera Gruessner
23.	David Ewing Duncan	48.	Katarina Zimmer	73.	Pagan Kennedy	98.	W. Harry Fortuna
24.	David Rae	49.	Kate Yandell	74.	Patricia Corrigan	99.	Wade Pfau
25.	David Stipp	50.	Ken Dychtwald	75.	Patrick Cox	100.	Wesley J Smith

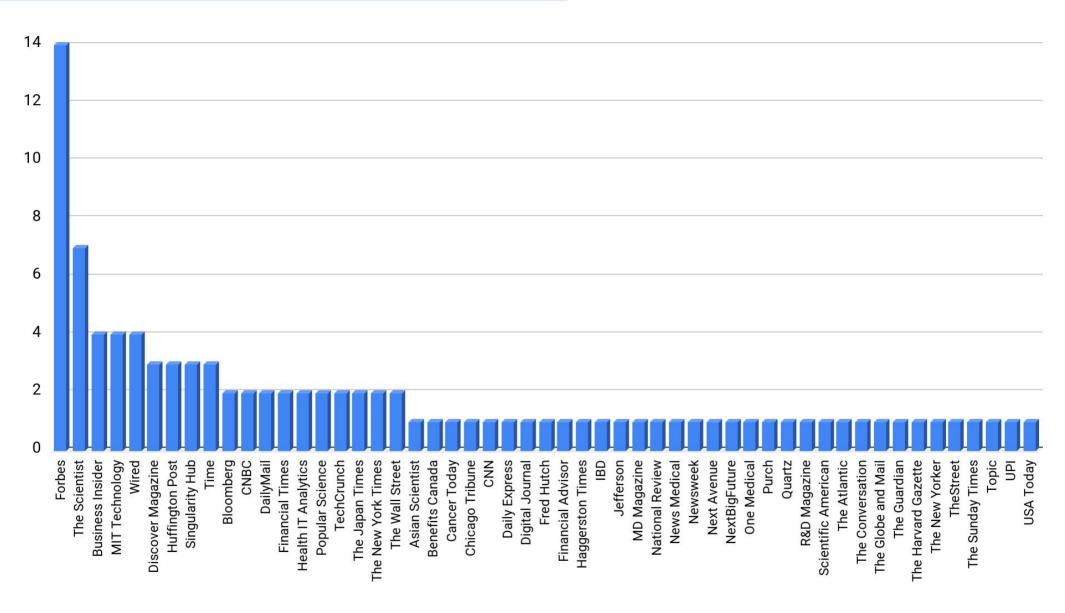
100 Journalists Covering Longevity Breakdown of Subtopic Specialization

Science of Longevity		Aging and Society	Business	Finance	AgeTech	AI
Allen Cone	Katarina Zimmer	Alexandra Sifferlin	Alison Coleman	Ben Steverman	Andrew Zaleski	Joseph Coughlin
Alexandra Ossola	Kate Yandell	Alice Park	Alvin Powell	David Rae	Eric Wicklund	Kenny Walter
Anna Azvolinsky	Kerry Grens	Carol Marak	Antonio Regalado	Howard Gleckman	Jennifer Bresnick	Patrick Cox
Bob Grant	Kyle Munkittrick	Carolyn Rosenblatt	Brian Wang	lan McGugan	Liat Clark	Peter Rejcek
Brandon Keim	Mark Barna	Clare Ansberry	Christina Farr	Karen Demasters	Mary Wisniewski	Robin Seaton
Carl Engelking	Nathaniel	Elmo Keep	Chunka Mui	Ken Nuss	Matthew Herper	Jefferson
Charlotte Hu	Scharping	Hannah Devlin	Clive Cookson	Kiyoshi Takenaka	Vera Gruessner	Sarah Hedgecock
David Ewing	Pagan Kennedy	Janice Tai	Connie Loizos	Lindsay Cook		
Duncan	Rafi Letzter	Kashmira Gander	Edmund Ingham	Martha Porado		
David Stipp	Ruth Williams	Kat Lay	Erin Brodwin	Morey Stettner		
Diana Kwon	Sabrina Richards	Ken Dychtwald	Maiko Takahashi	Neil Howe		
Edd Gent	Sean Martin	Lydia Ramsey	Sarah Buhr	Olivia Mitchell		
Edyta Zielinska	Shelly Fan	Maria Rodale	Tad Friend	Paul H. Irving		
Emily Singer	Stephen Matthews	Matt Flynn	W. Harry Fortuna	Robert Weisman		
James Ives	Steve Hill	Matt Reynolds		Suzanne Wooley		
Jef Akst	Steven N Austad	Meera		Wade Pfau		
Jeremy Chan	Tia Ghose	Senthilingam				
Jocelyn Rice	Tim Sandle	Megan Molteni				
Kat Arney	Tina Woods	Patricia Corrigan				
		Peter Dizikes				
		Robert Powell				
		Wesley J Smith				

100 Journalists Covering Longevity Breakdown of Subtopic Specialization



100 Journalists Covering Longevity Breakdown by Media Entities









Executive Summary

This report gives readers a detailed overview of the shape and size of the current Longevity Journalism landscape globally.

It aims to identify and profile the top journalists and media entities writing on Longevity today and over the past several years, to categorize them according to a number of sub-topics in Longevity, and to identify the broad sub-topics and themes being written about most often.

Specifically the report aggregates and individually profiles the:

- Top 100 journalists covering Longevity
- Top 50 media entities covering Longevity

The report also classifies the top 100 journalists writing on the topic of longevity into several subcategories, including:

- The Science of Longevity
- Longevity and the Financial Industry
- The Business of Longevity
- Longevity and Artificial Intelligence
- Aging and Society
- AgeTech

The report individually profiles each of the top 100 longevity journalists aggregated in the report, and lists their affiliations, credentials, the media entities they are writing for and a selection of their most representative articles.

Aging Analytics Agency Reports 2017 - 2019

Aging Analytics Agency has been dedicated to the production of reports on the science, business and economics of Ageing and Longevity for over five years, and has produced dozens of global and regional reports on the Longevity Industry in different regions, subsectors and domains.



Longevity Industry in UK Q4 2018



Longevity Industry in Israel 2019



FemTech Longevity Landscape
Overview



Longevity Industry in Singapore 2019



Longevity Industry Landscape Overview 2018 Volume I



Longevity Industry Landscape Overview 2018 Volume II

Aging Analytics Agency Upcoming Reports



Longevity and Advanced Cosmetics Industry 2019



Longevity Industry and Microbiome 2019



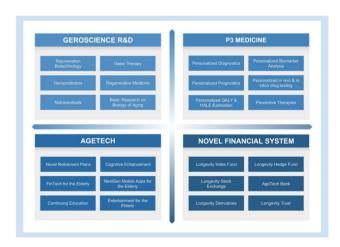
Precision Medicine Clinics Landscape Overview 2019



Global Longevity Industry Landscape Overview 2019



Advancing Financial Industry
AgeTech / WealthTech / Longevity



Proprietary Longevity Industry
Analytics: Comparative
Classification Framework

Longevity Landscape Overview

Aging Analytics Agency's previous global landscape overview reports include profiles of companies and investors that are pivotal in the Longevity Industry at this juncture. Although these lists are based on dataset analysis and tangible metrics, they are projections and as such, are not exhaustive. The mindmaps below serve as a broad outline of the global Longevity Industry.

"The Science of Longevity" Global Landscape

THE SCIENCE of LONGEVITY GLOBAL LANDSCAPE 2018

Science Labs

Non-Profit

Geroscience Hubs

AGING

ANALYTICS

AGENCY

AGING

ANALYTICS

AGENCY

TO 10 Geroscience Conferences

Top 10 Geroscience Conferences

"The Business of Longevity" Global Landscape



The Rise of Longevity Journalism

Within the past 5 years there has been a surge of interest in the topic of Longevity. In 2013 the idea of increasing the average life expectancy in developed nations to over 100 years was not yet considered mainstream. Today the topic of extended life expectancy has become mainstream.

People have come to understand the credibility and feasibility of extending healthy longevity, including investors, business analysts, and reputable, conservative business media brands. The Economist and the Financial Times have both held conferences and panel discussions on the topic of the Longevity Industry. The topic of Longevity is recognized and regularly discussed by financial entities and investment funds.

Five years ago TIME magazine featured a cover story entitled "Can Google Solve Death?". Because the magazine was TIME, and the article was about Google, it was not controversial. Today advanced biomedicine and longevity is discussed regularly in the mainstream press.



The Convergence of Longevity & Advanced Biomedicine

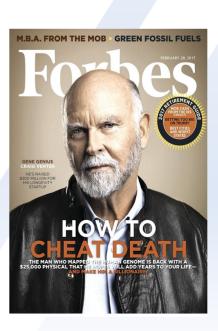
Based on our analysis of both industry trends, as well as trends within academia and the nonprofit sector, and media, we can predict that in 5 years time it will be seen as normal to speak of developed nations' life expectancy can exceed 120.

It has also become quite common in the past few years for top business media entities to organize conferences on the subject of Longevity, and for conservative BioPharma conferences to include panels on the topic of Longevity. This also highlights the fact that the topic of Longevity is increasingly finding its way into discussions within the BioPharma industry and advanced biomedicine.

"Even a few years ago the topics of Longevity therapeutics and advanced biomedicine were seen as similar and somewhat convergent, but the gap between Longevity therapeutics and advanced biomedicine is still receding further,, and we can expect Longevity to be regarded a standard and normal element of advanced biomedicine in general, and indeed, perhaps even on the forefront of advanced biomedicine. The topic of Longevity has also been gaining support from various government initiatives.







Top Business Media Entities Are Embracing Longevity

One example of the topic of Longevity entering into biomedical discussion was the 2016 and 2017 conferences and panel discussions on the topic of Longevity hosted by some of the world's most eminent business media brands, including The Economist and Financial Times.

Financial Times Global Pharmaceutical and Biotechnology Conference (held on November 10th, 2017) featured an Aging and Longevity Panel, with such participants as Aubrey de Grey, Chief Science Officer of SENS Research Foundation, Dmitry Kaminskiy (Managing Partner of Deep Knowledge Ventures, Alex Zhavoronkov (CEO of Insilico Medicine and CSO of the Biogerontology Research Foundation) and Joseph Antoun, Chairman of the Global Healthspan Policy Institute. The panel discussion focused on how close geroscience (the science of Longevity) is from bringing practical and actionable results in extending healthy, productive longevity and how far the biopharma industry is from a paradigm shift from treatment to prevention.

The fact that this subject is part of the agenda at one of the biggest biotech conferences in UK and Europe, featuring the majority of global biopharma companies, is a very strong indicator that geroscience and ageing research is now entering the mainstream consciousness of the public, policy makers and healthcare industry thought-leaders.

The panel discussion focused on how close geroscience is from bringing practical and actionable results in extending healthy, productive longevity and how far the biopharma industry is from a paradigm shift from treatment to prevention.

Longevity Journalism Comes of Age

Another leading example of Longevity conferences held by top business media brands includes two key conferences held by The Economist: Aging Societies and The Business of Longevity. The Business of Longevity Summit brings together the leading minds from governments, the private sector, health care, academia and think-tanks to discuss and debate how to help countries make the transition to older societies that are still healthy and productive.

The Economist's Business of Longevity: Innovation for an ageing world event ignited a global dialogue around opportunities in aging and the most recent innovations driving the ageing market. The Economist Event's Ageing Societies summit in London gathered the key industry and political speakers from organisations including the World Health Organisation, Bupa, OECD, BT, Blackrock, PensionDanmark, HSBC, Danone and discussed the impact that the world's ageing populations will have on current and future generations.

The fact that such conferences are being targeted not just at Longevity scientists per se, but also traditional BioPharma journalists, analysts and executives also highlights an important trend: the increasing convergence of Longevity and traditional BioPharma and advanced biomedicine. Several years ago the topics were seen as similar and somewhat convergent, but this gap between Longevity therapeutics and advanced biomedicine in general is receding, and we can expect Longevity to take a place in the next few years as a standard and normal element of advanced biomedicine in general, and indeed, perhaps even on the forefront of advanced biomedicine. So too, have the topic of Longevity garnered increasing support from various government initiatives.

Give the profusion of interest in the topic of Longevity, and its disreputable past in which the term 'anti-aging' was used to sell face creams rather than healthspan-extending therapies based on validated science, we urge journalists to cover the topic in a duly diligent, informed manner, using tangible metrics. We hope to see journalists describing Longevity not in terms of of magic pills, but in more realistic terms of an increasingly validated science that is making progress toward the healthcare paradigm shift from treatment to prevention, with the potential to relieve the massive economic burden of demographic aging, and to more effectively treat the chronic ailments afflicting developed nations at their source, rather than articles about magic pills conferring immediate immortality.

Longevity and Politics in the Media

2019 was the year that the Longevity industry, as a fully integrated indivisible industry, with healthy Longevity as its sole product and dividend, exploded into the mainstream media, with the launch of the UK All-Party Parliamentary Group on Longevity on 7 May 2019 in the UK Parliament. Speaking at the meeting were Matt Hancock, UK Secretary of State for Health and Social Care and the APPG Chair Rt Hon Damian Green MP and Chair of Advisory Board Lord Geoffrey Filkin CBE.





Longevity Embraced by UK Parliamentarians

The fact that the notion of extending Healthy Longevity by such conservative public sector professionals as UK Parliamentarians has in no doubt been assisted by the rise of mainstream, conservative coverage of the topic of Longevity in the world's top Finance, Business and Tech media outlets.



UK Health Secretary Matt Hancock, APPG for Longevity Chair Damian Green, APPG Advisory Board Chair Lord Geoffrey Filkin, APPG Advisory Board Member Andrew Scott and APPG Secretariat Executives Tina Woods, Eric Kihlstrom and Dmitry Kaminskiy at the APPG for Longevity Launch.

The All-Party Parliamentary Group for Longevity intends to build on the UK's existing industrial strategy and bring about the creation on a National Longevity Development Plan.

The APPG will use artificial intelligence and data-driven solutions to find the most effective ways to increase healthspan.

The fact that the extension of healthy Longevity is now being embraced by UK Parliamentarians signals that it has truly entered the minds of both the public and conservative government officials as a probable future. And the resulting coverage signals that it has entered the minds of the mainstream media.

The Science of Longevity Specialization



Allen Cone



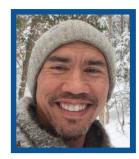
POPULAR SCIENCE Alexandra Ossola



TheScientist Anna Azvolinsky



TheScientist Bob Grant



WIRED **Brandon Keim**



Discover M A G A Z I N E Carl Engelking



BUSINESS INSIDER Charlotte Hu



MIT Technology Review **David Ewing Duncan**



SCIENTIFIC AMERICAN **David Stipp**



TheScientist Diana Kwon



SingularityHub Edd Gent



Jefferson
Philadelphia University +
Thomas Jefferson University Edyta Zielinska



SIMONS FOUNDATION **Emily Singer**



James Ives



TheScientist Jef Akst



ASIANSCIENTIST Jeremy Chan



MIT Technology Review Jocelyn Rice



Daily Mail Kat Arney

The Science of Longevity Specialization



The Scientist
EXPLORING LIFE, INSPIRING INNOVATION
Katarina Zimmer



cancer today Kate Yandell



The Scientist EXPLORING LIFE, INSPIRING INNOVATION

Kerry Grens



Discover M A G A Z I N E Kyle Munkittrick



Discover Mark Barna



Discover

M A G A Z I N E

Nathaniel Scharping



Ehe New York Cimes
Pagan Kennedy



BUSINESS INSIDER Rafi Letzter



The Scientist
EXPLORING LIFE, INSPIRING INNOVATION
Ruth Williams



FRED HUTCH CURES START HERE

Sabrina Richards



DAILY EXPRESS

Sean Martin



SingularityHub

Shelley Fan



Daily Mail



LIFE EXTENSION
ADVOCACY
FOUNDATION
Steve Hill



THE
HUPPINGTON
POST

Steven N Austad



Purch
Tia Ghose



■DIGITAL JOURNAL
Tim Sandle



Forbes
Tina Woods

Stephen Matthews

Finance Specialization



Bloomberg
Ben Steverman



Forbes David Rae



Forbes Howard Gleckman



THE GLOBE AND MAIL*

Ian McGugan



Karen Demasters



Ken Nuss



the japan times Kiyoshi Takenaka



FT FINANCIAL TIMES
Lindsay Cook



Benefits

Martha Porado



IBD Morey Stettner



Neil Howe



Forbes
Olivia Mitchell



WSJ

Paul H. Irving



The Boston Globe

Robert Weisman



BloombergSuzanne Wooley



Forbes
Wade Pfau

Business Specialization



Forbes Alison Coleman



Alvin Powell



MIT Technology Review Antonio Regalado



nextBIG

Brian Wang



CNBC
Christina Farr



Forbes Chunka Mui



FT FINANCIAL TIMES
Clive Cookson



TechCrunch
Connie Loizos



Haggerston Times

Edmund Ingham



BUSINESS INSIDER Erin Brodwin



the japan timesMaiko Takahashi



TE TechCrunch
Sarah Buhr



NEW YORKER

Tad Friend



QUARTZ W Harry Fortuna

Aging and Society Specialization



Alexandra Sifferlin



Alice Park



HUFFPOSTCarol Marak



Forbes Carolyn Rosenblatt



WSJ Clare Ansberry



TOPICElmo Keep



The Guardian Hannah Devlin



THE STRAITS TIMES

Janice Tai



Newsweek
Kashmira Gander



THE TIMES THE SUNDAY TIMES Kat Lay



HUFFPOSTKen Dychtwald



BUSINESS INSIDER Lydia Ramsey



HUFFPOSTMaria Rodale



THE CONVERSATION

Matt Flynn



WIRED
Matt Reynolds



Meera Senthilingam



WIREDMegan Molteni



nextavenue.

where grown-ups keep growing

Patricia

Corrigan



MIT Technology Review Peter Dizikes



TheStreet
Robert Powell



NATIONAL REVIEW
Wesley J Smith

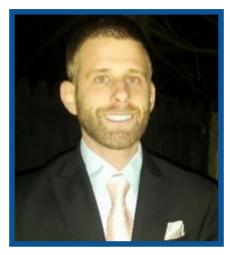
Artificial Intelligence Specialization



Forbes
Joseph Coughlin



SingularityHub
Peter Rejcek



Kenny Walter



ForbesRobin Seaton Jefferson



Forbes
Patrick Cox



Forbes
Sarah Hedgecock

AgeTech Specialization



POPULAR SCIENCE Andrew Zaleski



mHealth Intelligence



mHealth Intelligence



WIRED

Liat Clark

Eric Wicklund

Jennifer Bresnick



Chicago Tribune

Mary Wisniewski

Forbes

Matthew Herper



mHealth Intelligence

Vera Gruessner



Link to the Report: https://www.aginganalytics.com/top-100-journalists

E-mail: info@aginganalytics.com Website: www.aginganalytics.com

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