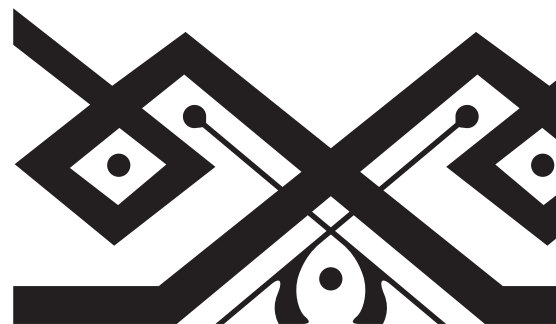


MEDIA

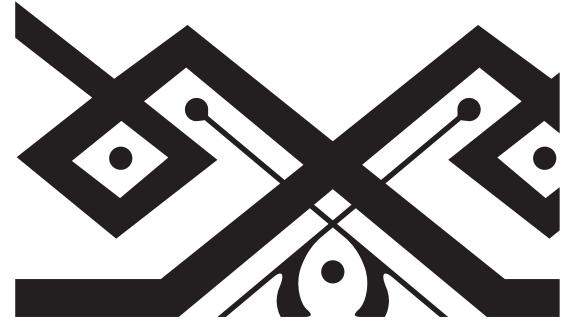
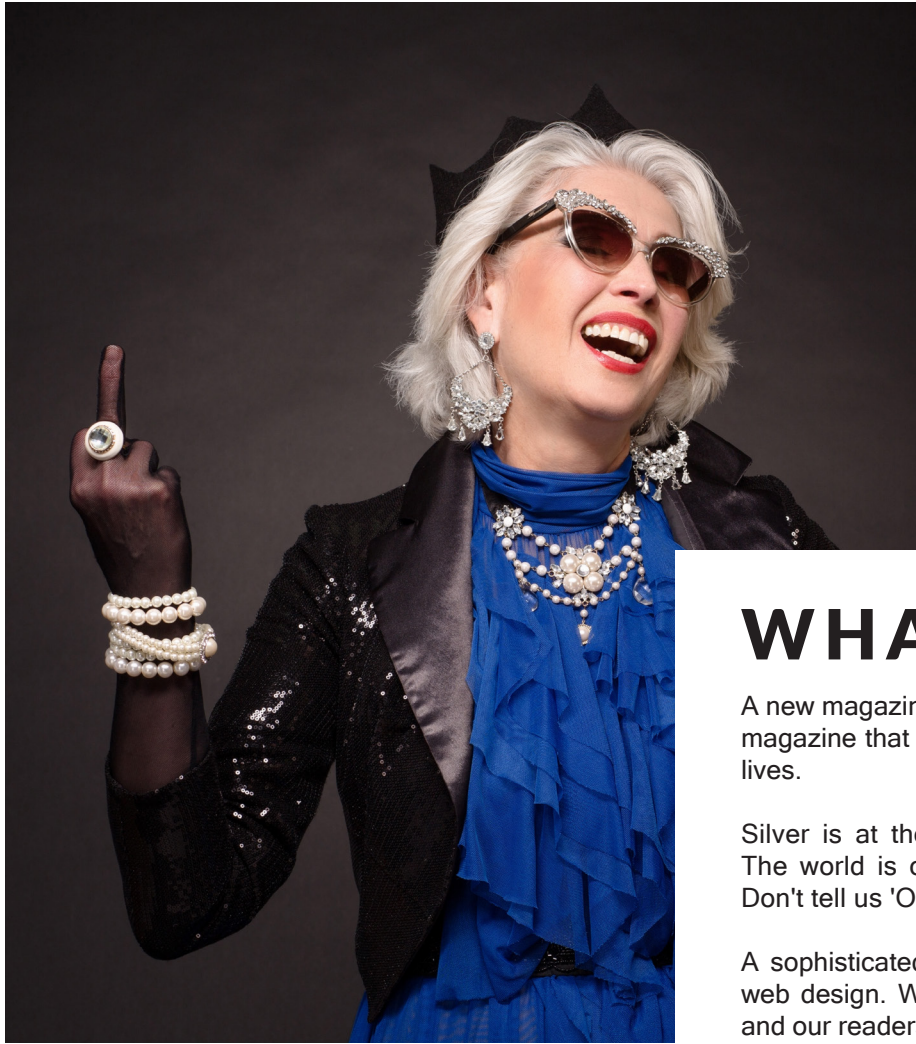


PACK²⁰²⁰



SILVER MAGAZINE

#LIFEBEGINSAT50



WHAT IS SILVER?

A new magazine. It's time for a change. Time for a magazine that reflects how the over-50s actually live their lives.

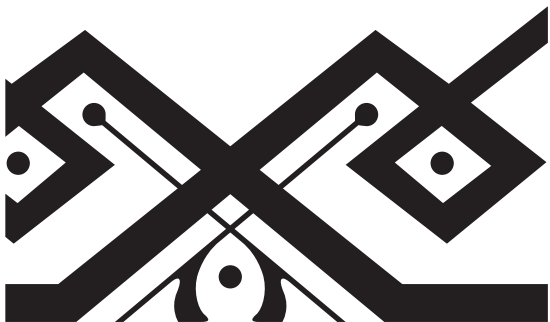
Silver is at the beating heart of today's 50+ generation. The world is changing. We live longer, fitter, fuller lives. Don't tell us 'OK Boomer'!

A sophisticated print magazine, and a stylish and elegant web design. We want to reflect the values of our readers, and our readers like the finer, feistier things in life.

Around 60% of over-50s feel the media portrays them negatively, as stereotypes. They feel patronised.

We're here to change that.





OUR READERS?

ABC1s. Our core readership is 48-69 years old. They don't want to be defined by their age, but by their lifestyle.

They spend on health and beauty, travel, clothing, eating out, gadgets, financial products, art, furniture, home improvements, cars, and investments - and they shop online as much as millennials.

And yes! They still like going out, having wild nights, running businesses, traveling, spending time with family, keeping fit, misbehaving sometimes, having a giggle, having a massage, and living life to the full. Why wouldn't they?!

Silvers also spend money on retirement and care - and not just for themselves.

They're often paying the grandkids' school fees, and footing the bill for multi-generational holidays.



More **people** in
the **UK** are **over**
45 than under

Nearly **half** of all
new cars are bought
by the **over-50s**

Nearly a **quarter** of the
entire adult UK population
is aged between **50-70**.
That's **16.5million**



SILVER FACTS



Kids and mortgages are
gone or reduced – more
time, money and inclination
for travel and fun

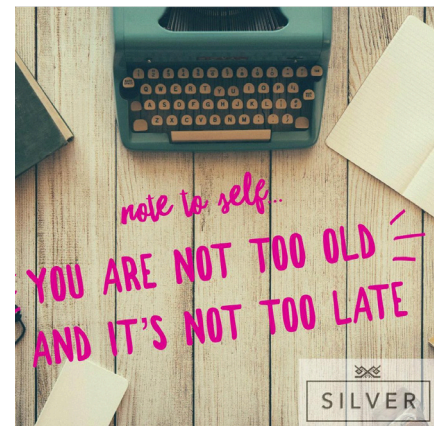
75% of
all housing
wealth is in
the hands of
the **over-50s**

25% will buy
something
new, simply
because they've
seen it advertised.
Daring!

Baby Boomers are the **fastest-
growing** adopters of **digital
media**... Especially on mobile devices.

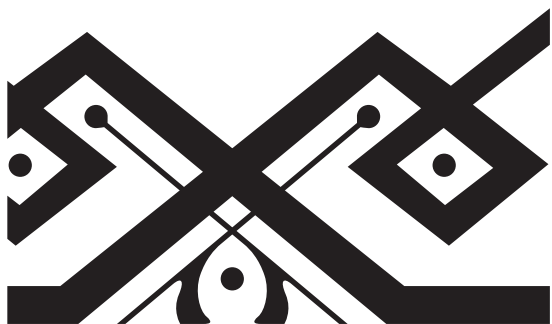
67% feel '**content**'. They don't just talk
about 'Hygge' – they're actually doing it

Over-50s have around
£175billion to spend



70% believe it's
worth **paying**
more for quality

Over-50s hold **80%**
of the **UK's wealth**...
EIGHTY PER CENT!



SOME MORE NUMBERS TO GET EXCITED ABOUT...

Silver is both digital and print. Our Silvers are highly engaged online, but they also love the traditional richness of print.



WHAT DO WE WANT?

An honest, fearless magazine
for people over 50

WHEN DO WE WANT IT?

Quarterly - in print
And 24/7 - online



OUR DIGITAL VOICE IS HEARD GLOBALLY

Our print issues have pride of
place on the coffee table
There's no stigma with Silver



PRINT

- The magazine is available to our subscribers, by post
- It also appears in beauty salons, 5*hotels, first class airport lounges, exclusive high end events etc.
- Magazines are available to download digitally
- Subscribers enjoy extra features, competitions, exclusive content, events etc

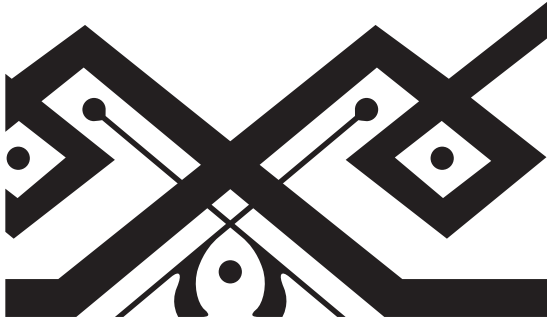
ONLINE

- Always free. Editorial updated regularly each week
- Interaction with our social media platforms is exciting, but by far the biggest referrer is Facebook
- Our readers are engaged and comment on our features online

SOME STATS

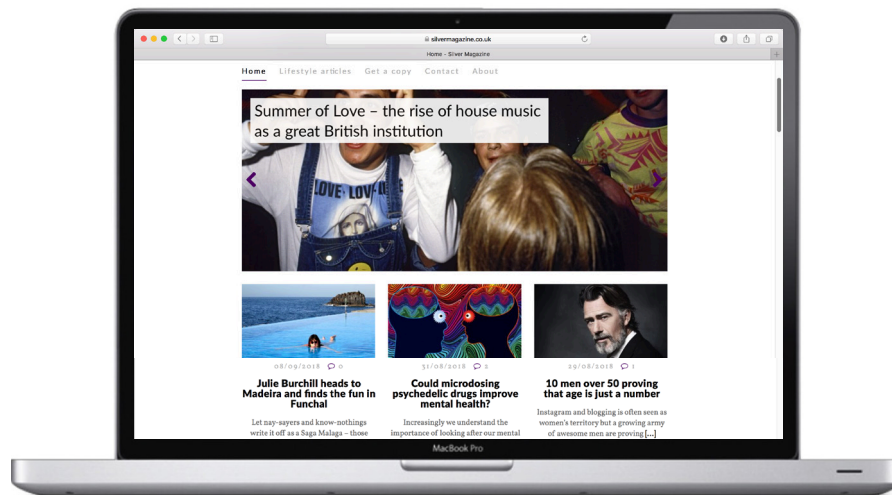
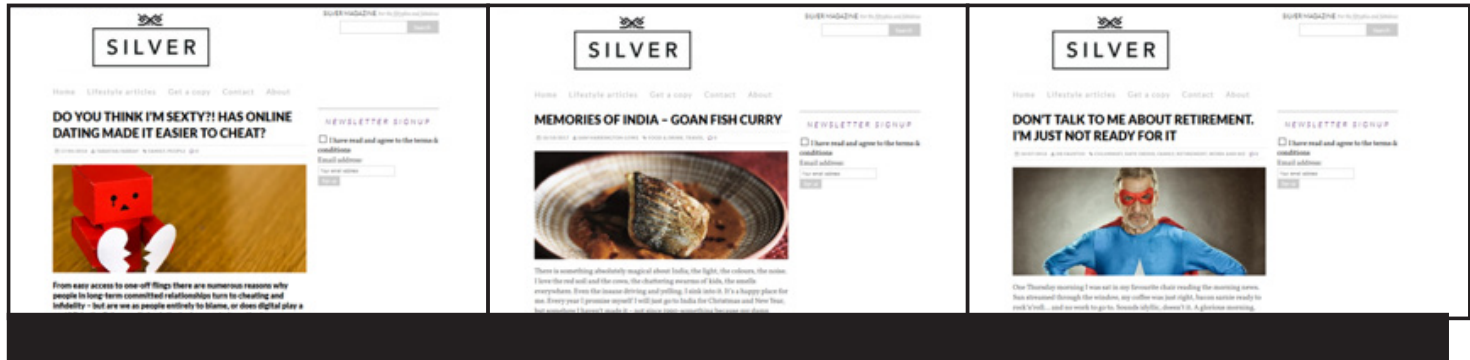
- **Website** - average 20,000 unique users per week, 32,500 visits
- **Facebook** - best monthly organic reach 3.3million
- **Print run** - 15,000 minimum



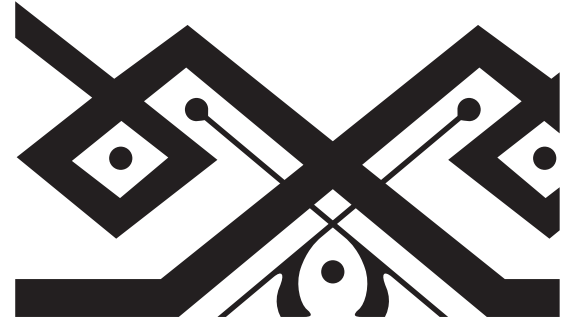


CONTENT

We pride ourselves on ensuring there's enough in the magazine for men as well as women...



Travel
Beauty
Fashion
Real life
Homes and gardens
Fitness
Technology and gadgets
Motors
Culture and the arts
Politics and the environment
Business and money
Sex and relationships



DIGITAL MARKETING

- Sponsorship opportunities
- Display and banner advertising
- Email newsletters
- Social media campaigns
- Competition features

PRINT MARKETING

- Series ad deals
- Loose leaf inserts
- Special treatments including cover wraps, cover gatefolds, cover mounts, belly bands and sachet applications
- All print ads include complimentary digital exposure
- Multi-channel campaigns

WHAT THEY SAY ABOUT US

“

Can't wait to read this magazine

Finally, a modern magazine
for the modern older person

All signed up, really looking forward to being a part of this

Excellent! I look forward to seeing a magazine
that's aimed at my age group...but modern! :)

Fabulous, I'm loving this. Let's ban the beige!

Just subscribed. Too long a
wait for something like this

”