

SILVER
M A G A Z I N E

2024
MEDIA KIT

www.silvermagazine.co.uk
advertising@silvermagazine.co.uk

2024 MEDIA KIT

Hi everyone, I'm Sam, the founder of Silver Magazine.

Silver is an independent magazine with a fresh editorial outlook. A magazine that's not afraid to tackle the real issues faced in midlife, nor to have a laugh at them. We are unafraid, outstanding. We are also sympathetic, realistic, and supportive.

Our core readership is the revolutionary Generation X. People who have arguably seen the biggest cultural and social shifts since the industrial revolution. The end of the Cold War, the rise of the internet. Moon walkings and landings. Advancements in feminism, changes in the workplace. They've been punks, new romantics, and ravers. Importantly, they've connected with alternative and underground magazines and publications. They don't want boring.

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

We're here to change that. There's no stigma with Silver. Nobody thinks of it as an 'old person's magazine'. It's by subscription – every person who has a copy actually wants it.

People are proud to show it off... Shouldn't you be in it?!



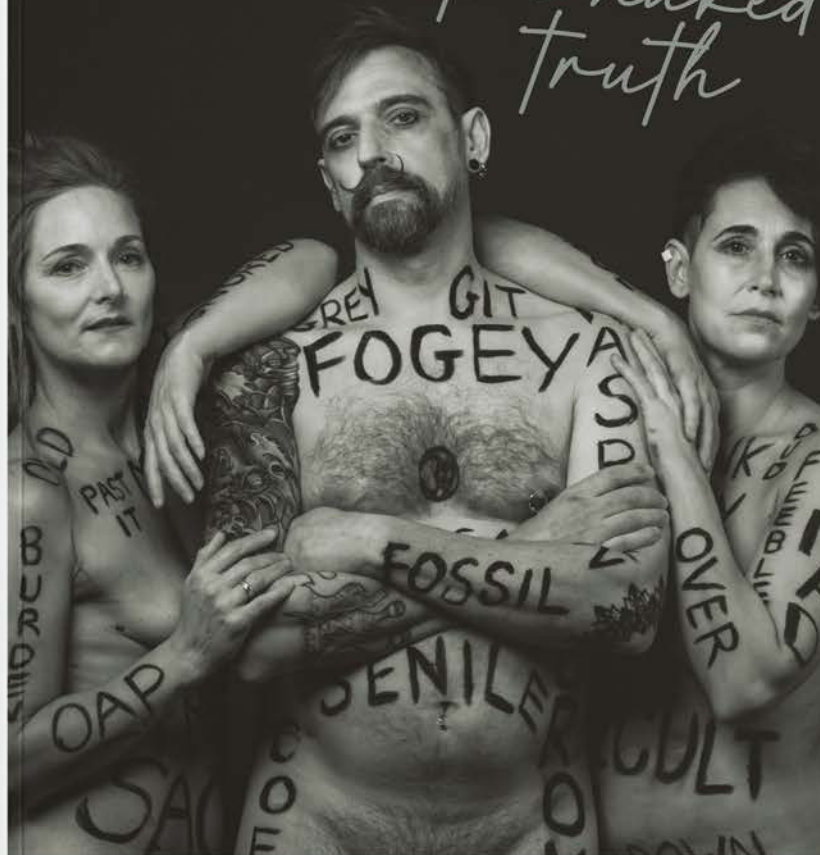
**OUR CORE
READERSHIP IS THE
REVOLUTIONARY
GENERATION X**

SILVER

THE OFFICIAL FIRST ISSUE

AUTUMN / WINTER 2021 £3.25

*The naked
truth*



>> We launched a survey to find out exactly who you are, and these are the no-holds-barred results. Get ready for...

THE NAKED TRUTH

PHOTOGRAPHER >> Erika Szostak
PHOTOGRAPHY ASSISTANT >> Matt Ryan
MAKEUP & HAIR >> LoveYoHair
MODELS >> Belle Kirkus, Adrian Southby, Lesley Burdett
SHOT ON LOCATION >> Copperdollar Studios, Brighton



WE ARE NOT LIKE OTHER MAGAZINES

We didn't just guess at who our readers are, and what they do. We took the trouble to ask them in a five-stage, groundbreaking survey of their lives.

Our knowledge of our audience is in-depth, and intimate. Want to know the naked truth?

SILVER'S CONTENT CORNERSTONES



MIDLIFE COMING OF AGE

Your midlife is a time of extraordinary metamorphosis. We're along for the ride with our readers, every step of the way.



TRAVEL

We know our readers spend a bomb on travel, and not just the safe stuff. And not just overseas. 100% of our UK respondents holiday in the UK. And don't get us started on how mad they are for trains, especially sleepers. Wine tours, long haul, adventure and off-piste. They want it all.



FASHION

Our readers love to look good, and dress well. They also know that it's worth paying more for quality items that will last. They also have more confidence in how they dress. Men particularly waved the flag, saying "don't forget about us!"



FOOD, DRINK & FUN

Eating out is a massive favourite, and quality wines are right up there too. Cooking is important, and having a good kitchen is a massive part of that!

All of this information is drawn from our own research data. We're happy to provide you with some in-depth stats if you'd like.



HOPES & DREAMS

Despite having some tough stuff going on, our respondents are a positive and upbeat generation. Many are still pursuing new dreams and challenges, and they love to learn new things.



ENTERTAINMENT & MUSIC

Data from Statista indicates that there's a wide age spread of UK music festival-goers with as many aged over 41 as there are under 25. We know this is true – our Silvers LOVE music. They're also mad for theatre and cinema, TV dramas and box sets, art, sporting events, museums, country houses, and yes, amusement parks.



INTERVIEWS

We love nothing more than to secure a fascinating nose at someone's life, behind the scenes. And we can see how much our readers love this. Every issue includes at least two really meaty interviews.



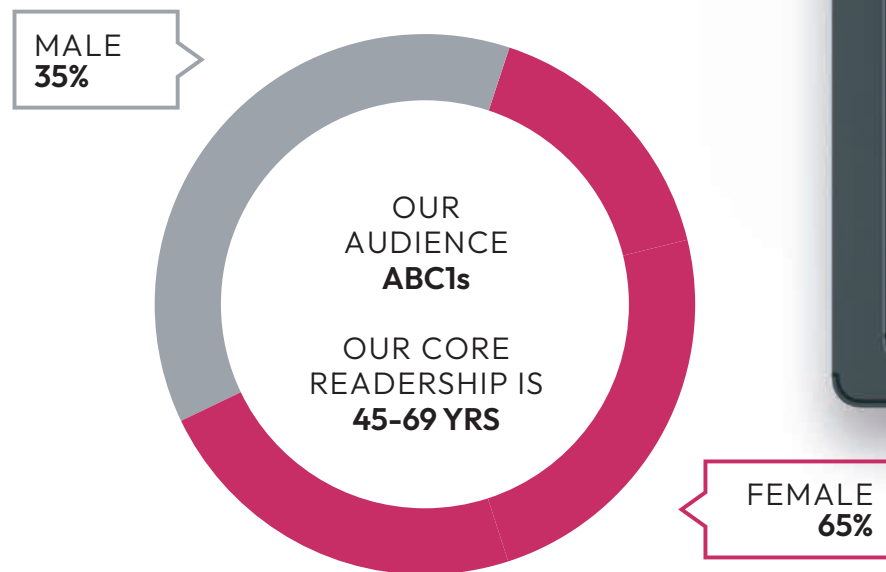
HEALTH, SKINCARE, GROOMING, FITNESS & WELLBEING

Where do we start with this lot?! So much to cover, from dietary supplements, yoga and retreats, to special skin care products, weight lifting and meditation. This is probably the biggest and most diverse area in which our readers are invested, and where they spend a fortune. Let us tell you more about this.

ABOUT US AND OUR READERS

Silver is both digital and print.

Our Silvers are highly engaged online, but they also love the traditional richness of print. We know this – because we've asked them.





STATS OVER AN AVERAGE
THREE MONTH PERIOD

PRINT READERSHIP
16,000

(3.2 per issue)

FACEBOOK FOLLOWERS
16,000

(organic reach 892.1k)

INSTAGRAM FOLLOWERS
2,500

(organic reach 7.9k)

EMAIL NEWSLETTER LIST
4,300

ONLINE UVM
ave. 6,000

(organic reach 22.5k)

3 MONTH PERIOD
TOTAL COMBINED REACH

942,654

MONTHLY AVERAGE
COMBINED REACH

314,218



45+

More people in the UK are over 45 than under



80%

Over-50s hold 80% of the UK's wealth

50+

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

WHAT WE KNOW – SILVER STATS

Just in case you were under any illusion about whether this audience is the right one to advertise your product or service to, here are some super silver stats...



16.5m

Nearly a quarter of the entire adult UK population is aged between 50-70





£175b

Over-50s have around
£175billion to spend

25%

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



70%

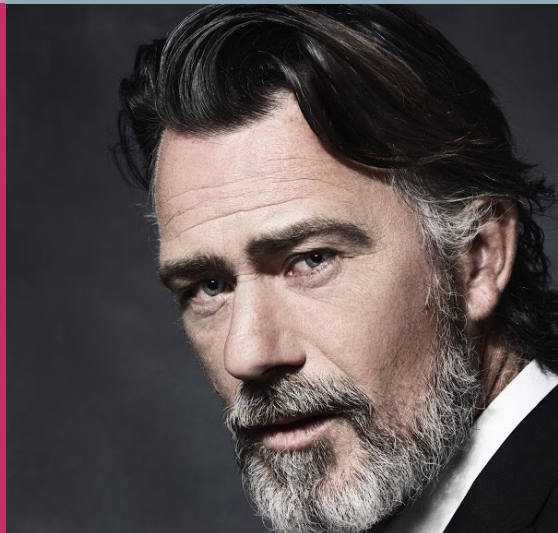
70% believe it's worth paying
more for quality



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

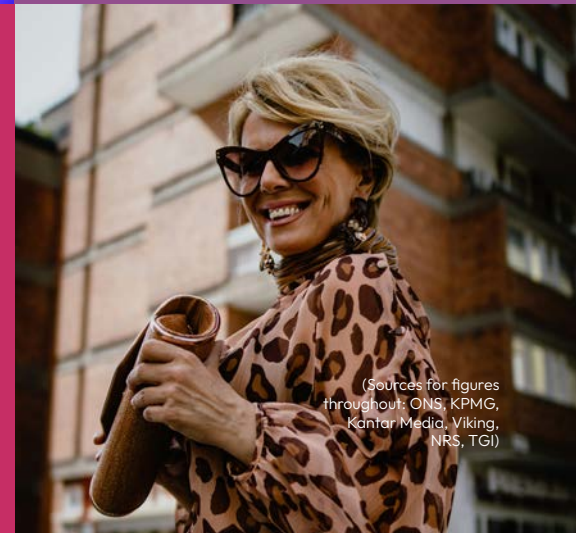
75%

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



67%

67% feel content. They don't
just talk about Hygge –
they live it

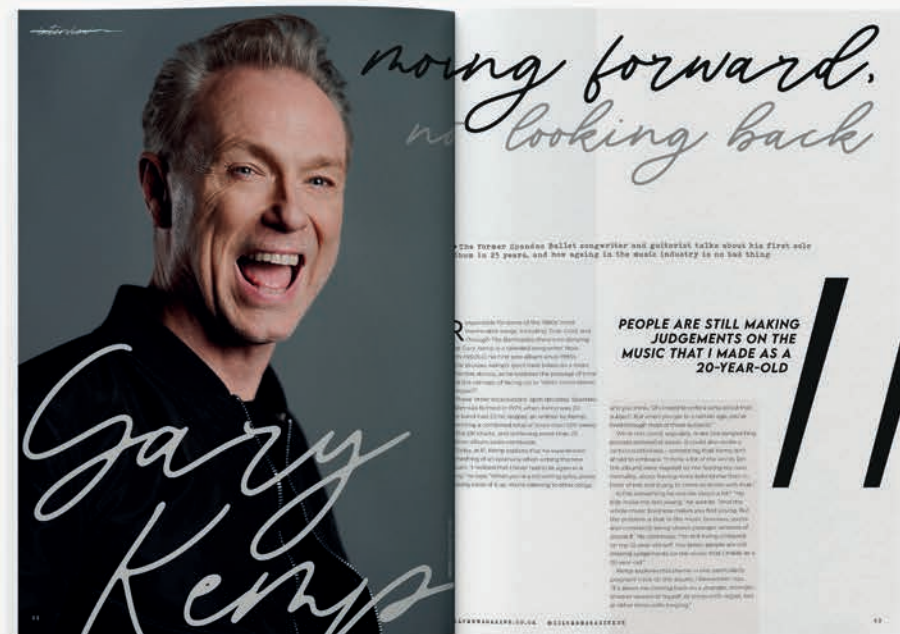


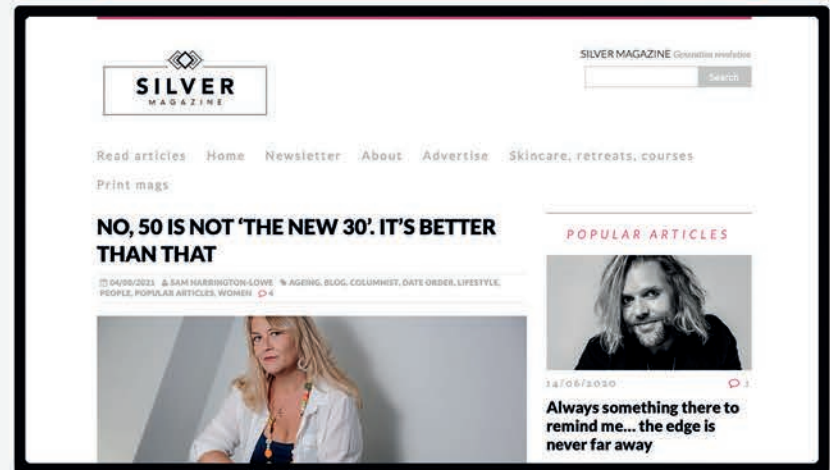
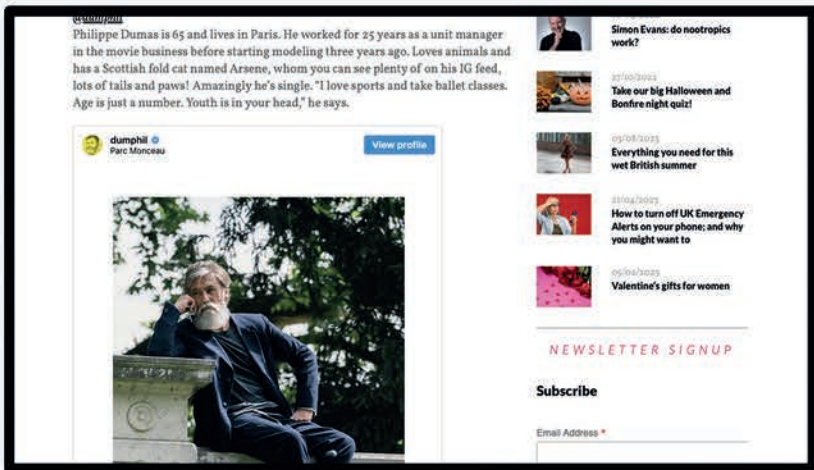
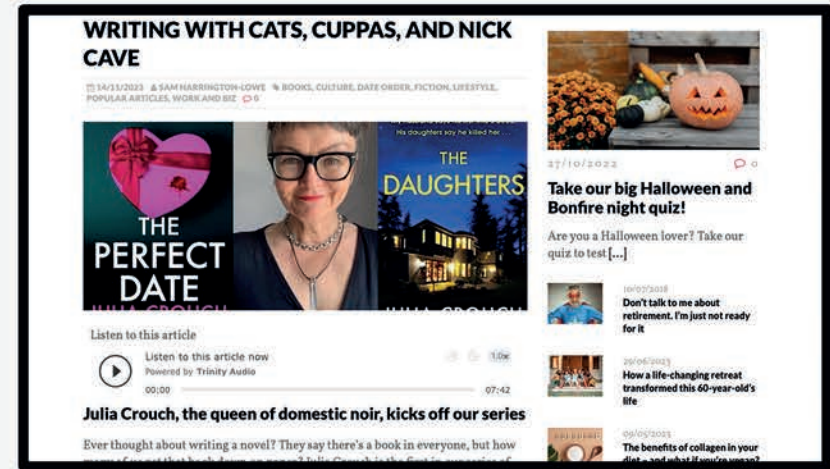
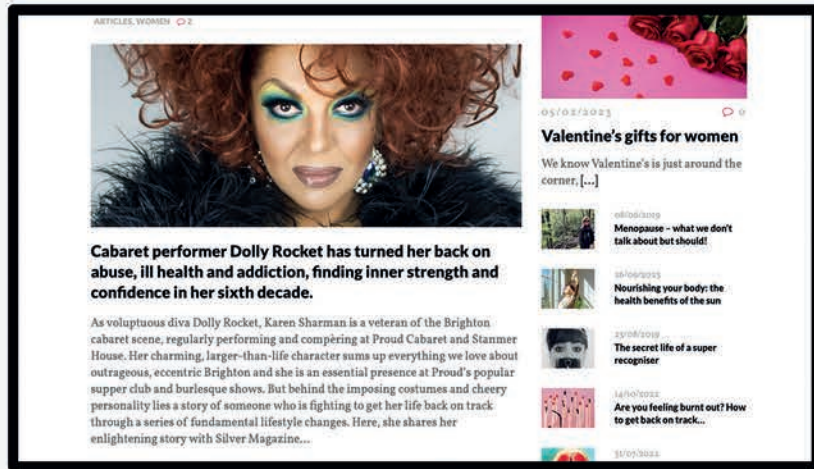
(Sources for figures
throughout: ONS, KPMG,
Kantar Media, Viking,
NRS, TGI)

READING THE MAGAZINE

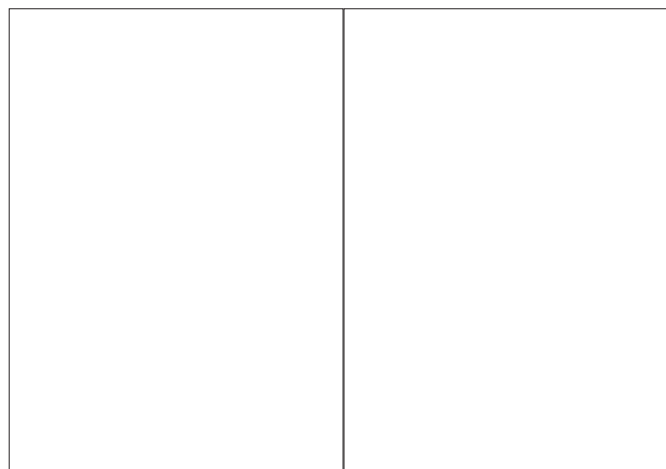
Out quarterly in March, June,
September, and December.

Please ask for a features list.





AD RATES



All text must stay within a 12mm border on all ads

FULL PAGE (PORTRAIT)

BLEED 303 x 216 mm
TRIM 297 x 210 mm

DPS (LANDSCAPE)

BLEED 303 x 426 mm
TRIM 297 x 420 mm

HALF PAGE (LANDSCAPE)

BLEED 154 x 216 mm
TRIM 148 x 210 mm

PRINT

FRONT OF MAG

FULL PAGE	£2,200
DPS	£4,200
FULL PAGE RHP	£3,000

RUN OF MAG

FULL PAGE	£2,000
DPS	£3,900

HALF PAGES

FRONT HALF	£1,100
BACK HALF	£1,000

COVERS

INSIDE FRONT	£3,500
OUTSIDE BACK	£3,500
INSIDE BACK	£3,500

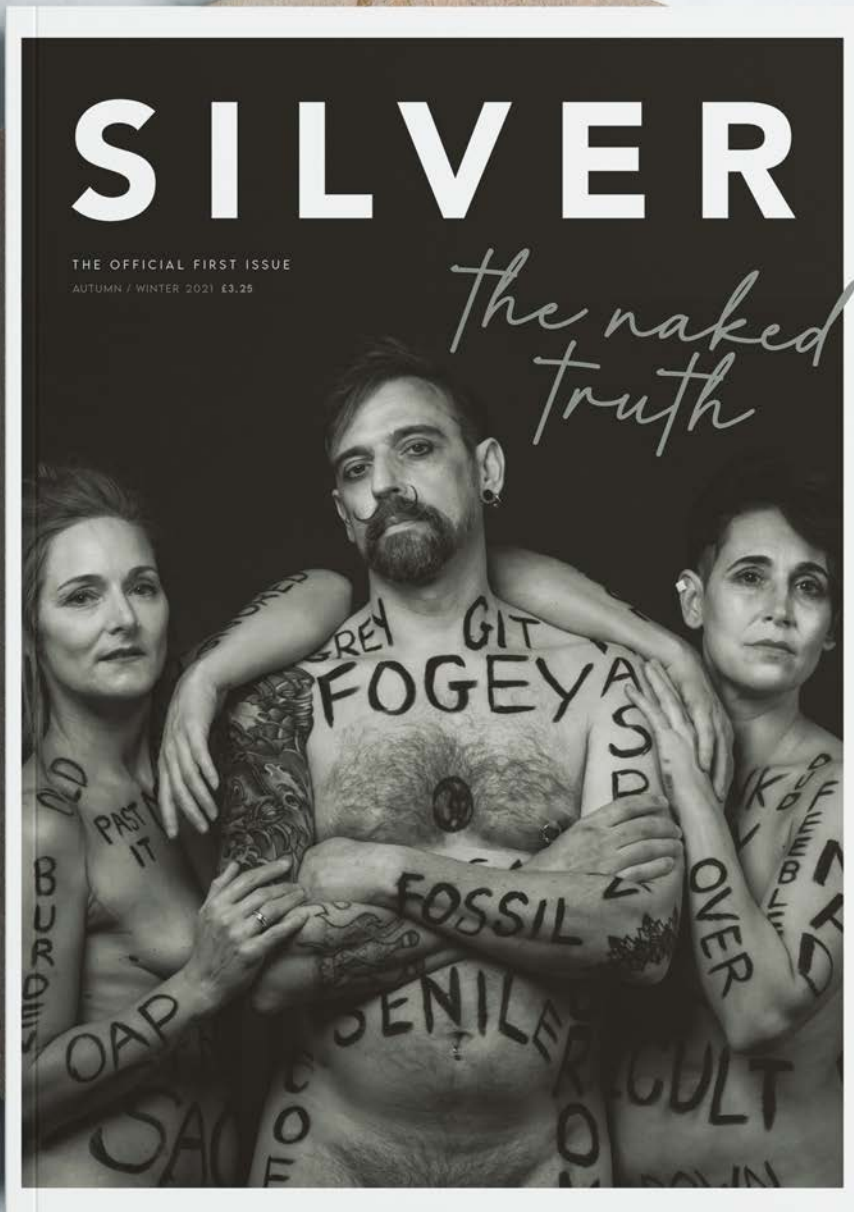
BOUND IN GATEFOLD	£POA
OBC ROLLFOLD	£POA

DIGITAL

ONLINE ADVERTORIALS	FROM
	£850
DISPLAY ADS	£POA

MULTI-CHANNEL

Please ask us for bespoke, combined campaigns to make the best of your advertising spend.



SPONSORSHIP

If you're interested in sponsoring our live retreat events please get in touch with us on advertising@silvermagazine.co.uk

CONTACTS

Sales team at Silver Magazine –
advertising@silvermagazine.co.uk

www.silvermagazine.co.uk

