SILVER

MEDIA KIT 2026

Connecting brands
with an affluent, discerning audience

WEL

SILVER
THE ERA OF NEW HEDONISM
Why pleasure is back on the menu
STILL HERE. STILL HUNGRY.
The new mood for midlife
Inside:
fashion with feeling, travel with taste, beauty with bite and the grown-up return of going out

LCOME

Nobody flicks through Silver Magazine. They read it.

In these days of more discerning readership, this places us as a premium, independent, but accessible and affordable luxury read.

Silver is an independent magazine with a dynamic editorial outlook that's not scared to tackle the real issues faced in mid-life. We are unafraid, outstanding. We are also sympathetic, sensible, and supportive.

Our core readership is the revolutionary Gen X. And now, after 10 years in the business, older Millennials are joining our gang.

Our readers are affluent and unfazeable. They've lived through analogue and digital worlds alike. From punk to rave culture, from mixtapes to Spotify, from fax machines to smartphones, they've witnessed huge cultural and social change first hand.

But most importantly, they have their hearts in print, growing up with magazines, music weeklies, underground publications and Sunday supplements that shaped identity and culture long before algorithms did.

We've had years of experience doing all of this at Silver, and we're leaders in our field. So strap in, and join us for the ride.

Turquoise vintage
Dorothy Perkins ruffle dress
SOLD community charity
shop Shoreham
White vintage furry shrug
and pink sunglasses
stylist's own

ABOUT US

It's been over a decade since we launched Silver Magazine, and like the Gen X and late-Millennial readers who subscribe to us, we've shape-shifted and grown, ageing in our own unique way.

Faced with a slew of depressingly safe and patronising magazines for the over 50s, we created Silver for people in mid-life who reject outdated ideas about ageing.

We were ahead of the curve then, and we're still leading the way now.

We're not on newsstands. Instead, we have a loyal army of thousands of subscribers. This ensures we keep Silver Magazine fearlessly independent.

This is where our rebel midlife community comes together, and there's room for your voice in the mix. Within the pages of Silver Magazine, you'll find sophisticated revelry. Stories for a culturally curious generation ageing their own way, on their own terms.

If you have a brand our readers care about, this is where you should be.

60%

prefer getting their lifestyle content in print

66.7%

bought something after seeing it in a magazine

WHY US?

Because we invest in quality. If you want space for your brand to breathe, where it won't evaporate in a mill of churning content, then step this way. Your business will sit alongside vivacious editorial, reaching tens of thousands of engaged readers.

As leaders in our field, we've done our homework and taken the time to get to know our audience. Our 2025 survey showed that over 60% of respondents prefer getting their lifestyle content in print, with readers wanting quality, depth and trustworthy content.

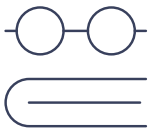
And 66.7% of people said they'd bought something after seeing it in a magazine, with a whopping 70% who believe in paying more for quality. How do you like them apples?

The mid-life space is thriving. Over-50s hold 80% of the UK's wealth! Tap into that wealth with us.

SILVER IS ...

A trusted brand that's over ten years old

Proud of its engaged followers across all channels



A stylish publication to showcase your brand

Published across print and digital platforms

ADVENTURE
WINE TOURS
ROAD TRIPS
TRAVEL
ESCAPISM
FOOD
SELF-EXPRESSION
SOLO TRAVEL
COOKING
CRUISES
RAIL JOURNEYS
MIDLIFE FREEDOM
BOUTIQUE HOTELS
DINING
BOOKS
RELATIONSHIPS
CULTURE
WELLNESS RETREATS
LUXURY
STYLE
INTERIORS 5 STAR
MUSIC
FASHION
CONFIDENCE
FESTIVALS
THEATRE
ART
INDIVIDUALITY
WINE

“At last… a magazine for our generation that doesn’t talk down to us.”

SILVER
MAGAZINE

OUR AUDIENCE

45

More people in the UK are over 45 than under. This is a demographic to take seriously

80%

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

49%

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

16.5m

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

75%

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

175bn

Over-50s have around £175billion to spend

25%

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

0

Kids and mortgages are gone or reduced – more time, and more disposable income

70%

believe it's worth paying more for quality

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

CONTENT CORNERSTONES

We don't just lovebomb your eyeballs with our beautiful design – the editorial content is second to none.

Midlife Coming of Age
Midlife is a major life shift. From wellness, tech and travel to fashion, fitness and second acts, Silver connects brands with readers actively reshaping their lives.

Travel
Our readers spend big on travel, from sky-high adventures to holidays in the UK. They adore trains and cruises, plus wine tours, long haul, adventure, and off-piste. They want it all.

Fashion
Our readers are fashion-forward and embrace individuality and style. They also pay more for quality, knowing it will last.

Food, drink & fun
Fine wining and fancy dining are just as popular with our readers as taking the time to cook at home. They also appreciate a really good kitchen to do it in.

Hopes & dreams
Despite midlife challenges, our readers are positive and upbeat. Many are still pursuing new dreams and challenges, and they love to learn new things.

Entertainment & music

This generation is out and about. They're at festivals, the theatre, and art shows. They're at sports events, museums, and country houses. They're riding rollercoasters and rewriting the rulebook.

Voices

We tap into decades of wisdom every issue, by interviewing bold voices with brilliant stories.

Health, fitness, & wellbeing

Our readers invest in their minds and bodies, and this is a huge part of their lives. From dietary supplements, yoga and retreats, to skin care, weightlifting and meditation. This is probably the biggest and most diverse area in which our readers are invested, and where they spend a fortune.

Motor & tech

This generation is engaged with gadgets, make no mistake. Whether it's state of the art music systems, electric cars, smart home tech, watches, headphones or the latest phone upgrades, they're all in. Help them discover what's next.

MENTAL HEALTH
PHOTOGRAPHY
SEX
DATING
WALKING
FUN
SPIRITUALITY
MINDFULNESS
ESCAPE
VINYL
GADGETS
TECH
QUALITY
INNOVATION
SMART HOMES
ELECTRIC CARS
GEN X
ALTERNATIVE LIFESTYLES
COCKTAILS
INDEPENDENT THINKING
ROCK AND ROLL
STORYTELLING
MODERN AGEING
EXPERIENCE
HOBBIES
MOTORING
CONNECTION
VAN LIFE
CONVERSATION
GARDENING

“Silver proves getting older doesn’t mean becoming boring.”

SILVER
MAGAZINE

ABOUT US & 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.

14k Magazine readership across print and digital

6k Silver Magazine Online UVM ave

22.5k views

16.4k Facebook followers

3.5k Instagram followers

4,450 Email newsletter list recipients

386,350

Monthly average combined reach

Our ABC1 audience

45-69 Our core readership is 45-69 years old

AD RATES

Silver is produced as a stand-out premium publication with perfect binding, heavyweight stock, and a refined editorial finish.

Our affluent ABC1 readership has strong spending power and a taste for quality.

Read an issue for yourself

MEDIA RATES

PRINT AD COSTS

Front of mag full page	£948
Run of mag full page	£812
Front of mag DPS	£1,696
Run of mag DPS	£1,492
Front of mag full page RHP	£1,152
Half page, front half	£472
Half page, back half	£404
Inside front cover	£1,250
Outside back cover	£1,500
Inside back cover	£1,075

DIGITAL

Online advertorials from	£350

PARTNERSHIP PACKAGES

Starter package £676

Perfect for smaller brands wanting an introduction to Silver's audience.

- Half page print advert
- Online advertorial
- Social media inclusion

Signature package £1,271

A strong multi-platform package combining print presence with digital reach.

- Full page print advert
- Online advertorial
- Social media promotion
- Newsletter inclusion

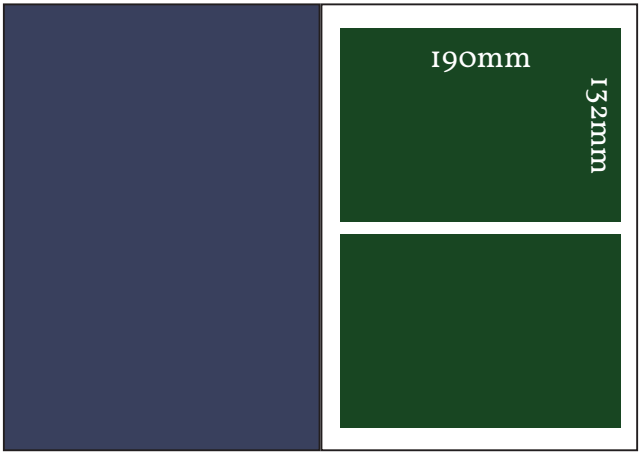
Premium partner package £2,121

High-impact visibility across Silver's print and digital channels.

- Front of book DPS advert
- Premium online advertorial
- Dedicated social media post x 2
- Newsletter feature placement
- Editorial collaboration opportunity
- Priority booking for future issues

All prices exclude VAT

TECH SPEC



FULL PAGE AD

Print-ready PDF with crop marks and bleed to be supplied.

Trim size 210 x 297mm
Bleed size 216 x 303mm
Include 3mm bleed around all edges
Safe zone 190 x 277mm
Keep all text, logos, and critical info inside this area

DPS AD

Print-ready PDF with crop marks and bleed to be supplied.

Trim size 420 x 297mm
Bleed size 426 x 303mm
Include 3mm bleed around all edges
Safe zone 400 x 277mm
Keep all text, logos, and critical info inside this area

HALF PAGE AD

Print-ready PDF to be supplied.

Trim size 190 x 132mm
Landscape

“I subscribed immediately. There still isn’t anything else quite like it.”

SILVER
MAGAZINE

CONTACTS

THE MAGAZINE

Out quarterly in March, June, September, and December. Please ask for advance features lists for targeted campaigns.

CONTACT US

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

SILVER
MAGAZINE