

50 PLUS MAGAZINE



The Local Magazine for the over 50s

The Growing Importance of the over 50's Population

- The over-50s control 80% of the UK's wealth, have little or no debt and huge spending power.
- The pot of assets and cash held by people over 50 is valued at over UK £175 billion.
- By 2031, the number of people aged 80 and over will rise from 2.2 million to 4.9 million.
- With fixed or index-linked incomes, the over-50s sector is largely recession-proof.

Phenomenal spending power of the most lucrative audience

- Collective pot of £175 Billion
- 30% higher disposable income than the under 50s
- 90% own their own homes of which 72% have no mortgage
- 85% have private pensions
- Possess 80% of all private wealth

An audience without conditioned purchasing habits

- 59% are always prepared to try new products
- 38% often try something new after seeing it advertised
- 28% often buy a new brand to see what it's like
- 25% love to buy new gadgets and appliances
- 23% are tempted to buy products they've seen advertised



General/Sales enquiries: t: 01204 860194
Artwork: 01204 860195 Email: artwork@mcgrathmedia.co.uk

THE LOCAL MAGAZINE FOR THE OVER 50s

Few companies can afford to ignore the over 50s because they are:

- The largest sector of the population
- The fastest growing
- The most affluent with the highest disposable income
- The people with the least financial ties

Inheritance

- - 22% have already inherited from parents*
- - 10% have already inherited property*

Financial Freedom

- Free from the mortgage
- Free from the kids
- Realising assets from increasing property values
- Generous pensions to look forward to
- Better health than their parents



*Source: TGI/TGI Gold



We can get you results...

Stockport and East Cheshire / Derbyshire and High Peak Magazines

"We have advertised with 50 Plus Magazines for the last 18 months . we have had 8-10 enquires per magazine and our customer love the look and feel of the product . We have tried several other Newspapers and Magazines and 50 Plus has been one of our best lead generators ."

Pat Sidebottom | Practice Manager
Marple Physiotherapy Clinic

Bolton and Bury Magazine.

"We have advertised in 50 Plus Bolton and Bury for the last 12 months and have monitored our response via a special 2/ 1 offer. We are very pleased with the 41 vouchers we have received from the promotion and will continue to work with 50 Plus for the future promotions. The advertisement was very creatively design and gives the right impression of our business every time."

Mukesh | Head chef
Grappa at the Crofters

"We have advertised in 50 Plus for the last 2 years and have received 3/ 4 new business enquiries with each edition. Which have proved to us the power of the magazine locally in the 50 plus market place."

Jonathan Dean
C J Dental

Leeds, Harrogate & Wakefield Magazine

"I have used 50+ magazine several times to get messages out to older people about changes in health and social care in Leeds. I have found this a very useful medium, the approach is professional and the staff pleasant and helpful."

Leonie Gregson
Leeds Health and Social Care.

Oldham, Tameside & Rochdale

I have been using the magazines for the last 3 years starting with my local edition Tameside, Oldham and Rochdale on a quarterly basis , bringing in a regular 18 enquiries per edition . I have now moved into new areas including Bolton and East Cheshire quadrupling my response rate . The artwork is tailored to my needs and the reproduction is always top quality , I now have all my printing done by the company as well. The quality of service and advice is second to none.

Paul Targett
Ellen Smith Coach Tours.



visit www.50plusmagazine.co.uk

Kirklees & Calderdale Magazine

"We have been using 50 plus magazines for the last couple of years and it has helped us to get into the local market to generate future funding for both our 17 retail outlets and charity events. I would recommend the vehicle to generate business in the local community as well as brand awareness to the over 50s market place."

Garry Wilkinson
Kirkwood Hospice, Huddersfield.

Oldham, Tameside & Rochdale Magazine

"Just to let you know I've now seen the latest edition of Stockport, Macclesfield and Cheshire East with our feature in it. It looks really good thanks. Also just to let you know I've had a phone call from a lady who had seen the Tameside, Oldham and Rochdale edition and rang up about one of our events listed on the page. She said she wanted to bring her grandchildren over to it. I asked her where she picked up the magazine and she said in Asda at Shaw. So we know it is getting seen outside of our area which is good. Thanks again."

Howard Murphy
Ashton-under-Lyne Town Centre Management Office.

Sheffield & Derbyshire magazines

"We are located in a small village outside Derbyshire, 50 Plus Magazines have brought us business from the over 50s market place to both our restaurant and gift shops over the last couple of months. The layout was very eye catching and to our satisfaction."

Duncan Stokes
Hassop Station, Director.

Sheffield, Barnsley Rotherham & Doncaster Magazine

"I love the look and feel of your magazine. We have been advertising for the last twelve months within the magazine and have had regular business from it. The feedback has also been positive from our customers."

Mr Singleton
UK Bullion Ltd, Director

"We have advertised in the magazine for the last two years and have received over three new clients per issue with an average spend of £2,000.

Suzi - Practice Manager
Churchfield Dental Centre.

Preston & Fylde Coast Magazine

We have advertised in your Preston and Fylde coast magazine for 50 Plus Magazines and have had several people attend the promotional evening for fosterers in Preston, as a result two people went through all our vetting systems to successfully become foster parents. We are very pleased with this and recommend your magazine as a good platform to promote your business and will be using the magazine on a regular basis.

Nathalie Beswick
Marketing Manager, Alpha Fostering.

Swindon Magazine

"We have advertised on a regular basis with the magazine without a return on investment monitoring system. This time we deliberately put a monitoring system in place for our Highway Code training for Scooters, the response was exceptional from 50 Plus magazines and we soon filled both courses."

Margaret Tester
Swindon Road Safety, Centre Manager.



Publication Dates BY MONTH

JANUARY

Bolton & Bury
Liverpool & Southport
Derbyshire & High Peak
Chester & Wirral
Preston & Fylde
South Yorkshire
Wigan, Warrington & St Helens

FEBRUARY

Kirklees & Calderdale
Swindon
Blackburn & Burnley
East Yorkshire
Leeds & Harrogate
Isle Of Wight

MARCH

Birmingham & Solihull
Cheltenham & Gloucestershire
East & West Berkshire
Oldham, Rochdale & Tameside
Surrey
Stockport & East Cheshire

APRIL

Bolton & Bury
Liverpool & Southport
Derbyshire & High Peak
Chester & Wirral
Preston & Fylde
South Yorkshire
Wigan, Warrington & St Helens

MAY

Kirklees & Calderdale
Swindon
Blackburn & Burnley
East Yorkshire
Leeds & Harrogate
Isle Of Wight

JUNE

Birmingham & Solihull
Cheltenham & Gloucestershire
East & West Berkshire
Oldham, Rochdale & Tameside
Surrey
Stockport & East Cheshire

JULY

Bolton & Bury
Liverpool & Southport
Derbyshire & High Peak
Chester & Wirral
Preston & Fylde
South Yorkshire
Wigan, Warrington & St Helens

AUGUST

Kirklees & Calderdale
Swindon
Blackburn & Burnley
East Yorkshire
Leeds & Harrogate
Isle Of Wight
Southport Flower Show

SEPTEMBER

Birmingham & Solihull
Cheltenham & Gloucestershire
East & West Berkshire
Oldham, Rochdale & Tameside
Surrey
Stockport & East Cheshire

OCTOBER

Bolton & Bury
Liverpool & Southport
Derbyshire & High Peak
Chester & Wirral
Preston & Fylde
South Yorkshire
Wigan, Warrington & St Helens

NOVEMBER

Kirklees & Calderdale
Swindon
Blackburn & Burnley
East Yorkshire
Leeds & Harrogate
Isle Of Wight

DECEMBER

Birmingham & Solihull
Cheltenham & Gloucestershire
East & West Berkshire
Oldham, Rochdale & Tameside
Surrey
Stockport & East Cheshire

We publish 15,000 magazines per area which are freely distributed by leading supermarkets, councils, libraries and other outlets.

ASDA

TESCO

Sainsbury's

M
MORRISONS

Local Advertising Rates

ADVERT TYPE	1 EDITION	ADVERT TYPE	1 EDITION
Outside Back/Inside Front	£595	Quarter Page	£225
Double Page Spread	£625	Classified Tenth Page	£95
Centre Pages	£675	Charity Rate	- 20%
Full Page	£495	EATING OUT GUIDE	
Half Page	£325	Third Page	£195
Contents Page Half page portrait	£335	Half Page	£270

TWO EDITIONS 20% OFF SECOND ADVERT

Charity Number must be added to qualify for charity rate.

Website Advert

Size 300px wide by 250px high at 72dpi

£69 per month
(minimum of 3 months)

£59 per month
(minimum of 6 months)

£35 per month
(minimum of 12 months)

Front Cover Options

Front Cover Mention - **£50**

Front Cover
Highlight with logo - **£75**

All prices are quoted exclusive of VAT @ 20%

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National Advertising Rates

SIZE OF ADVERT	ALL MAGAZINES	10 MAGAZINES	5 MAGAZINES
Double Page Spread	£6000 (£300 PER MAG)	£3750 (£375 PER MAG)	£2210 (£442 PER MAG)
Full Page	£4000 (£200 PER MAG)	£2500 (£250 PER MAG)	£1475 (£295 PER MAG)
Half Page	£2600 (£130 PER MAG)	£1500 (£150 PER MAG)	£850 (£170 PER MAG)
Quarter Page	£2000 (£100 PER MAG)	£1100 (£110 PER MAG)	£625 (£125 PER MAG)

Charity Number must be added to qualify for charity rate.

Website Advert

Size 300px wide by 250px high at 72dpi

£69 per month
(minimum of 3 months)

£59 per month
(minimum of 6 months)

£35 per month
(minimum of 12 months)

Front Cover Options

Front Cover Mention - **£50**

Front Cover

Highlight with logo - **£75**

All prices are quoted exclusive of VAT @ 20%

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Artwork Specifications

Page Sizes for finished artwork...

Please supply finished artwork as CMYK press ready pdfs.

Double Page Spread

420mm Wide X 297mm High designed as two A4 pages. (see below)

Full A4 Page

Type Area: 190mm Wide X 277mm High

Trimmed Area: 210mm Wide X 297mm High

Bleed Area: 216mm Wide X 303mm High

Half Page (Landscape): 190mm Wide X 125mm High
(Portrait): 100mm Wide X 277mm High

Quarter Page: 90mm Wide X 125mm High

Classified Tenth Page: 85mm Wide X 55mm High

Let us design for you...

If we are designing for you, you will need to send in any wording, images and logos to us in the preferred way outlined below.

Wording: As text only in 'rich text format' or as an MS Word document or via email.

Wordcount: Typical wordcount for an A4 Advertorial with 2 images = 520 words approx.

Images: To be supplied as TIFFs, or JPEGs at 300dpi (print resolution)

Logos: To be supplied as TIFFs, JPEGs, EPS or native files (eg psd, ai etc)

Files we can accept: JPEGs, TIFFs, EPS, Adobe Indesign, Adobe Illustrator, Adobe Photoshop and PDF ('press ready'), MS Word (for text only). If sending Indesign or Illustrator files please ensure that all fonts are supplied along with the file.

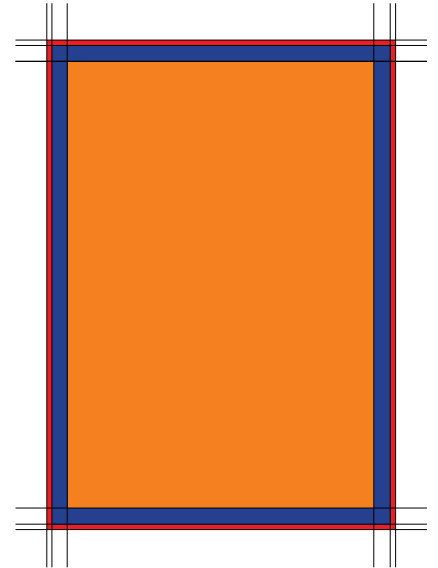
Don'ts: Please do not send newspaper/magazine cuttings for us to scan (these will turn out poor quality in print), low resolution images (anything under 300dpi is unacceptable) and the following file types: MS Publisher, Quark, .odt files, .wps files.

Send all artwork to: artwork@mcgrathmedia.co.uk

Once your advert is designed we will send you a proof via email for you to check and sign off.

Website Advert

300px wide by 250px high
at 72dpi



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