

# 50 PLUS

MAGAZINE

PICK UP  
YOUR FREE  
COPY



THE LOCAL MAGAZINE FOR THE OVER 50s  
FREE TO PICK UP AT

**TESCO**

**ASDA**

**Sainsbury's**

**Morrisons**  
Since 1895

[www.50plusmagazine.co.uk](http://www.50plusmagazine.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\*

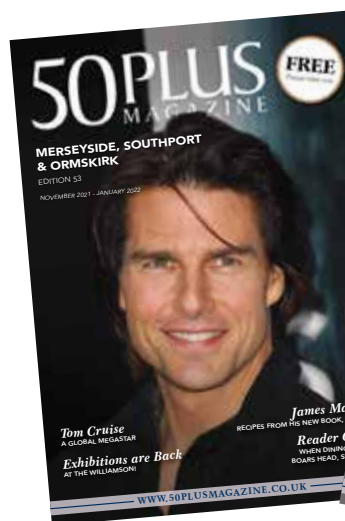
## Financial Freedom

- 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



Target your advertising to the over 50s in the following regions we cover across the UK...

- Blackburn & Burnley
- Bolton & Bury
- Derbyshire & High Peak
- Kirklees & Calderdale
- Merseyside, Southport & Ormskirk
- Oldham, Rochdale & Tameside
- Preston & Fylde Coast
- Berkshire
- Stockport & Trafford
- Swindon
- Warrington, Wigan & St Helens



General/Sales enquiries: 01204 238180  
Artwork: 01204 565015 Email: [artwork@mcgrathmedia.co.uk](mailto:artwork@mcgrathmedia.co.uk)

# Local Advertising Rates

Advert Size	Price/1 Edition	Advert Size	Price/1 Edition
Outside Back/ Inside Front	<b>£595</b>	Third Page	<b>£275</b>
Double Page Spread	<b>£645</b>	Quarter Page	<b>£250</b>
Centre Pages	<b>£695</b>	Sixth Page	<b>£170</b>
Full Page	<b>£495</b>	Classified/Business Card size	<b>£99</b>
Half Page	<b>£375</b>	Charity Rate - 20% Agency Commission - 10%	
<b>Eating out Guide</b>			

Full Page  
**£395**

Half Page  
**£270**

Third Page  
**£195**

Charity Number must be added to qualify for charity rate.

# National Advertising Rates

Advert Size	All Magazines	10 Magazines	5 Magazines
Double Page Spread	<b>£5280</b> (£440 per mag)	<b>£4600</b> (£460 per mag)	<b>£2475</b> (£495 per mag)
Full Page	<b>£3540</b> (£295 per mag)	<b>£3250</b> (£325 per mag)	<b>£1700</b> (£340 per mag)
Half Page	<b>£2340</b> (£195 per mag)	<b>£2100</b> (£210 per mag)	<b>£1175</b> (£235 per mag)
Quarter Page	<b>£1320</b> (£110 per mag)	<b>£1210</b> (£121 per mag)	<b>£690</b> (£138 per mag)

# Website/Cover Options

## Website Advert

**£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 - **£75**

Front Cover Highlight with logo - **£100**

## Guestpost ON 50 PLUS MAGAZINE website

3 months **£99 + vat,**

1000 words and up to 5 images plus inclusion into monthly newsletter to 14,500 subscriber.

All prices are quoted exclusive of VAT @ 20%

# 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): 90mm Wide X 277mm High

**Third Page:** 60mm wide x 260mm 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 JPEGs at 300dpi (print resolution)

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

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

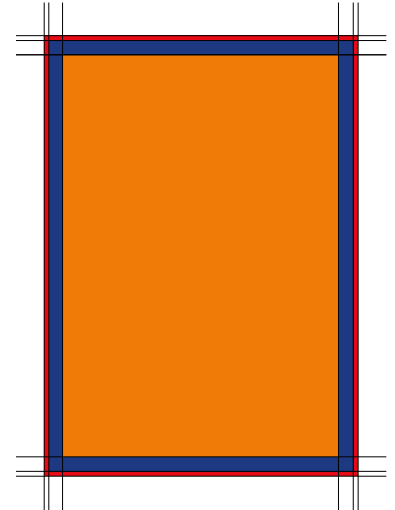
Don'ts: Please do not send newspaper/magazine cuttings for us to scan (these will turn out poor quality in print), low resolution images (anything under 300dpi is unacceptable) and the following file types: MS Publisher, Quark, .odt files, .wps files.

## Website Banner Advert

300mm wide by 300mm high

### Guestpost

1000 words/up to 5 images



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.

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