

50PLUS MAGAZINE



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

TESCO

ASDA

Sainsbury's

Morrisons
Since 1899

www.50plusmagazine.co.uk

The local magazine for the over 50s

Few companies can afford to ignore the over 50s in today's marketplace...

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

Amazing facts about the 50 Plus market place

- The 50 Plus market accounts for 50% of the UK population in 2023 .This market is an economic, social, cultural powerhouse for the economy. (Sourced Saga report 2022)
- Between 2023 – 2030 the 50 Plus market will grow by 34% in comparison to 12% in the 18 – 49 market
- People over 50 are responsible for half the consumer spending in the UK
- With the over 50s estimated to account for more than 50% of the UK's incomes
- **With 68% of the UK's wealth and 76% of the UK's financial wealth , this segment of the population provides an attractive opportunity for retailers and other consumer-focused industries**
- **While the over 50s were undoubtedly hit by the financial crisis in absolute terms, this report shows that the value of their expenditure has now risen above their pre-crisis levels. Moreover, the over 50s are now responsible for almost half of consumer spending and this share is increasing**

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

Inheritance

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

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

- Blackburn & Burnley/Ribble Valley
- Bolton & Bury
- Derbyshire & High Peak
- Kirklees & Calderdale
- Merseyside, Southport & Wirral
- Oldham, Rochdale & Tameside
- Preston & Fylde Coast
- Stockport & East Cheshire
- Warrington, Wigan & St Helens



General/Sales enquiries: 01204 238180
Artwork: 01204 565015 Email: artwork@mcgrathmedia.co.uk

Local Advertising Rates

Advert Size	Price/1 Edition	Advert Size	Price/1 Edition
Outside Back/ Inside Front	£595	Quarter Page	£295
Double Page Spread	£645	Sixth Page	£170
Centre Pages	£695	Classified/Business Card size	£99
Full Page	£495		
Half Page	£395	Charity Rate - 20%	
		Agency Commission -10%	
Eating out Guide			
Full Page		Half Page	
£395		£295	

Charity Number must be added to qualify for charity rate.

Full Regional Coverage of all 11 Editions

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

Website/Cover Options

Website Advert

£69 per month
(3 months)

£50 per month
(minimum of 6 months)

£40 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 38,000 subscribers.

All prices are quoted exclusive of VAT @ 20%

50 Plus Magazine has produced some great results for us



**Phil Briggs, Ava Travel
(Northwest Editions)**

"I have been using 50 Plus Magazines in the Northwest for the last 5 years and have had 3-5 bookings on average per edition."

**BOLTON DENTURE
CENTRE**

**Jonathan Dean, Bolton Denture Centre
(Bolton Edition)**

"We advertise in various form of media in Bolton but 50 Plus is targeting our market and consistently bringing in new business."


*Bed, Sofa-Bed and
Rise & Recline Centre*
Independent Family Business Est. 1986

**Julian Holt, Premier Bed Stores
(Bolton Edition)**

"Our last 3 larger clients have all come from our local 50 Plus Magazine. The staff are professional and helpful."



**Chris Sower, Dental Arts Southport
(Southport Edition)**

"We constantly use 50 Plus magazine and get some good enquiries each quarter."

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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): 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.

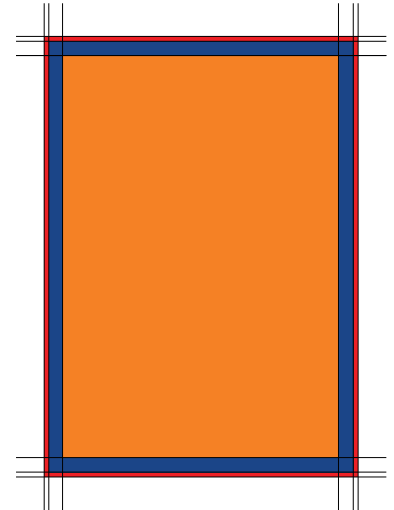
Don'ts: Please do not send newspaper/magazine cuttings for us to scan (these will turn out poor quality in print), low resolution images (anything under 300dpi is unacceptable) and the following file types: MS Publisher, Quark, .odt files, .wps files.

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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Head Office, Ground Floor, 546 Blackburn Road, Astley Bridge, Bolton BL1 8NW