

MATURE TIMES®

The voice of our generation



DIGITAL MEDIA PACK 2016

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500 000+
Page Impressions
Every Month



with on ave.
60 000
UNIQUE VISITORS

ABOUT

The Mature Times website is the online 'voice' of the 50+ generation. Packed with news, interviews and articles, it speaks to - and for - today's 'silver surfers'.

With a print run of 200,000 copies each month (giving a readership of well in excess of 500,000 readers each and every month), our website, www.maturetimes.co.uk, has formed a trajectory with rapid growth since 2007. This is now one of the largest dedicated websites aimed at the 50+ market in the UK carrying thousands of articles on the site, and growing daily.

Our regular electronic newsletter, broadcast to our opted in e-mail database, is also currently in excess of 35,000 readers and growing monthly.

It is fair to say that our marketplace is now beginning to adopt technology more and more and that our readers, once on-line, tend to spend a considerable amount of time on-line.

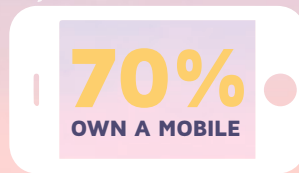
60%
of readers are in the
SOUTH EAST
of England

60 000 +
e-newsletter
subscribers





of our readers



& 26% 
purchased
goods online
in the last 12 months

THE POWER OF 50+



30% more than under 50s

25% OF THE
ONLINE
POPULATION
ARE AGED
50+

Contrary to common opinion, the over 50s demographic is a booming market. In total, over 50s have £175 billion of disposable income between them. That's 30% more than the under 50s. Yet, in spite of this, advertisers seem to be ignoring the older generation in favour of the young – with older consumers believing that 95% of advertising sidelines them.

Don't miss out on getting your message across to this lucrative audience. Find out about the marketing packages we can offer on the following pages.

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	BRONZE	SILVER	GOLD	PLATINUM
Channel Advert	✓	✓	✓	✓
Editorial Posts	1 PER MONTH	2 PER MONTH	3 PER MONTH	4 PER MONTH
Email Content & Sponsorship	1 PER QUARTER	1 PER QUARTER	2 PER QUARTER	3 PER QUARTER
Social Media Editorial Support	✓	✓	✓	✓
Channel Sponsorship		✓	✓	✓
Homepage Button		✓	✓	✓
Survey			✓	✓
Homepage Sponsor				✓
Price	£1000 PER MONTH 3 MONTH MIN.	£1500 PER MONTH 3 MONTH MIN.	£2000 PER MONTH 3 MONTH MIN.	£3500 PER MONTH 3 MONTH MIN.

Channel Advert	<i>An advert within a certain channel - e.g. Finance, Travel, etc.</i>
Editorial Posts	<i>These are written by the client and are shown on the homepage. These blog posts can include video, images and can be up to 1,000 words in length.</i>
Email Content & Sponsorship	<i>This is the weekly content-led email campaign. Each email has three pieces of content and there are four campaigns a month. Your brand will be woven into either a campaign on health, travel or finance - or a completely individual topic.</i>
Social Media Editorial Support	<i>With a social media following of over 10,000, all articles are published through our social channels. Articles are given support through our editorial team to ensure that the content is right for your market.</i>
Channel Sponsorship	<i>Individual sponsorship of a channel, i.e finance, health etc. All channels are available for a sponsorship.</i>
Homepage Button	<i>An advert placed on the main homepage in the right hand column, which remains visible throughout the whole site.</i>
Survey	<i>This is an incentivised survey to our audience, featuring 15 questions, which will run for a two-week period. We expect it to reach 1,000 responses.</i>
Homepage Sponsor	<i>This is the title sponsorship of the homepage.</i>

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CONTACT

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Please get in touch if you have any further questions.

www.maturetimes.co.uk