



THE OVER 50s
HAVE £175 BN
OF DISPOSABLE
INCOME - 30%
MORE THAN
UNDER 50s

Source Government
Actuary

REACH THE UK'S BIGGEST AND FASTEST GROWING MARKET

For over 20 years, Mature Times has been the UK's ONLY national newspaper directly targeting the over 50s. We act as their voice and as a platform for their interests and concerns. Our unique editorial approach has earned enormous reader loyalty – and advertisers benefit from that.

Mature Times is a lively, independent read for people with attitude. We can help you reach over 500,000 people in your target market.

Integrated media – what Mature Times can offer you

The main route to market is the **Mature Times newspaper** – a tabloid style monthly newspaper printing 200,000 copies each and every month distributed for free across the UK reaching in excess of 500,000 readers.

Mature Times currently has a circulation of 200,000 driven by continuing demand for the UK's only campaigning paper for the over 50s – and we have a substantial waiting list!

Supplementing the monthly newspaper is the **Mature Times website** – this is one of the largest internet portals in the UK dedicated solely to the 50+ market.

www.maturetimes.co.uk, has articles and features covering all the lifestyle issues relevant to this market. Updated daily, it really is an effective route to reach this demographic.

The **Mature Times newsletter** is broadcast every two weeks to our database of opted-in readers, again providing access to lively, topical and, informative information and relevant advice.



CIRCULATION AND DISTRIBUTION

Mature Times currently has a circulation of 200,000 driven by continuing demand for the UK's only campaigning paper for the over 50s – and we have a substantial waiting list as requests for the newspaper increase month on month.

MOST COPIES ARE DISTRIBUTED THROUGH:

- Libraries.
- Age UK (both through their busy shops, wellbeing centres and "One Stop Shops").
- U3As (with an average of 300 members) and Over 50s groups, clubs and societies.

MANY OF OUR OTHER DISTRIBUTION POINTS ARE DRIVEN BY REQUESTS FOR THE NEWSPAPER FROM:

- Clubs and societies for the over 50s.
- Cafes/restaurants with an older clientele, including places like Cathedral cafes whose demographic fits perfectly with that of the paper.

- Retired professional associations.
- Volunteer organisations supporting older people.
- Older, active Mature Times ambassadors who are passionate about getting the paper into their local community.

Jane Silk, Director says, "We are very discerning about where we distribute the paper. Just because an organisation requests copies, doesn't mean they will automatically get onto our distribution list. They must meet a series of strict criteria including socio-economic profile, geographic location, footfall of over 50s, membership numbers, accessibility and integrity.

We also pro-actively monitor our existing distribution points to ensure the papers are reaching the target audience every month. Regular check backs to libraries tell us that only around 1% of copies are left unread at the end of each month. Any shortfall and an outlet will be reassessed".

2016 FEATURE SCHEDULE

JANUARY	Travel	JUNE	Care and Mobility
FEBRUARY	Retirement Living	JULY	Health and Fitness
MARCH	Care and Mobility, Assisted Living	AUGUST	Retirement Living
APRIL	Charities including Wills and Legacies	SEPTEMBER	Care and Mobility
MAY	Retirement Living, Assisted Living	OCTOBER	Travel
		NOVEMBER	Retirement Living
		DECEMBER	Care and Mobility, Wills and Legacies

For more details on advertising contact Anne-Marie Fox at Landmark Publishing Services: Email: amf@lps.co.uk. Tel: **0207 520 9474**

For all other enquiries contact Jane Silk at Highwood House Publishing: Email: jane.silk@maturetimes.co.uk Tel: **01934 864414**

“ WHAT OUR READERS SAY

"Again no paper to beat Mature Times – from day one of the first publication. There is everything inside that we need – thanks to all the team!"

"The paper gets better and better, carrying a profusion of by lined articles that are intensely relevant and interesting to us oldies. Take a bow, Editor. You and your team are doing a great job".

"What a brilliant paper! Well worth the money for bus fare to the local library!"



ADVERTISING RATES

DISCOUNTS

Agency 10%. Series discounts subject to negotiation.

INSERTS

£42 per thousand, subject to size, weight and volume. Samples are required in advance for all inserts. Inserts over 10g in weight - please call for details.

NEWSPAPER

Front page	£2000
Back page	£6500
Full page	£5400
Half page	£2900
Quarter Page	£1500
Display	£23 per scc
Inserts	£42 per '000

DIGITAL

Leaderboard (CPM) from	£20
MPU (CPM) from	£20
Banner Advertising from	£250
Skyscraper Advertising from	£200
Advertorial page from	£250
E-news story from	£250
Solus broadcast	POA

CONTACT INFORMATION

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TECHNICAL SPECIFICATION

DIMENSIONS

Front page	80 mm x 277 mm
Full page	360 mm x 277 mm
Half page landscape	170 mm x 277 mm
Half page vertical	355 mm x 121 mm
Quarter page	170 mm x 121 mm

COLUMN WIDTHS

1 • 28 mm	6 • 184 mm
2 • 59 mm	7 • 215 mm
3 • 90 mm	8 • 246 mm
4 • 121 mm	9 • 277 mm
5 • 152 mm	

ARTWORK SPECIFICATION

Artwork should be supplied in high-resolution PDF (**transparency flattened PDF 1.3 format (Acrobat 4) fonts embedded, OPI turned off.** Adobe InDesign, Adobe Photoshop or Adobe Illustrator CS6 formats (pdf, indd, tif, jpg, eps). All artwork and images should be in CMYK colour (not RGB), at 300dpi. All fonts should be supplied or converted into outlines.

COPY SPECIFICATION

DISKS

Copy accepted on Macintosh formatted CD or DVD.

EMAIL

Files can be sent via email to design@maturetimes.co.uk

HARD COPY

Hard copy to be sent to:
Mature Times Design
Highwood House
Winters Lane
Redhill
Bristol BS40 5SH
T: 01934 864410

“ ‘Girlings has enjoyed a long-standing relationship with Mature Times and has seen the paper develop and expand to the respected voice for older people that it is today.’

Caroline Hull Marketing Manager, Girlings Retirement Rentals Limited

‘One of the reasons Mature Times is so successful is that they have never stopped putting their readers first, and only include stories that really impact their day-to-day lives – those stories are written intelligently, sensitively, and never lose sight of the needs of their readership.’

Robert McCaffrey 50+ Show Director

‘Since its launch in 1991, Mature Times has been a key platform for news and views on the issues pertinent to those in later life. A strong voice for the over 50s, it has campaigned on issues that matter to this demographic and highlighted the important financial decisions they will face. As an organisation similarly dedicated to those in later life, we recognise how important it is that publications, such as Mature Times, exist. Long may your success continue!’

Gordon Morris Managing Director of Age UK Enterprises

