

NEW!
Yours
.co.uk



THE OVER 50S...

- Are the **fastest growing** segment of the population – 19.5m now, will grow to **25m** over the next 15 years
- Account for **34%** of the total population but **75%** of its wealth
- Account for over **40%** UK consumer spending with a combined spending power of **£260bn**
- Buy **80%** of all top range cars, **50%** of all skincare products and take **40%** more holidays than under 50s
- 50-65s **spend twice** as much on leisure and entertainment as the under 30s

THE YOURS HERITAGE

- Leading over 50s title with a readership of **581,000**
- High awareness with **53%** 55-80s aware of the brand
- Exceptionally loyal magazine reader base – over **70%** buy every issue
- Readers trust offers from yours, as proved by **high response rates**
- High quality guides and advice empower our users in the areas that matter to them

OVER 50S AND ONLINE

- Over **5m** 50+ women online; currently concentrated in the 50-65 age range – but older user numbers are starting to grow rapidly
- Growing rapidly: **30%** per annum growth in **50+ women online** 2005-07

YOURS.CO.UK

'A one-stop source for the collective wisdom of a generation'

- Community is at the heart of Yours magazine values
- Unique Q & A facility that develops mutual peer reinforced advice.
- Community site for 50+ women, combining expert advice and information with users' questions and answers, across all the subjects that matter to them most
- The new site will provide a wide-ranging, engaging and useful experience around the central tips & advice, giving users plenty of reasons to return

ADVERTISING OPPORTUNITIES

Sponsoring the MY BODY, MY TIME, MY PEOPLE or MY MONEY areas for the first 3 months (Jan-Mar 2007) can include the following elements...

- Category exclusivity in the section
- At least 75% of all display ad impressions within the channel sponsored
- Further run of site impressions
- Editorial integration; e.g. provide an expert answer to a featured question once a month
- Advertorial or microsite (production costs apply)
- Credit in Yours magazine to drive traffic specifically to sponsor's on-site activities
- 'In association with' credit on the question and answer entry page (see illustration)



INTRODUCTORY RATE CARD

Format	Price
Banner/Leaderboard ROS	£20 CPM
Skyscraper ROS	£20 CPM
MPU ROS	£30 CPM
Solus Email	£100 CPM
Email Newsletter advert	£50 CPM
Advertorial with home page link	Monthly tenancy rate £2,000+production cost
Selection sponsorships, takeovers and bespoke campaigns	Price on asking

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