

AveryLife

MAGAZINE

MEDIA PACK





Our Mission

Avery Life Magazine is the ultimate lifestyle publication for all those in their later stages of life.

Whether you are currently enjoying senior living, taking things more easy or planning the next chapter, one thing people are realising is that life really does begin at 50!

Enjoy a sophisticated blend of celebrity profiles, financial advice, health and wellbeing features, true, heart-felt stories from our residents and team as well as book reviews, local news, care home reviews and style guides. **Avery Life Magazine** is here to enhance the lives of the new generation of vibrant, healthy and active retirees.

Avery Life Magazine is published quarterly and available in glossy magazine print format.

Avery Life is brought to you by **Avery Healthcare Group**.

Avery Healthcare operates residential, dementia and nursing care homes throughout the UK, with a focus on the highest possible standards of living for our residents and peace of mind for family and friends alike.

We believe that your later years should be as enriching as any other, and that being cared for shouldn't mean that your quality of living is compromised, whatever your age, whatever your health status. The design of our homes and our carefully selected staff, combined with our diligent approach to each and every resident, affords them the opportunity to flourish, make new friends, maintain contact with their local communities and live a life of possibility.

Our Audience

TARGETED
DEMOGRAPHIC OF

ABC1

50+

YEARS OLD

60% 40%
WOMEN MEN

Avery Life audience come from a professional background. This is a unique platform to promote your product or services to a very specific targeted audience.

Our Distribution

22,000 certified printed copies distributed across the UK.

Hotel bedrooms, holiday homes, retirement resorts, garden centres, golf clubs, waiting rooms, cafés, clinics, libraries, salons, guest houses, tourist offices, restaurants, etc.

Ad Specs

DOUBLE PAGE: 420 (w) x 297 (h) mm / 8.27 x 11.7 inches +3mm bleed

FULL PAGE: 210 (w) x 297 (h) mm / 8.3 x 11.7 inches +3mm bleed

HALF PAGE: 190 (w) x 134 (h) mm / 7.48 x 5.275 inches

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Rates

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COVER FULL PAGE £ 1.200

INSIDE FRONT &
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BACK COVER £ 2.700

DOUBLE PAGE £ 1.200

FULL PAGE £ 800

HALF PAGE £ 500

QUARTER PAGE £ 300

CLASSIFIED £ 90

PRICES PER QUARTERLY ISSUE

PRICE FOR CAMPAIGNS MINIMUM 4 ISSUES, VAT NOT INC

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From *Notes On A Scandal* to *Band* to becoming *TikTok*'s latest sensation and her most recent accomplishment as British Vogue's oldest cover star, Dame Judi Dench isn't slowing down anytime soon. When asked recently about the possibility of retirement, her response... "No, no, no, no. Don't use that word... Not in this house. Not here. Bash your mouth out". Quoting Dylan Thomas's poem *Do Not Go Gentle Into That Good Night*, she added:

"Rage, rage against the dying of the light.
Never a truer word spoken."

By Christie Holland

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A new dawn for MORGAN MOTOR COMPANY

The Morgan Motor Company introduces the next iteration of its core model, with the launch of the all-new Morgan Plus Four. The car represents a revolutionary successor to the Plus 4, a model that has formed the backbone of Morgan production since its debut in 1950. Now, 70 years after the first Plus 4 rolled off the production line at Morgan's Pickenleigh Road factory in Malvern, U.K., a new chapter begins.

Despite sharing the CX-Generation platform with the Morgan Plus Six, the design of the Plus Four is markedly different. Four-cylinder Morgan cars have always featured a narrower body than the larger-engined models in the range, and the new Plus Four is no exception. Compared to the central body and 28mm narrower overall, and features uniquely profiled wings.

The Plus Four retains a similar footprint to the model it replaces but, thanks to the advanced packaging of the CX-Generation platform, brings increased interior passenger and luggage space. Furthermore, ingress and egress have been dramatically improved. Together, these advancements enhance the day-to-day usability of the car, and make it available to an even greater number of customers.

The all-new Plus Four boasts a number of 'firsts' for a CX-Generation Morgan, not least of which is the availability of new 15" wire wheels. The addition of this wheel design, which represents required extensive development work, including redesigned wishbones, suspension uprights and braking components. A newly designed alloy wheel style, which references sports cars of the 1960s and 70s as well as Morgan wheel designs of old, is also available.

Powertrain, Performance & Emissions

Morgan has built on its long-standing relationship with BMW, choosing to use its first time a four-cylinder turbo engine. It marks the first time a Morgan car moved produces 155 hp (110 kW) along with, in the automatic variant, 292 lb ft (398 Nm) of torque. In combination with

" " One of the benefits of being a mature well-educated woman is that you're not afraid of expletives. And you have no fear to put a fool in his place. That's the power of language and experience. You can learn a lot from Shakespeare.

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Editorial Opportunities

Do you have relevant content for our demographic which could help to promote your brand better? Articles, Interviews, reviews... Ask us for our editorial opportunities!

