

MEDIA PACK



A New Life'

As a proud brand ambassador for the Avery Care Group for the past XX years, I am delighted to introduce you to this fabulous new lifestyle magazine aimed at the over 50s.

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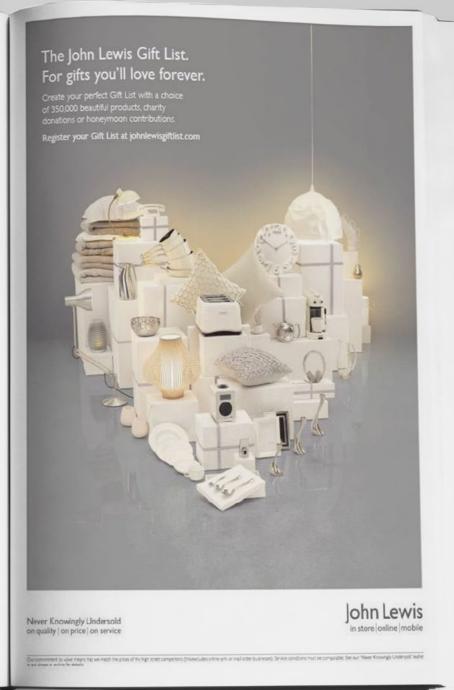
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Sherrie Hewson Avery Brand Ambassador



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

YEARS OLD

60% 40% WOMEN

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 × 11.7 inches +3mm bleed FULL PAGE: 210 (w) \times 297 (h) mm / 8.3 \times 11.7 inches +3mm bleed HALF PAGE: 190 (w) x 134 (h) mm / 7.48 x 5.275 inches

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Rates

Price £ Size **INSIDE FRONT & BACK** £ 1.200 **COVER FULL PAGE INSIDE FRONT &** £ 1.800 **BACK COVER DPS 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





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 opportunites!





