



The Queen's Award  
for Voluntary Service

*The MBE for volunteer groups*



**Over 50s Forum**



Registered with  
**FUNDRAISING  
REGULATOR**

# THE LATER-LIFE SOLUTIONS DIRECTORY

A guide to care, support, advice and  
services for living well in later life.

**Your Brand. Your Audience.  
Real Impact.**



**100,000+**

Planned readership  
across all digital platforms



**2.5 million**

Londoners aged 50+  
your audience



**20,000+**

Amazon sales  
expected

# OUR READERS NEED EXPERTS **LIKE YOU TO GUIDE THEM**

Powerful media solutions to elevate your brand and drive results

Our readers rely on trusted experts like you to guide them through the complex choices that later life brings.

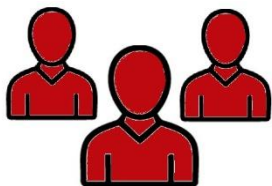
- Targeted Reach – Connect with the right audience
- High Visibility – Stand out in the right places
- Proven Results- Data-driven campaigns that deliver
- Trusted Partnership – We're with you every step of the way

**YOUR KNOWLEDGE. THEIR FUTURE.**



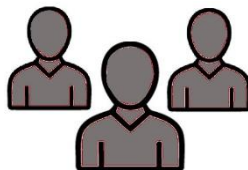
# **A LARGE AND GROWING LONDON AUDIENCE\***

**Reach London's substantial and growing older population**



**2.5m**

**Londoners aged 50+**



**1.04m**

**Londoners aged 65+**



**4.5m**

**Extended Audience**

**The extended audience includes families, professionals, community groups and organisations**

**\* Sources: Office for National Statistics, Department for Work & Pensions, Lloyds Banking Group UK Consumer Digital Index, Money & Pensions Service, Age UK**

# YOUR CUSTOMERS ARE HERE



**1m**

One million older London households are estimated to own their homes — creating a substantial market for Wills, LPAs, probate, inheritance planning, trusts and later-life legal advice. (Source: ONS)



**30%**

30% of Londoners aged 50+ use the services of wealth management, financial advice, retirement planning, pensions, tax/accountancy and later-life financial planning. (Source: ONS)



**25%**

About 25% (625,000+) of 50+ Londoners use private healthcare such as private clinics, specialists, physiotherapy, dentistry, podiatry, osteopathy, eye care & hearing care. (Source: ONS. Saga)



**1.5m**

1.5 million people aged 50+ represent the UK's most important travel markets, with the time and purchasing power to take holidays, short breaks, cruises and cultural trips. (Source: Lloyds Banking Group UK Consumer Digital Index)



**1.5m**

1.5 million 50+ are the Health & Wellbeing Market in London Including dentistry, physiotherapy, podiatry, osteopathy and other health and wellbeing services. (Source: Lloyds Banking Group UK Consumer Digital Index)

# EVIDENCE OF DEMAND FOR THE DIRECTORY

Our survey of 1,000+ potential users aged over 50 (April-May 2024) shows overwhelming demand for The Later Life Solutions Directory



Would use a  
comprehensive  
directory



Want key  
information in one  
place



Would keep and  
refer to print



Likely to contact  
an advertiser



Would  
recommend it



Survey  
respondents

# EVIDENCE SHOWS MASSIVE READERSHIP POTENTIAL\*

## Estimated Readership Potential in London:



**5,000-15,000**

**Initial Print  
Distribution**



**15,000-45,000**

**Pass-On  
Readership**



**25,000-100,000**

**Digital Downloads  
& Views**



**100,000-250,000**

**Medium-Term  
Readership**



**500,000+**

**Long-Term  
Readership**

## Why Readership Will be High:



### **HIGH DEMAND**

**No single publication  
brings all later-life  
services together in  
one guide**



### **ACTIVE SEARCH FOR SOLUTIONS**

**Readers are at the  
decision-making stage &  
ready to take action**



### **WIDER REACH**

**Includes families,  
carers and  
professionals**



### **HIGH-VALUE AUDIENCE**

**Homeowners, retirees &  
families with spending  
power**

**★ Sources:** Office for National Statistics, Department for Work & Pensions, Lloyds Banking Group UK Consumer Digital Index, Money & Pensions Service, Age UK

# EVIDENCE BASED: WHY READERS NEED YOUR INPUT\*



## HIGHLY TARGETED

Reach the right audience actively seeking your services/products



## STRONGER ENGAGEMENT

More attention, trust and enquiries than general advertising



## BETTER CONVERSION

Readers are at the point of making important decisions



## LONGER SHELF-LIFE

Directories are kept, shared and referred to for months or years



## HIGH-VALUE AUDIENCE

Homeowners, retirees & families with spending power



**The only trusted directory bringing all later-life services together - and readers rely on it.**

★ Sources: Office for National Statistics, Department for Work & Pensions, Lloyds Banking Group UK Consumer Digital Index, Money & Pensions Service, Age UK

# REACH THE MASSIVE LATER-LIFE MARKET NOW!

## BASIC DIRECTORY LISTING

**FREE**

A simple way to ensure people can find your organisation.

Includes:

- Organisation name
- Contact information
- Category placement

## QUARTER-PAGE EDITORIAL FEATURE

**£247**

Perfect for organisations wanting a more personal and informative introduction.

Includes:

- Company overview
- Services and key benefits
- Contact details and website

## HALF-PAGE EDITORIAL FEATURE

**£395**

Tell your story in greater depth with a premium editorial presentation.

- Half-page editorial feature
- Expanded organisation profile
- Contact details and website link
- Images included
- Call-to-action placement

## PREMIUM FULL-PAGE ADVERTISEMENT

**£649**

Maximum visibility for established organisations seeking strong brand presence.

Includes:

- Full-page colour advert
- High-impact design
- Premium positioning
- Maximum brand visibility
- Limited availability

**Ready to Reach Your Customers? Contact Us:**

**E: [info@kensingtonandchelseaforum.org.uk](mailto:info@kensingtonandchelseaforum.org.uk) T: 0203 7194954**

# **PARTNER WITH US TO MAKE A DIFFERENCE**

**Help us create London's most trusted  
later-life resource – and show your  
commitment to older people, their  
families and carers**

## **SUPPORTING CHOICES**



## **ENHANCING LIVES**

**[admin@kensingtonandchelseaforum.org.uk](mailto:admin@kensingtonandchelseaforum.org.uk)**

**0203 719 4954**



**CUSTOMERS**

