

The Later-Life Support Directory

 Media Kit

Your Brand. Your Audience. Real Impact.

Powerful media solutions to elevate your brand
and drive results.



Targeted Reach

Connect with the
right audience.



High Visibility

Stand out in the
right places.



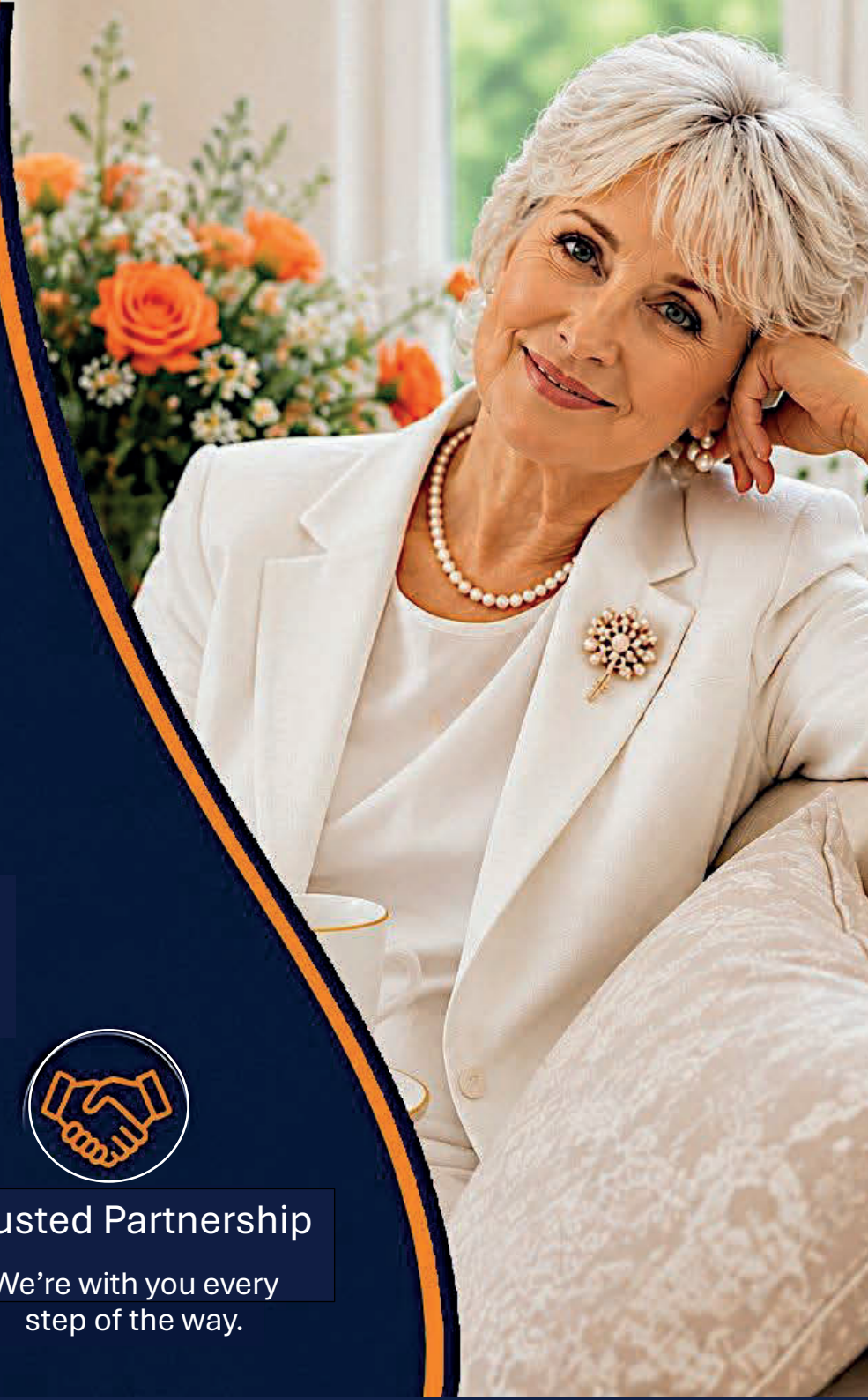
Proven Results

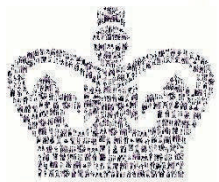
Data-driven campaigns
that deliver.



Trusted Partnership

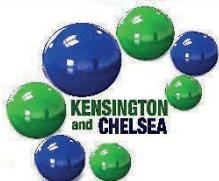
We're with you every
step of the way.





The Queen's Award
for Voluntary Service

The Highest Honour
Given to Voluntary
Groups in the UK



Over 50s Forum



The Later-Life Support Directory

A Trusted Guide for Older People and Families

The complete guide to care, support, advice
and services for living well in later life

WIDE REACH

Connecting with
100,000+ older
London residents,
their families &
carers.

HIGHLY ENGAGED

Reaching people
actively looking for
trusted services &
advice.

BUILT ON TRUST

Delivered by an award-
winning charity with
strong community
recognition &
partnerships.

RELEVANT & USEFUL

Covering the full
spectrum of later-life
needs in one trusted
resource.

MEASURABLE VALUE

Increase visibility,
generate enquiries &
build lasting
relationships.



CARE & WELLBEING

Care homes, home care,
wellbeing services &
more.



LEGAL ADVICE

Wills, lasting power of
attorney, probate and
legal guidance.



DOWNSIZING & PROPERTY

Estate agents &
specialists in later-life
property decisions.



HEARING & EYE CARE

Home visiting opticians,
hearing care &
specialist providers.



FINANCIAL PLANNING

Independent advice for
peace of mind & future
security.



LIFESTYLE & SUPPORT

Mobility, home
services, activities &
everyday help.



Registered with
**FUNDRAISING
REGULATOR**



AWARD-WINNING CHARITY

Committed to transparency, integrity &
supporting our community



SUPPORTING CHOICES. ENHANCING LIVES

Helping people live well, with dignity &
confidence



WORKING IN PARTNERSHIP

With the Royal Borough of Kensington &
Chelsea & leading UK organisations

EVIDENCE OF WHY YOUR ADVERTISING WILL ACTUALLY WORK



The Later Life Support Directory connects you with a fast-growing, highly engaged audience actively seeking trusted support, advice and services. Readers read this at the exact point they are ready to make important later-life decisions – and take action.

A GROWING INFLUENTIAL MARKET



2.2M+

People aged 50+ in the UK and growing



1 IN 3

UK adults will be over 50 by 2040 driving demand for later-life services



£580B+

Annual spending power of the over 50s in the UK

OUR AUDIENCE IS READY TO ACT



Actively seeking trusted information, advice and local services



Looking for help with legal planning, finances, healthcare, housing, wellbeing and more



At the point of making important decisions – and taking action

WHO WE REACH



● **40%**

Older Adults (50+)

● **25%**

Families & Relatives

● **15%**

Carers & Support Workers

● **10%**

Healthcare & Professionals

● **10%**

Community Organisations

WHY OUR DIRECTORY DELIVERS BETTER RESULTS



Highly Targeted

Reaches the right audience actively seeking your services



Trusted & Relevant

A credible, unique publication that is relied upon to deliver trusted information



Preferred by Older Adults

Research shows older people prefer accessible print



Stronger Engagement

Higher attention, larger shelf-life and greater advert recall than general media



Better Outcomes

More enquiries, more trust, more conversions



ADVERTISE WHERE IT REALLY COUNTS.

Reach a valuable, engaged audience looking for the services you provide



EVIDENCE & SOURCES



Office for National Statistics (2025)
National population projections: 2024-based



Department for Work and Pensions (2024)
Planning and Preparing for Later Life 2024



Department for Work & Pensions (2024)
Offline & Overlooked



Lloyds Banking Group (2025)
UK Consumer Digital Index 2025



Money & Pensions Service (2025)
Annual Report & Accounts 2024/25

EVIDENCE SHOWS MASSIVE READERSHIP POTENTIAL

The Later Life Support Directory meets a huge and growing demand for trusted later-life information. Evidence from leading sources shows a large, engaged audience – and a clear opportunity for advertisers

A GROWING & UNDERSERVED AUDIENCE



2.2–2.7 MILLION+

London residents aged 50+
Large, valuable, growing audience



1 IN 3

UK adults will be over 50 by 2040,
driving long-term demand for later-life services



2 MILLION+

Over-50s are not confident using
the internet. Many prefer print and
trusted information



70%

Prefer print or offline sources for
important information

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
and Views



100,000–250,000+

Medium-
Term
Readership



500,000+

Long-Term
Potential

WHY READERSHIP WILL BE HIGH



**HIGH DEMAND,
NO ONE PLACE**

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



**ACTIVE
SEARCH FOR
SOLUTIONS**

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



**TRUSTED &
RELEVANT**

A credible,
expert resource
builds trust with
readers.



**WIDER
REACH**

Includes
families, carers
& professionals.



**HIGH-VALUE
AUDIENCE**

Homeowners,
retirees & families
with spending
power.



HIGHLY TARGETTED

Reach the right audience actively
seeking your services.



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.



**ADVERTISE WITH IMPACT.
REACH MORE.
HELP MORE.**

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



EVIDENCE & SOURCES



“The number of people aged 50+ in the UK is projected to rise significantly over the next 10-20 years”

-Office for National Statistics (2025)



Department
for Work &
Pensions

“By 2040, one in three people in the UK will be aged 50 or over,”

-Department for Work and Pensions (2024)



“Around 2 million people over 65 are not online, more often than other age groups”

-Age UK (2024)



“70% of over-65s prefer print or offline sources for certain information and services”

-Lloyds Banking Group (2025)



MONEY AND
PENSIONS SERVICE

“Trusted guidance and clear information are essential as people make later-life financial decisions”

-Money and Pension Service (2025)

WHY READERS NEED YOUR INPUT

Help readers make confident, informed decisions for a better, safer and more secure retirement.

Retirement brings important decisions. Our readers rely on trusted experts like you to guide them through complex choices.



The Later Life
SUPPORT DIRECTORY

Trusted guidance. Better decisions. Brighter futures.

YOUR KNOWLEDGE. THEIR FUTURE.

READERS FACE BIG DECISIONS – AND THEY NEED EXPERTS THEY CAN TRUST



LEGAL & ESTATE PLANNING

Wills, lasting powers of attorney & probate decisions protect loved ones and secure peace of mind.



FINANCIAL SECURITY & PENSIONS

Expert advice helps readers make the most of their savings & plan for a comfortable future.



HEALTH & WELLBEING

From health services to wellbeing support, the right guidance leads to better health & independence.



HOUSING & RETIREMENT LIVING

Finding the right home or care option is one of the biggest decisions readers will make.



CARE & SUPPORT

Families need trusted information to navigate care choices with confidence & compassion.



LIFESTYLE & WELLBEING

Services that support independence, mobility, activity and social connection improve quality of life.

YOUR INPUT MAKES A REAL DIFFERENCE



AN AGEING POPULATION

2.2 – 2.7 MILLION+

London residents are aged 50+ & this number is growing every year.



GROWING DEMAND

1 IN 3

UK adults will be over 50 by 2040, driving huge demand for later-life services.



ACTIVE SEARCH FOR SOLUTIONS

76%

of people actively seek information before making important retirement decisions*



PREFER TRUSTED SOURCES

70%

of over-65s prefer print or offline sources for important information they can trust***



YOUR EXPERTISE IS VALUED

High

Readers rely on expert contributors & advertisers to find trusted services

**TOGETHER, WE
HELP READERS
LIVE WELL,
PLAN AHEAD AND
FEEL CONFIDENT
ABOUT THE
FUTURE**

WHY READERS RELY ON YOUR INPUT



TRUSTED EXPERTISE

Readers want professional, reliable advice they can trust.



CLEARER CHOICES

Your insights cut through confusion & help readers understand their options.



CONFIDENT DECISIONS

The right guidance today leads to better decisions & fewer worries tomorrow.



STRONGER OUTCOMES

Good decisions now mean financial security, better health & peace of mind for the future.



THE EVIDENCE BEHIND THE NEED



Office for National Statistics (2025)

National population projections show the number of people aged 50+ in the UK is projected to rise significantly over the next 10-20 years.



Department for Work & Pensions (2024)

By 2040, one in three people in the UK will be aged 50 or over.



Age UK (2024)

Around 2 million people over 65 are not online, more than other age groups.



Lloyds Banking Group (2025)

70% of over-65s prefer print or offline sources for certain information & services.



Money & Pensions Service (2025)

Trusted guidance & clear information are essential as people make later-life financial decisions.

*Source: Age UK (2024) **Lloyds Banking Group (2025)

Our directory connects your organisation with older adults & their families who are actively looking for support, advice & services

YOU REACH THE PEOPLE WHO NEED YOU MOST



OLDER ADULTS

People aged 50+ actively seeking information & trusted services.



FAMILIES & RELATIVES

Supporting loved ones & planning for the future



CARERS

Looking for support, guidance & practical solutions.



PROFESSIONALS

Advisers & referrers seeking reliable partners for their clients.



LOCAL COMMUNITY

People who prefer trusted, local & accessible services.



We reach readers at the exact point they are researching, comparing and making important decisions.

YOUR MESSAGE REACHES ENGAGED PEOPLE READY TO TAKE ACTION.

WHY OUR PLATFORM WORKS



TARGETED REACH

Focused on later-life needs, not general audiences.



HIGH TRUST & CREDIBILITY

A respected directory people rely on.



ACTIVE ENGAGEMENT

Readers are looking for solutions – your advert gets seen.



PROVEN IMPACT

Our partners receive more enquiries, more referrals & better results.



LONGER SHELF LIFE

Our publication is kept, shared & referred to time and again.



PROVEN READERSHIP POTENTIAL

100,000+ Potential readers across London & surrounding areas*
76% Actively seek information before making decisions*
HIGH INTENT, HIGH VALUE: Readers are ready to engage, choose & take action

*Source: Lloyd's Banking Group (2025) Age UK (2024)



PREMIUM COMMUNITY PARTNER

£2,500+ PER YEAR

OUR MOST POWERFUL PARTNERSHIP FOR MAXIMUM VISIBILITY, CREDIBILITY AND IMPACT.



As a Premium Partner, you'll benefit from enhanced visibility, priority placement, greater brand recognition, and exclusive promotional opportunities that help build credibility and generate high-quality enquiries. Whether you're looking to increase awareness, strengthen your reputation, or grow your customer base, this membership provides the tools and exposure to maximise your impact.



DIRECT DISTRIBUTION INCLUDED FOR PREMIUM PARTNERS



Your advert & message are delivered directly to our audience by mail & through email to our engaged members & subscribers.

HOW WE PUT YOUR MESSAGE DIRECTLY IN FRONT OF YOUR AUDIENCE



MAIL DISTRIBUTION

Your advert is delivered by post to homes in London where older adults live



EMAIL DISTRIBUTION

Your advert and message sent to our growing list of engaged members and subscribers.



REACHING THE RIGHT PEOPLE, IN THE RIGHT PLACES, AT THE RIGHT TIME.



**KENSINGTON &
CHELSEA OVER 50S
FORUM**

EXCLUSIVE



PREMIUM COMMUNITY PARTNER

£2,500+ / YEAR

A premium partnership for organisations committed to supporting older people across London and surrounding areas

*Promoting. Supporting.
Representing.*

OLDER PEOPLE IN OUR COMMUNITY

As our Premium Community Partner, your organisation will enjoy year-round visibility, influence and engagement with older people, their families, carers and professionals working in the later life sector.



EXCLUSIVE PREMIUM PARTNER STATUS

No other organisation within your sector will be offered Premium Partner status, ensuring you have no direct competition at this level.



FULL-PAGE EDITORIAL FEATURE + FULL-PAGE COLOUR ADVERTISEMENT

A full-page editorial-style feature in the Later Life Support Directory, together with a full-page colour advertisement.



EDITORIAL FEATURE IN THE PLATINUM SOCIETY MAGAZINE

A dedicated editorial feature in the next issue of our flagship magazine, *The Platinum Society* (past issues available on request), plus a full-page advertisement in the following four issues.



PRESENT DIRECTLY TO OUR MEMBERS

At least two opportunities to present directly to our members at events and venues over a 12-month period.



MONTHLY PROMOTIONAL EMAILS & MAIL-OUTS

Monthly promotional emails to our members, together with inclusion in our regular mail-outs.



RECOGNITION ACROSS OUR PLATFORMS

Recognition as a Premium Partner on our website and across our promotional materials, including flyers and newsletters.



ONGOING SOCIAL MEDIA PROMOTION

Ongoing social media promotion through our channels.

WHY PARTNER WITH US?

- ✓ Reach a highly engaged audience of older people, families and professionals across London and beyond.
- ✓ Build trust and credibility by aligning with an award-winning, respected charity.
- ✓ Demonstrate your commitment to improving later life support and community wellbeing.
- ✓ Maximise your brand visibility through multiple high-impact touchpoints all year round.



OUR COMMITMENT

This package is designed to provide year-round visibility and engagement with older people, their families, carers and professionals working in the later life sector.



**KENSINGTON &
CHELSEA
OVER 50S
FORUM**

Recipients of The Queen's Award for Voluntary Service- the highest honour given in the UK to voluntary groups



STAND OUT, MAKE AN IMPACT. CHANGE LIVES

Join a select group of organisations making a real difference to later life across London.



BECOME A PREMIUM PARTNER TODAY

Contact us to discuss how we can work together to achieve your goals.



**KENSINGTON & CHELSEA
OVER 50S FORUM**



ADVERTISING & PARTNERSHIP OPPORTUNITIES

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



£125

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



£250

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

Includes:

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

PREMIUM FULL-PAGE ADVERTISEMENT



£595

Maximum visibility for established organisations seeking strong brand presence.

Includes:

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



Only a limited number of premium pages are available to maintain the quality and elegance of the publication

ANNUAL PARTNERSHIP PACKAGES



COMMUNITY SUPPORTER

£495 / YEAR

Designed for organisations wanting ongoing visibility and community alignment.

Includes:

- Free directory listing
- Website listing
- Social media recognition
- Charity supporter recognition



TRUSTED PARTNER

£995 / YEAR

Ideal for organisations seeking enhanced visibility and trusted positioning.

Includes:

- Full page editorial feature
- Featured website listing
- Newsletter inclusion
- Social media promotion
- Priority category placement
- Trusted Partner recognition

Founding Partner launch is available for a limited time for organisations joining our inaugural edition

SUPPORTING CHOICES ENHANCING LIVES.

KENSINGTON
& CHELSEA
OVER 50S
FORUM

Recipients of The
Queen's Award for
Voluntary Service-
the highest honour
given in the UK to
voluntary groups



ADVERTISE WITH PURPOSE. MAKE A REAL IMPACT.

By advertising in The Later Life Support Directory and *The Platinum Society* magazine, you can help thousands of people access the information, advice and services they need to plan for a secure, confident and fulfilling retirement.

TOGETHER, WE CAN
SUPPORT LATER LIFE.

TOGETHER, WE CAN
CHANGE LIVES.

RESEARCH PROJECT: TESTING DEMAND

Before launching The Later Life Support Directory, we conducted independent research with potential customers* to understand their needs.

WHAT POTENTIAL CUSTOMERS TOLD US

-  **93%** said they would use a trusted directory of later life services & support.
-  **91%** said having all the key information in one place would be very helpful.
-  **88%** said they would keep & refer to a printed directory.
-  **81%** said they would be likely to contact an advertiser they see in the directory.
-  **76%** said they would recommend the directory to family or friends

Telephone survey of 1000+ potential customers aged 50+ across London & surrounding areas.
Research conducted April-May 2024.

*Potential customers aged 50+ who took part in our independent research survey about later life information & services



The Later Life
SUPPORT DIRECTORY



Connecting people
with trusted support
for a better later life.

WHY YOUR SUPPORT MATTERS



PROVIDE CLARITY

Help people find clear, trustworthy information.



REDUCE STRESS

Support better decisions for peace of mind.



IMPROVE WELLBEING

Connect people to services that enhance quality of life.



BUILD COMMUNITY

Strengthen local communities & support networks.



CREATE LEGACY

Make a lasting positive impact on people's lives.

WHY ADVERTISING WITH US WORKS

- ✓ You reach a highly relevant audience actively seeking solutions.
- ✓ Your message appears in a trusted, community-focused publication.
- ✓ Our directory and magazine are kept, shared and referred to.
- ✓ You gain visibility while helping people make confident life choices.



**ENGAGED.
RELEVANT.
HIGH POTENTIAL.**
The right people.
The right message.
The right time.

PREMIUM COMMUNITY PARTNER - £2,500+ PER YEAR

Maximum visibility, Maximum impact. Maximum reach.

EVERYTHING INCLUDED

-  **TWO-PAGE ARTICLE**
In The Platinum Society magazine
-  **ONE-PAGE ADVERT**
In all issues for one year
-  **DISTRIBUTION BY Mail**
Your advert & message delivered directly to target households
-  **EMAILS TO MEMBERS**
Your advert & message sent to our engaged member list
-  **SOCIAL MEDIA PROMOTION**
Amplify your message across our social channels
-  **PARTNER RECOGNITION**
Showcase your support & build trust
-  **PRIORITY IN DIRECTORY**
Stand out in every category



**SUPPORT TODAY.
MAKE AN IMPACT TOMORROW.**
Help people today be supporting a trusted resource they can rely on for years to come.



**LET'S WORK TOGETHER TO
MAKE A REAL DIFFERENCE**
Get in touch to find out how we can work together.
Partner with us today.



**CONTACT US FOR
BACK COPY
ISSUES**
of The Platinum Society magazine



BE SEEN. BE TRUSTED.
**BE PART OF
SOMETHING THAT
MATTERS.**
Supporting choices.
Enhancing lives.

Let's Build Impactful Campaigns Together.

Thank you for exploring our Media Kit.
We're excited about the possibility of partnering with you to create meaningful connections and real business results.



Strategic Partnership

Aligned goals, shared success.



Powerful Reach

Engage the right audience.



Measurable Impact

Data-driven results.



Built for Growth

Together, we grow stronger.



Let's Connect!

Our team is ready to help you plan, execute and grow your brand.



YOUR BRAND
MEDIA KIT 2026/2027



020 3719 4954

info@kensingtonandchelseaforum.org.uk

www.kensingtonandchelseaforum.org.uk

Thank You!



Let's Start Something Great!

We look forward to working with you.