

SAGA
Exceptional

Media Pack

June 2023



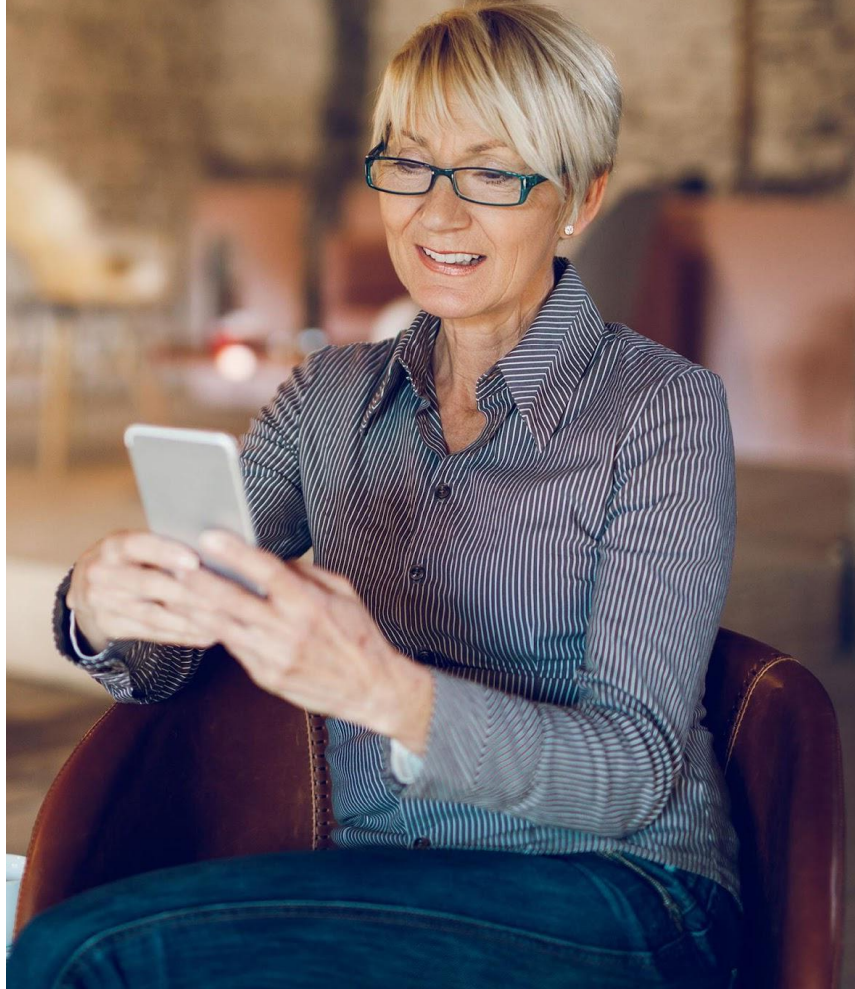
About us

Our mission is to build and launch media that is proud to represent the real needs and interests of the over-50s. To give them tailored advice and share stories for them, to give them a place where they can be heard and valued.

Saga Media represents an unrivalled opportunity for partners to reach the UK's largest engaged audience of over 50s in places that they trust, love and feel represented.

We are *the* experts at reaching this audience, we are empathetic to their needs and we are respectful of their time. No other media company offers guaranteed access to this affluent and growing audience.

Through a combination of online & offline media solutions and a unique history in the over 50s market, we can provide creative and scalable solutions that will help our partners reach and engage with our audience.



Our Audience



A guaranteed

Over-50s

audience

1m

Monthly Online Readers

550k

Newsletter Subscribers

325k

Magazine Readership



70%

ABC1

55%

Male

45%

Female



73%

Live in houses with 3+
Bedrooms

50%

Live in the SE & SW

50%

Rest of UK

Long Standing Readers **>50%** have been reading our newsletter for **5+ years**

Introducing Exceptional.com

Launched in January 2023, Exceptional.com is proud to represent the real needs and interests of the over 50's. Helping them to explore their passions by providing entertaining and insightful content every day.

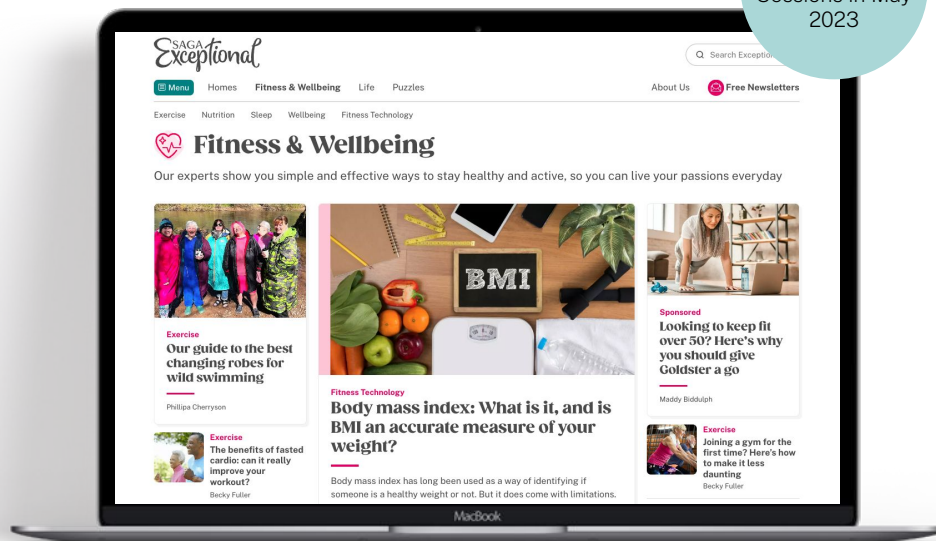
Featuring buying guides, deals, how-to articles, and reviews of products specifically tailored for this audience.

Original interviews with celebrities and compelling stories about our readers' lives.

Our team is formed of leading experts in their field who provide accurate, insightful articles, whether it's reviewing the latest product, teaching readers how to get something done, helping them choose what to buy, or simply providing an enjoyable read.

1.4m

Sessions in May
2023



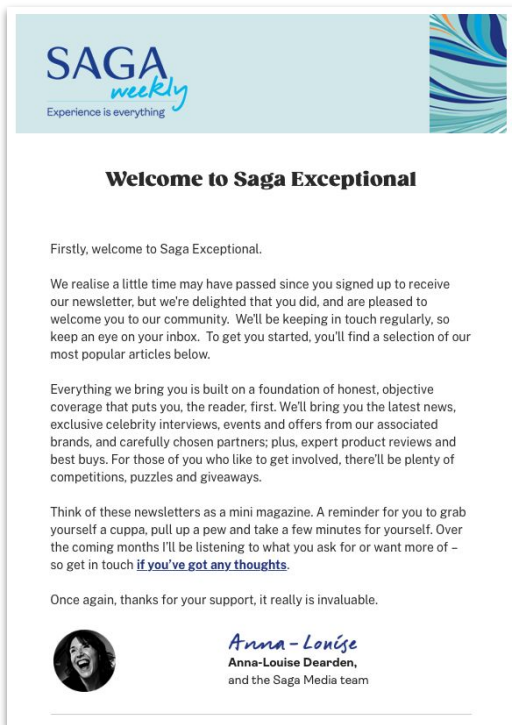
The Saga Exceptional Newsletter

The Saga Exceptional Newsletter is built on a foundation of honest, objective coverage that puts the reader first.

Delivering a twice weekly mini-magazine style newsletter; a carefully curated blend of the latest news, product recommendations, celebrity interviews and lifestyle features from [Exceptional.com](https://www.exceptional.com)

This represents an unrivalled opportunity to reach the UK's largest engaged audience of over 60's in a place that they trust, love and feel represented.

We are the experts at reaching this audience, we are empathetic to their needs and we are respectful of their time. No other media company offers guaranteed access to this affluent and growing audience.



550,000
Subscribers



40%
Open Rate



18%
CTR from Open

The award-winning Saga Magazine

The leading voice for the over 50s.

One of the UK's best selling monthly subscription magazines, with **100% subscribed** audience.

A circulation of **130,000** monthly subscribers.

A total monthly readership of **325,000**

Respected and renowned in the industry, with exclusive interviews and a leading editorial voice.

PPA Award winning content and editorial team, supported by inspirational columnists including...



Jeremy Paxman



Suzie Dent



Paul Lewis



Jenni Murray



Dr Mark Porter



Partnership Opportunities



Newsletter Sponsorship

Headline sponsorship seamlessly aligns a client brand with Saga Exceptional trusted and valued editorial voice.

Increasing brand awareness and consideration whilst simultaneously driving engagement through highly visible content and advertising units.

Sponsorship elements include header logo integration, primary content positioning and exclusive display ownership

Content blocks can either link directly to your website or to branded content written by our editorial team and hosted on [Exceptional.com](https://www.exceptional.com)



1

JOHN LEWIS
& PARTNERS
In partnership with John Lewis & Partners

Hello Mr Andrews,

Full disclosure, I've never used an air fryer, but lots of people are saying they're the best thing that's happened to their kitchen. I might be in the dark with this new gadget, but luckily for you, the Exceptional team aren't, and they know a LOT about the subject.

If you're tempted to buy one, but aren't sure which model to choose, fear not. We've got everything you need to know about this kitchen must-have, and the food doesn't have to be typical fried fare like chips - they had me at chilli salmon with Swiss chard.

Hopefully you're all enjoying the lighter nights after the clock change and the appearance of cherry blossom welcoming in the spring. We've got a wonderful piece showcasing seven places you can visit to see the blooms in all their glory.

And finally, step inside to find out what décor disasters put off potential home buyers. If you're nosy like me, you'll love it.

Have a wonderful Tuesday,



Anna-Louise
Anna-Louise Dearden,
and the Saga Media team - Feel free to [get in touch](#)

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Exclusive Partner Offer
**Save up to 25%
at John Lewis**

Shop the John Lewis Home & furniture sale, top offers on selected lines including 20% off patio heaters, 20% off Kettler furniture and up to 25% off Tefal cookware and electricals (yes including air fryers!)

[Save now](#) →



Homes

**Air Fryers: everything you
need to know about the
kitchen must-have**

[Read more](#) →



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Advertisement



Newsletter Sponsorship Case Studies



Headline Sponsor
Package

CTR from Open
1.2%

Clicks
2,771



Exclusive Partner Offer
£350 off - an exclusive offer for Saga Exceptional readers

[Claim now →](#)



Transform your conservatory into a room that can be enjoyed all year round with insulated roof panels from Green Space UK.

Book a free no-obligation quote today & get £350 off your new roof. T&C's apply.

[Request a free quote](#)

[Click images to see live examples](#)

BEER52

Headline
Sponsor Package

CTR from Open
3.1%

Clicks
5,831



Exclusive Partner Offer
Claim a free case of 10 craft beers

Cover just £5.95 for postage and Beer52 will send 10 beers featuring a variety of styles worth £32! They showcase the world's finest breweries in a new case each month. Also included is a magazine and snacks.

[Claim now →](#)



SO BODY CO.

Headline
Sponsor Package

CTR from Open
2.5%

Clicks
5,576



Exclusive Partner Offer
Are your joints feeling stiff and uncomfortable?

Collagen is clinically proven to work wonders on your joints, hair, skin and nails - customers notice a change in just a few weeks. Get 30-days of Multi-Collagen at a whopping 15% off and a free recipe book! So Body Co. are so confident in the effectiveness of their product that they offer a 100% no-risk money-back guarantee. Say hello to a healthier you and goodbye to aching joints.

[Claim now →](#)



Newsletter Sponsorship Case Studies



Full Sponsorship
Package
(inc Branded Content)

CTR from Open
1.1%

Clicks
2,730



Exclusive Partner Offer
Live happier and healthier

Healthy ageing is all about looking after your emotional, physical and cognitive wellbeing. Which is why Goldster's online health and wellness community has more than 400 classes a month, all for just £3 for the first 3 months and then £9.99 thereafter (cancellable at any time).

[Read more →](#)

Click images to see live examples



Headline
Sponsor Package

CTR from Open
3.1%

Clicks
7,370



Exclusive Partner Offer
Kickstart your bladder health

Introducing Jude, natural and clinically tested supplements for stress and urge incontinence. Urogynaecologist-approved and loved by 10,000+ customers. Jude's powerful blend contains the equivalent of 96 pumpkin seeds in one tablet. Regain control of your bladder health with a 30-day supply.

15% off with SAGA15

[Read more →](#)



Headline
Sponsor Package

CTR from Open
1.1%

Clicks
2,557



Exclusive Partner Offer
Get net zero heating with £2,000 off

Switch to Fischer's 100% efficient, zero-emission heating solutions and get up to £2,000 off. Rated excellent with 4.5 stars on Trustpilot from over 5,000 reviews and 75 years of manufacturing experience. Choose Fischer for a sustainable home!

[Order your free catalogue →](#)

Branded Content

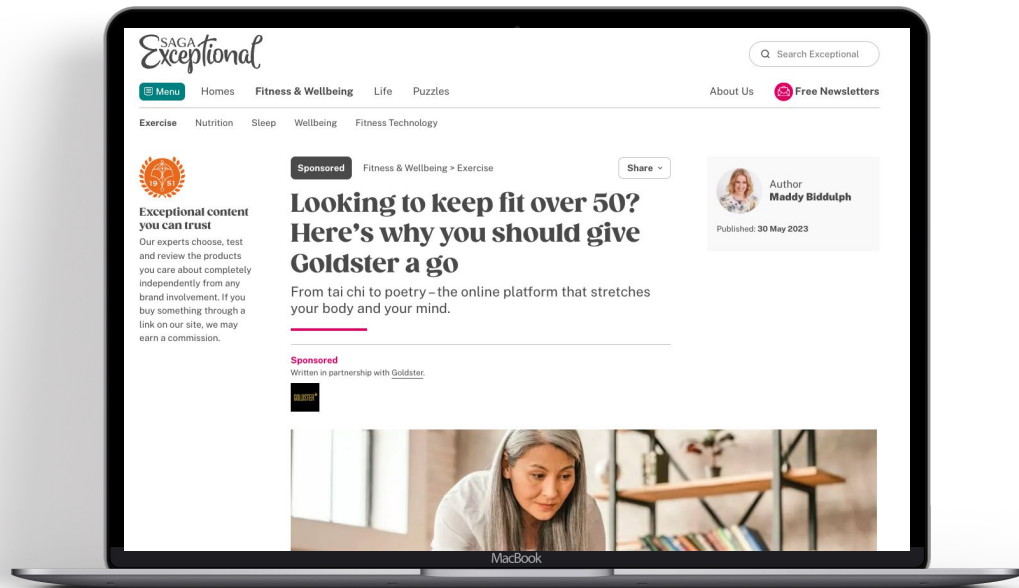
We know what our readers love, and we'll help partners to engage that audience with supported content written by our team of exceptional writers.

This longer format is perfect for conveying detailed messaging that goes beyond a headline and drives a deeper connection between your products and our audience.

Content ideas will be worked up in conjunction with your marketing teams, but written exclusively by Saga Exceptional writers.

Branded Content can be promoted via the sponsored slot within the Newsletter before being archived indefinitely on-site.

[Link to Live Example for Goldster](#)



High-Impact Display

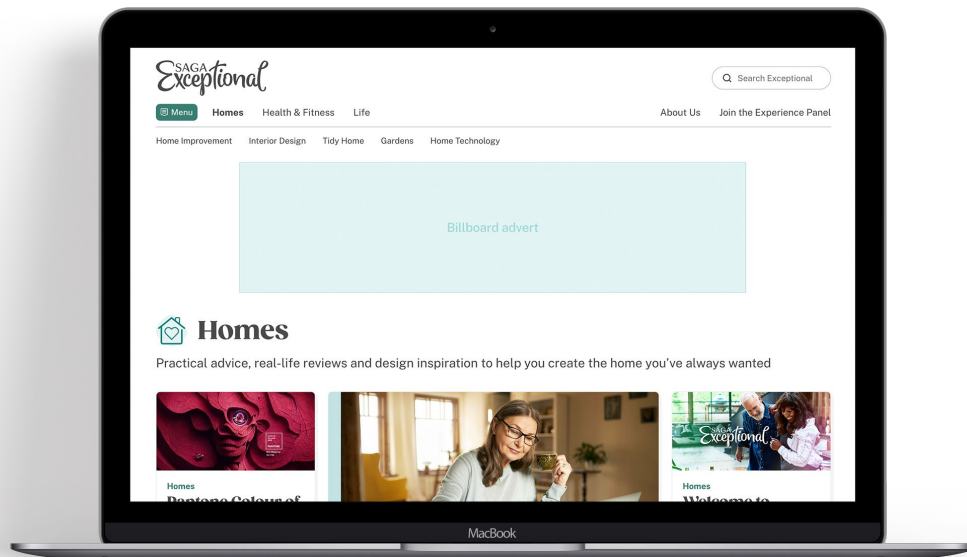
Exceptional.com has been built from the ground up with a user-first approach, meaning a lower volume of highly visible ad-units on each page.

By strategically placing visually captivating ads across the site, we can effectively capture the attention of your target demographic, driving greater brand visibility, awareness, and recognition.

Display activity allows us to seamlessly integrate promotional messages alongside high-quality content, creating a seamless user experience that enhances brand affinity.

Units available include;

- **Billboard (Desktop) 970x250px**
- **Leaderboard - 728x90px**
- **Sidebar DMPU - 300x600px**
- **MPU - 300x250px**
- **Mobile Leaderboard 320x100px**



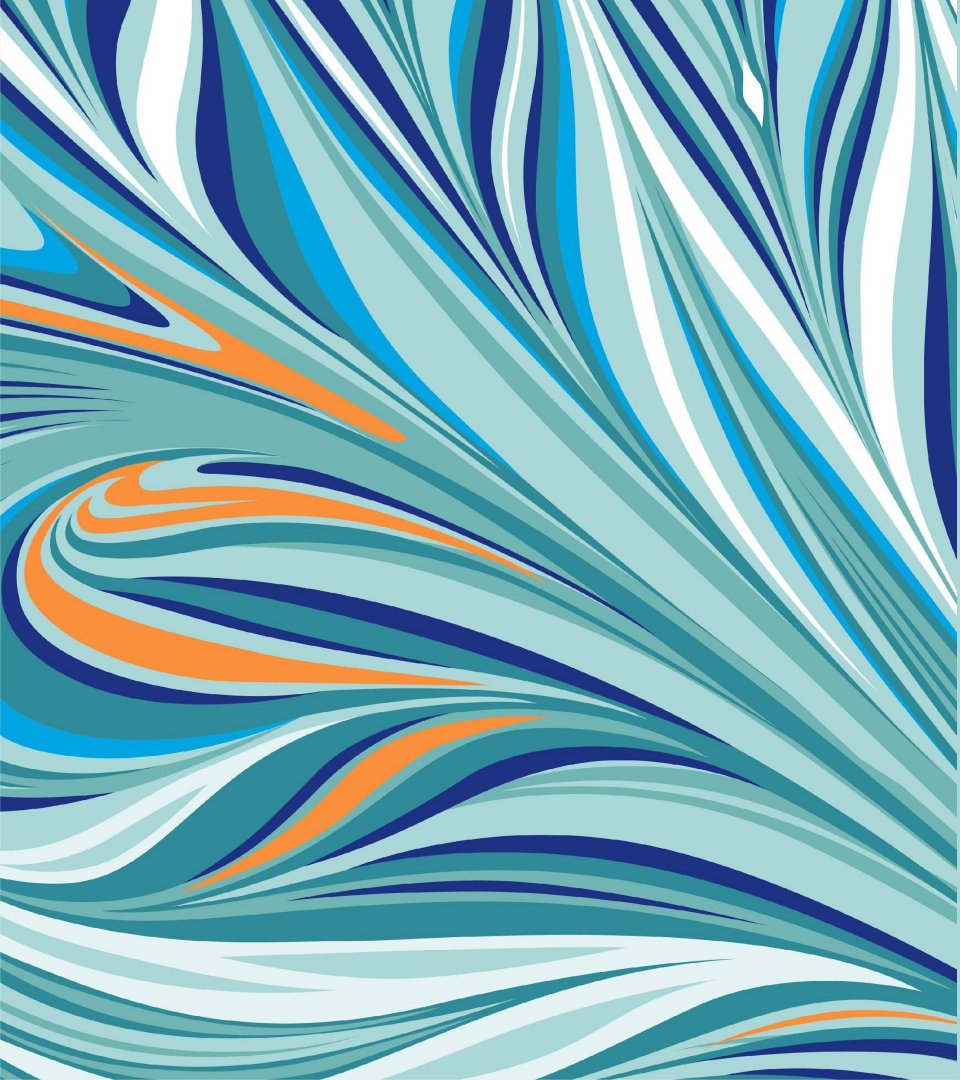
Rates

Newsletter	Rate	Notes
Full sponsorship	£7,500	Includes Headline Sponsor, 1x Supported Content Article and placements.
Headline sponsor	£5,000	In partnership / association with Brand Name and partner content block

Content	Rate	Notes
Branded Content	£5,000	Includes promotion on homepage, Social promotion and featured slot in our weekly newsletter. Content written by Saga editorial team

Online Display	Rate	Notes
MPU (Desktop & tablet)	£8 cpm	size 300x250px
DMPU (Desktop & tablet)	£10 cpm	size 300x600 px
Leaderboard (Desktop & tablet)	£10 cpm	size 728x90 px
Billboard (Desktop & tablet)	£15 cpm	size 970x250 px
Full Roadblock (Desktop & tablet)	£30 cpm	(all units on a page across all devices)

Saga Magazine	
Unit	Rate
Single page ROM	£5,500
Single page FH RHP	£7,000
Single page FH	£6,000
Half page (Back)	£2,850
DPS run of mag	£10,000
Inside front cover DPS	£14,000
Inside back cover	£7,000
Outside back cover	£8,000
Inserts (depending on weight)	£3,000 - £10,000



Contact

advertising@saga.co.uk

SAGA