

Yours

Media Pack



The Mission...

Yours magazine puts its readers at the heart of everything we do and they reward us with unprecedented levels of loyalty, trust and engagement. We offer highly relevant, trusted and useful advice, whether it's to help readers look their best, to stay healthy and active, to enjoy their free time or to manage their money better. We celebrate 50+ women too, whether they're overcoming difficulties or achieving amazing things. We like to look back with our readers and listen to their views, enjoy a shared heritage, shared values and a sense of friendship and community.



The Reader...

Yours is the UK's best-selling fortnightly lifestyle magazine and website targeting women aged 50 and over. Yours readers want to help, to be involved, to be listened to and to have a voice.

Our reader has traditional values – politeness, kindness and community are important to her and her family is at the heart of everything. As well as being a mum, grandma or even great-grandma, she is, she is likely to work part-time and volunteer within her community.

She loves to laugh, to make friends, to reminisce and share her memories. She has a young outlook on life, she places importance on maintaining a healthy lifestyle and is determined to keep up with technology.

She sees Yours as a friend and comes to us for trusted news, advice and to put a smile on her face. After family and friends, Yours is the most important part of her purchasing decisions.

Statistics:

Median age **70**

46% ABC1

75% Retired

95% Female

Source: PamCo 4 2020



Celebrity and Real Life

Our cover stars aren't just 'celebs' – they are stars with integrity, warmth and values that our readers share. Our readers want insight, not scandal. Our real-life features celebrate women who have shown courage against the odds or are making a difference in the world.



Making the most of her time

Yours readers have more freedom than ever before and we're on hand to help them make the most of it. Our cookery, gardening, knitting, craft and home pages are packed with tempting ideas. Our travel features inspire readers, whether they're looking for a trip of a lifetime or exciting new days out. And for when they want to put their feet up, our big puzzle section is perfect.



Health, Fashion and Beauty

Our readers want to look and feel their best, so we provide trusted expert advice in every area. Our health advice is relevant and positive. Our fashion pages always feature affordable, figure-fixing fashion photographed on models that readers can relate to. Our beauty pages are focused on anti-ageing, so the products will always be relevant for the reader – not her daughter.



The Yours Pillars

- **Health**
- **Fashion & Beauty**
- **Travel**
- **Pets**
- **Home & Garden**
- **Cookery & Craft**
- **Advice**



MULTIMEDIA PLATFORM OFFERING

Reader events

The Yours live events continue to draw the crowds in their hundreds. A three day festival taking place twice a year. The Summer Garden Party in Cheshire (August) and the Christmas Party in Lowestoft (November) tickets sell circa £350pp.



The Strictly Come Dancing Christmas Special 2021
The festive Strictly special has become a regular part of our Christmas TV...
LEISURE | 23 11 2021

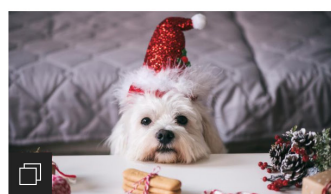


All the best Black Friday deals from Amazon, John Lewis, and more
The shopping madness continues as loads of online retailers share deals for...
LIFE | 24 11 2021



I'm a Celebrity's Louise Minchin: her husband, stalker and podcast
She's been a household name for decades having presented BBC Breakfast for...
LEISURE | 23 11 2021

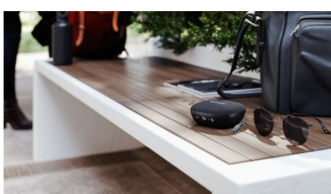
LATEST ON YOURS



Christmas dog treats for your furry friend
Just like you, we know that dogs are a



The Beatles documentary Get Back is now available to stream



WIN: Five portable speakers up for grabs
This portable and lightweight speaker is



WIN: 30 cleaning bundles to give away
Clean up the easy way with the special

Yours.co.uk

Yours.co.uk is the trusted online home of Britain's best fortnightly magazine for women over 50 and the ultimate destination whatever your passion.

Whether you want recipe or craft ideas, workout or health advice, shop for great products tried and tested by our team, find trusted advice on a huge range of relevant topics, or win exclusive prizes, yours.co.uk has it all!

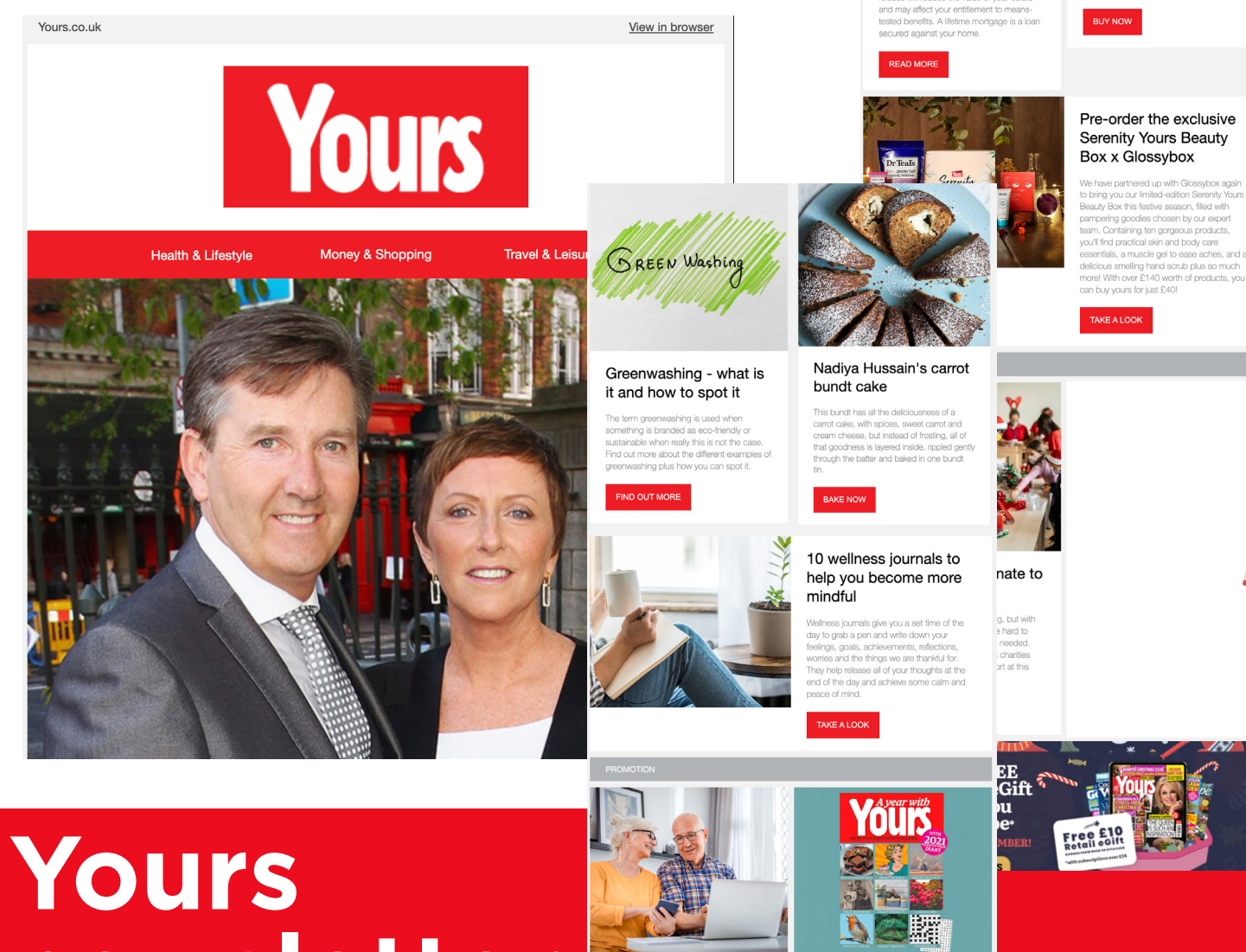
Statistics:

46% ABC1
95% Female
70 Average age



Not just a magazine...

The Yours brand also offers:
- Yours Annual book
- Yours Fiction
- Yours Travel club
- 4 Specials throughout the year



Yours newsletter

Our email newsletter delivers the latest news, our pick of the best stories of the week, from health to travel, fashion to relationships, craft and recipes. Plus, it brings the latest deals and competitions straight to the inboxes of our readers. It has the best open rate of all Bauer titles.



FREE poster collection: No.2 *Katharine Hepburn*

WOMEN'S SPECIAL SERIES

Yours

ISSUE 11

NEW

RETRO

Celebrating the STARS we love



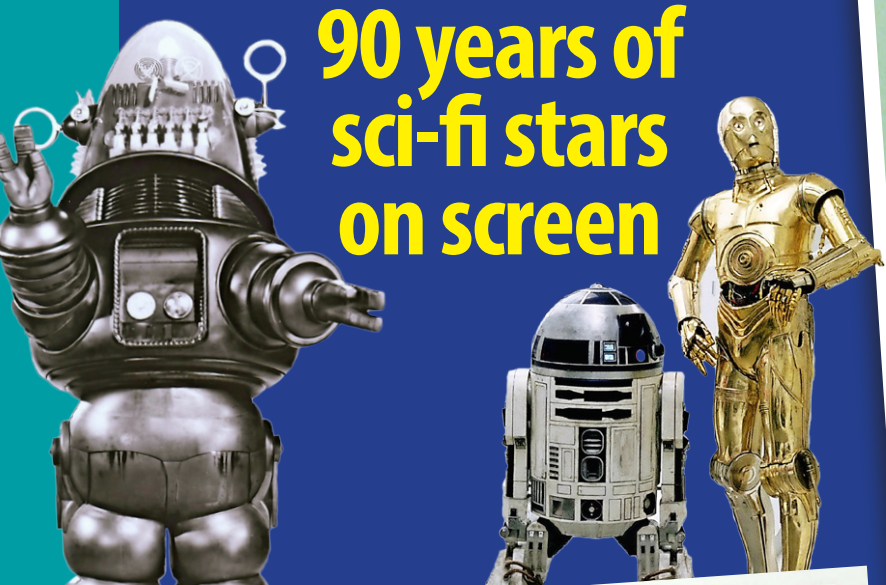
CARY GRANT King of the
Screwball Comedies

OUR
TOP 10
FILMS

CHILD'S PLAY
Memories of the
games we played

RISE OF THE ROBOTS!

90 years of
sci-fi stars
on screen



Doris Day

The truth
about her and
Rock Hudson

RARELY
SEEN
PHOTOS

£3.99



PLUS ■ M*A*S*H stars: where are they now? ■ The way we shopped ■ Behind the scenes of Mary Poppins ■ TV heartthrob: Richard O'Sullivan ■ Leslie Howard: star turned spy ■ Hollywood's famous feuds

***FREE Ella Fitzgerald CD** *UK ONLY. YOU PAY P&P



On sale February, April, June, August, October, December.

DISPLAY

OBC £3000
IBC £2000
IFC £2000
Full page FH £1500
Full page ROM £1200
DPS £2700
Half page £900

ADVERTORIAL

Full page £1600
DPS £3500
Production POA

AD SPECS

Trim 285 x 210
Bleed 297 x 222
Type 255 x 180



DISPLAY

Full Page FH £16,692
Full Page ROP £13,761
1st 3rd £18,043
1st 20% £21,101
1st 20%, RH £22,156
1st RHP £24,465
1st LHP £24,465
IFC DPS £51,785
1st DPS £43,120
2nd DPS £38,736
IBC £16,514
OBC £42,349
IFC £27,257

ADVERTORIALS

Full Page £19,266
DPS £36,606
Production POA

PRODUCTION

Inserts £66 CPT
Bound-in £66 CPT
Tip-on £66 CPT

AD SPECS

Trim 285 x 210
Bleed 297 x 222
Type 255 x 180

YOURS.CO.UK

Leaders £12 cpm
Sky scrapers £14 CPM
MPU £18 CPM
HPTO £55 CPM
Billboard £30 CPM
Overlay £60 CPM

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