

The logo for 55+ Wellness Magazine. It features a gold circle containing the text "55+" in white, followed by the word "Wellness" in a black script font. To the right of "Wellness" is the word "MAGAZINE" in a bold, black, sans-serif font. Below "MAGAZINE" are the words "WELLNESS", "LIFESTYLE", and "CONNECTION" stacked vertically in a bold, sans-serif font. "WELLNESS" is purple, "LIFESTYLE" is gold, and "CONNECTION" is orange.

55+ Wellness **MAGAZINE**
WELLNESS
LIFESTYLE
CONNECTION

New Bi-Monthly Periodical in the Costa Del Sol

Unlocking the Power of the 55+ Market in Andalusia

"The Silver Economy is the **new gold rush**, and businesses need to **act now** to tap into this thriving market."

— Euro-American Silver Economy Congress, Malaga (2022)



“Now is the time to invest in senior-friendly business models. The Silver Economy in Spain is projected to grow faster than any other segment over the next decade.”

– EURO-AMERICAN SILVER ECONOMY CONGRESS, 2023



Who We Are

Innovative and progressive, **55+ WELLNESS** is set to be the **leading wellness publication** for the 55+ international community in the **Costa del Sol** - an area known for its vibrant retiree population and **rapidly growing Silver Economy**.

The magazine is dedicated to providing meaningful, insightful, and relevant local content for its readers, with a focus on:

**Health and Wellness,
Real Estate, Financial
Security, Tech Trends,
Local Lifestyle,
Culture and Events.**

Introduction to 55+ WELLNESS Magazine



TARGETING THE INTERNATIONAL 55+ COMMUNITY IN ANDALUSIA

55+ Wellness magazine is the only English-language publication designed specifically for the growing international 55+ demographic across the coast.



CAPTURING THE LUCRATIVE SILVER ECONOMY

The magazine taps into the significant economic potential of the Silver Economy, which accounts for **26% of Spain's GDP** and is expected to contribute **€7.6 trillion annually to Europe by 2025** (*WorldData: "Silver Economy Spending Power Trends in Europe"*).



BRIDGING THE DIGITAL DIVIDE

While the the Silver Market is still **largely influenced by print media**, **55+ Wellness** is set to integrate a strong digital presence to provide a **seamless, omni-channel experience** to its readership.



TRUSTED PLATFORM FOR ADVERTISERS

55+ Wellness offers a variety of advertising opportunities, including **print and digital ads, sponsored content** and **partnership deals**, allowing brands to **reach and engage with this affluent and discerning audience**.

55+ WELLNESS MAGAZINE IS A COMPREHENSIVE PLATFORM THAT BRIDGES THE GAP BETWEEN PRINT AND DIGITAL, PROVIDING A TRUSTED AND TARGETED SOLUTION FOR BUSINESSES TO REACH THE GROWING AND FINANCIALLY INFLUENTIAL 55+ COMMUNITY IN ANDALUSIA, SPAIN.

The Power of the Silver Economy

MÁLAGA IS NOW POSITIONING ITSELF AS A GLOBAL HUB FOR SILVER BUSINESSES, WITH SIGNIFICANT INVESTMENTS IN REAL ESTATE, HEALTH AND WELLNESS SERVICES AIMED AT SENIORS.



The Power of the Silver Economy

Metric	Value
Silver Economy's Contribution to Spain's GDP	26%
Projected Growth in 65+ Population in Spain (2022-2035)	9 million to over 12 million
Businesses focusing on the Silver Economy in Southern Spain	12% year-on-year growth
Disposable income held by the 50+ age group in Spain	over 60%
Seniors in Spain actively shopping online	only 42% (compared to over 70% national average)

*Málaga Silver Economy Hub

THE DIGITAL DIVIDE

LACK OF ACCESS TO TECHNOLOGY

According to *Flanders Investment & Trade (2018)*, **as much as half of the 65+ population in Spain is not using a computer or smartphone**: "simply, because they do not have one."

BARRIERS TO ADOPTION

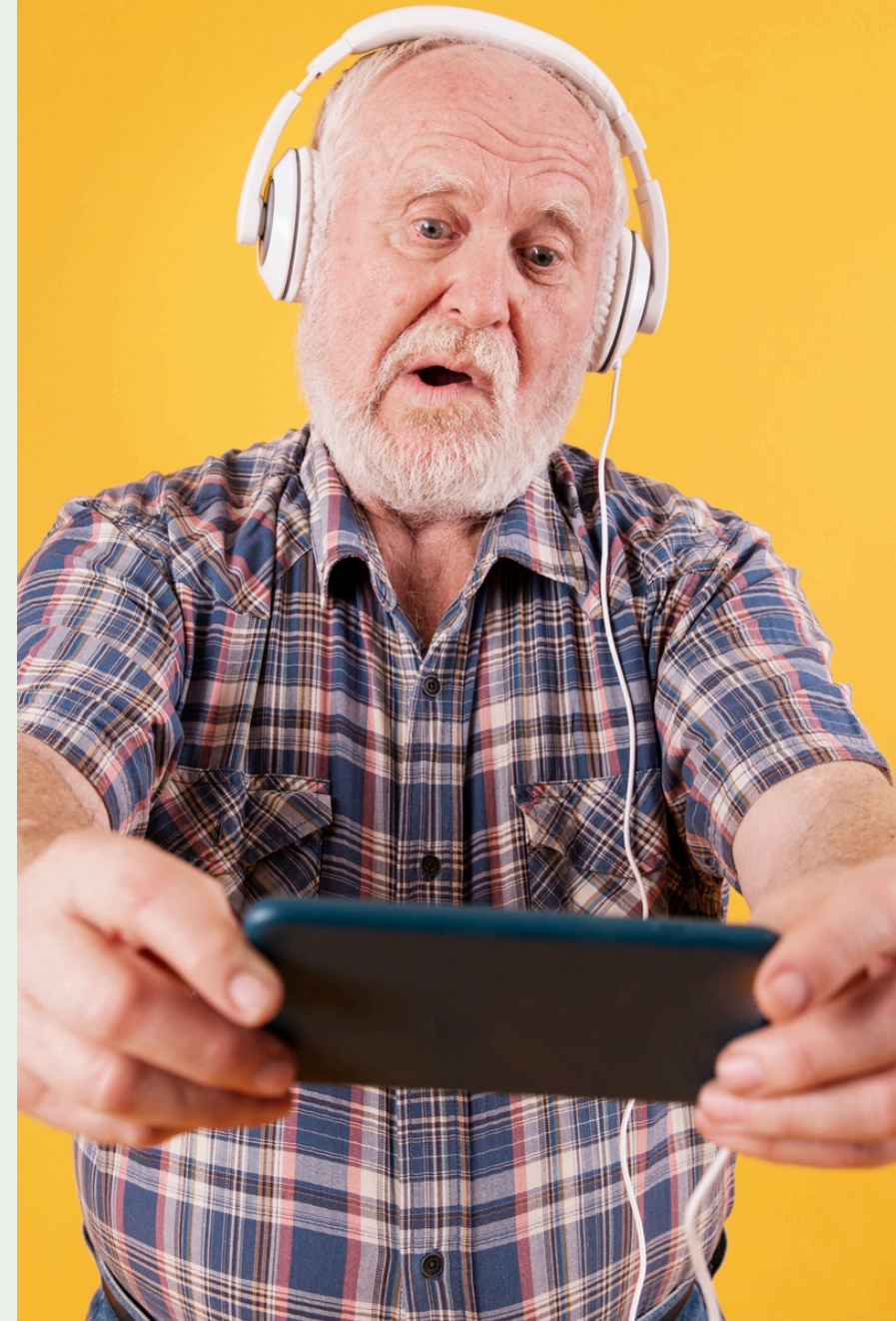
Since many websites and digital tools are not fully optimised for **accessibility**, factors like **physical and cognitive limitations**, as well as a **lack of digital literacy and confidence**, present significant barriers for the elderly in Spain when it comes to adopting digital technologies.


GENERATIONAL GAPS

This growing digital divide reflects the generational gap, as older adults may have less familiarity and comfort with using modern technologies compared to younger generations.

IMPLICATIONS AND CHALLENGES

The limited access to digital technologies among Spain's elderly population can lead to **social isolation, reduced access to essential services, and increased vulnerabilities, posing challenges for policymakers and service providers.**



A photograph of an elderly woman with short, light-colored hair, wearing sunglasses and a light-colored button-down shirt. She is sitting in a wooden rocking chair, smiling, and holding a newspaper open in her hands. The background is a blurred outdoor setting with trees. A semi-transparent dark rectangle is overlaid on the right side of the image, containing the title text in white.

The Value of Print in a Digital World

The Value of Print in a Digital World

- **TANGIBLE & LASTING:**

Print magazines sit on coffee tables, in waiting rooms, and libraries, giving your brand and each magazine copy **repeated exposure over time**. Unlike digital ads, which can be scrolled past, **print has a long shelf life**.

- **PRINT MEDIA REMAINS TRUSTED BY 55+ CONSUMERS**

70% of consumers aged 50+ prefer print for health-related information, and print ads are perceived as **more credible and memorable than digital ads** (*Silver Marketing Association*).

- **DEEPER ENGAGEMENT WITH PRINT**

An **AARP study** indicates higher engagement with print media: older readers spend an average of **25 minutes reading a printed magazine**, compared to just 10 minutes on digital platforms. Print offers a break from screens and is favoured for its **relaxed, focused reading experience**.

- **RELATIONSHIPS WITH BRANDS OFTEN START WITH PRINT-BASED ADVERTISING,** demonstrating a **powerful link between offline and online touchpoints** (*Silver Marketing Association*).

- **BRIDGING PRINT AND DIGITAL**

Integrating **QR codes** within print articles and advertisements allows readers to **seamlessly transition from print to digital content** and experiences, **increasing ad recall and engagement**.

- **BUILDING A TRUSTED MARKETING CHANNEL**

Combining print and digital strategies, **55+ WELLNESS** aims to become a **trusted marketing platform** that provides businesses with a comprehensive approach to **reach the lucrative 55+ demographic**.

DIGITAL MARKETING FOR SENIORS

"INTERACTIVE PRINT"

Print ads with a connected digital component see **higher engagement** and leave a **stronger memory impression** compared to digital-only or print-only ads (*Persuasion Nation*).



AN AUTHENTIC DIGITAL MARKETING LANDSCAPE

THE RISE OF DIGITAL ENGAGEMENT

At **55+ WELLNESS**, we recognise that while print media remains a major component of reaching senior consumers, it's equally important to **acknowledge the growing significance of digital platforms within this age group.**

KEY DIGITAL TRENDS

We respond to key digital trends among seniors, such as active social media usage, growing online communities, and increased comfort with online shopping. **Many websites and digital tools are simply not designed with senior accessibility in mind** (*Silver Marketing Association*).

DESIGN ACCESSIBLE DIGITAL CONTENT

To cater to the needs of its senior readers, the magazine is focused on creating **easy-to-navigate webpages, engaging social media content, and interactive video tutorials** on health, wellness, and financial security. These provide **sponsorship opportunities for businesses looking to align with valuable, informative content.**

LEVERAGE QR CODES TO BENEFIT ADVERTISERS

55+ WELLNESS is integrating QR codes into both editorial content and adverts, providing advertisers with opportunities to **drive highly targeted website traffic, create interactive experiences, track engagement, facilitate conversions, and build a customer database within the senior market.**

"INTERACTIVE PRINT"

The perfect marketing strategy will create a **seamless connection between print and digital experiences.** These adverts enjoy **higher engagement** and leave a **stronger memory impression** compared to digital-only or print-only ads (*Persuasion Nation*).

55+ WELLNESS

Editorial Calendar 24/25

Our editorial strategy is designed to address the key interests, concerns, and lifestyle choices of the local 55+ community.

✓ HEALTH

✓ INSPIRED LIVING

✓ LIFESTYLE

✓ WEALTH MANAGEMENT

✓ REAL ESTATE

✓ LEGAL ADVICE

✓ LOCAL SPORTS UPDATES

✓ FASHION

✓ TECHNOLOGY

✓ ENTERTAINMENT

✓ TRAVEL

✓ LOCAL EVENTS/KEY
DATES.



... AND WE ARE ABSOLUTELY OBSESSED WITH
THE HEALTH SECTION!

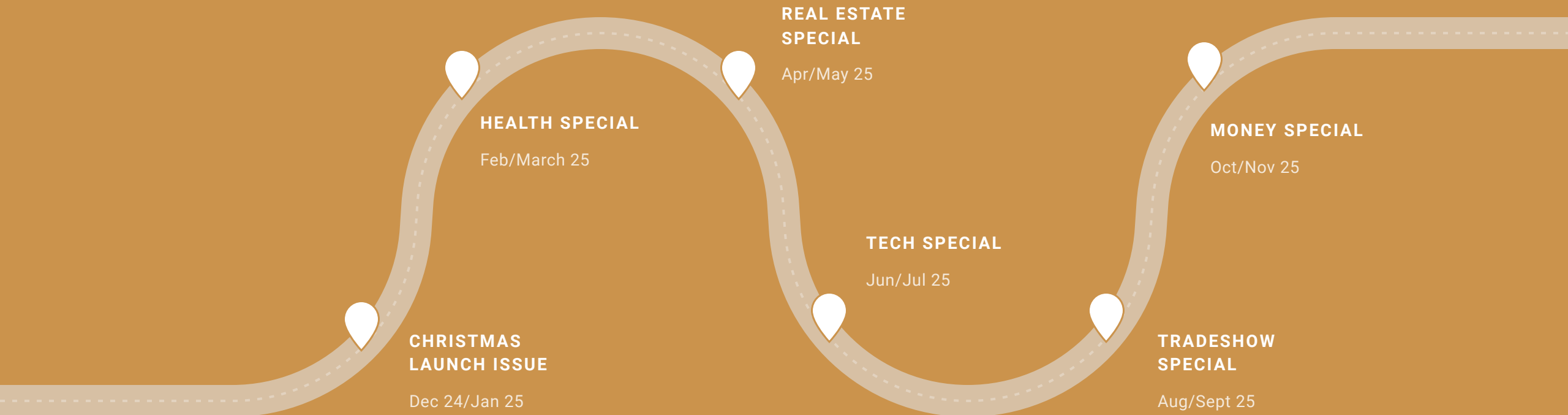
55+ Wellness will be sharing **multi-disciplinary responses** to different health risks and conditions, such as *Alzheimer's, heart disease, falls prevention, cancer, stress, neurological disorders* and more.

Designed both to **improve access** to care/rehabilitation for the senior community and **increase local business visibility**, every issue, readers will be signposted toward local services who can support their needs.

2024/25 *Special Issues Calendar*

FEATURE, SPONSOR AND PLACE ADVERTORIALS IN OUR THEMED ISSUES THIS YEAR.

In addition to regular features, each issue of **55+ WELLNESS** offers relevant and engaging advertising opportunities **throughout the year** for campaigns, brands and industries aligned with our carefully curated, *Special Issues Calendar*:



Advertise with Our Competitive Rates

(Email info@55pluswellness.com for full Rate Card information)

PRINT ADVERTISING

Rates range from €250 for a 1/4 page ad to €1,500 for a double-page spread. **Discounts available for multiple issue and early bird placements.**

ADVERTORIALS & SPONSORED ARTICLES

- Advertorial/Interviews from €1,000 per article.
- Sponsorship benefits are available from €1,250 per article.
- **Sponsor for 2 issues and receive a 3rd issue FREE!**

DIRECTORY LISTINGS

Small businesses and service providers can secure a directory listing for €200 per issue, including contact details, description, and website link.

PLATINUM SPONSORSHIP PACKAGE

€2,250 per issue, including double-page spread, double-page sponsored content/advertorial, special mentions both online and from the Editor and more. **Discounts available for multiple issue and early bird placements.**

RUN YOUR LATEST PROMOTIONS

Run your promotions with print and digital marketing campaigns from 55+ Wellness. POA.

EARLY BIRD OFFER

30% discount for advertisers who sign up for the year, placing from Feb/March 2025.

Print Advertising Rates*

Ad Size	Premium (First 15 pages)	Editorial Placement	Run of Page	2025 DISCOUNTS
Double Page Spread	€1,500	€1,200	€900	10% Discount for 3 issues / 15% Discount for 6 issues
Full Page	€1,000	€800	€650	Place a double or full-page ad for min.3 issues (6 months) to qualify for Platinum Sponsor benefits.
1/2 Page	N/A	€650	€500	See next pages for Advertorial/Interview & Sponsorship info/rates.
1/3 Page	N/A	€400	€300	Email: info@55pluswellness.com for complete Rate Card info.
1/4 Page	N/A	€300	€250	Note: all adverts must be supplied print-ready.

*Print Advertising Rates Per Bi-Monthly Issue. We offer a range of packages, both in print & digital - see the next slides for Sponsorship/Partnership offers. (Prices do not include VAT)

Advertorial/Interview Rates*

Ad Size	Premium (First 15 pages)	Editorial Placement	Run of Page	2025 DISCOUNTS
Double Page Spread	€1,800	€1,500	-	10% Discount for 3 issues / 15% Discount for 6 issues
Full Page	€1,500	€1,000	-	Place an advertorial for min.3 issues (6 months) to qualify for Platinum Sponsor benefits.
-	-	-	-	See next pages Sponsorship info/rates.
-	-	-	-	Email: info@55pluswellness.com for complete Rate Card info.
-	-	-	-	Note: The Editor retains the right to refuse content that is not to standard or conflicts with the core values of the publication.

*Print Advertising Rates Per Bi-Monthly Issue. We offer a range of packages, both in print & digital - see the next slides for Sponsorship/Partnership offers. (Prices do not include VAT)

Sponsorship Packages

PLATINUM SPONSORSHIP €2,250 (Premium Placement)

- DOUBLE-PAGE ADVERT
- DOUBLE-PAGE CONTENT/ADVERTORIAL
- SPECIAL MENTION IN BOTH THE EDITOR'S LETTERS AND ON THE INSIDE FRONT COVER
- EXCLUSIVE BANNER AD PLACEMENT ON THE WEBSITE, EMAILS & NEWSLETTERS FOR TWO MONTHS, PLUS WEEKLY DEDICATED SOCIAL MEDIA POSTS AND FURTHER MENTIONS IN POSTS PROMOTING RELEVANT EVENTS OR ARTICLES.
 - Email: info@55pluswellness.com for complete Rate Card info.

*****SPONSOR FOR TWO ISSUES & RECEIVE A THIRD ISSUE FREE
(= 6 MONTHS SPONSORSHIP BENEFITS)*****

Gold €1,750

- LOGO IN SPONSORS LIST (INSIDE FRONT COVER)
- FULL-PAGE AD, PREMIUM PLACEMENT
- FULL-PAGE ADVERTORIAL
- MENTION ON SOCIAL MEDIA AS BELOW, WEBSITE BANNERS

Silver €1,250

- LOGO IN SPONSORS LIST (INSIDE FRONT COVER)
- FULL-PAGE AD
- SOCIAL MEDIA MENTIONS WEEKLY

Why advertise with us?



The Silver Economy is one of **the most dynamic and profitable markets.**

Now is the perfect time to invest in it.

Málaga is at the forefront of this movement, with businesses seeing **year-on-year growth** by tapping into the 55+ demographic.



DIRECT ACCESS

55+ Wellness will reach a niche, affluent audience that is **actively seeking products and services** tailored to their needs.



Partner with **55+ WELLNESS** for 2025

and you will not only reach this lucrative audience but also **become part of a trusted community resource that continues to grow.**

“The print market for seniors is one of the last untapped opportunities in the digital world.”

GEOMARES MARKETING, 2023



You've heard from us.

we want to hear
from **you.**

@ info@55pluswellness.com

🌐 www.55pluswellness.com